

Promotion of Events and Festivals in the Digital Era

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Abstract: Purpose / Research Significance: This chapter aims to discuss and analyse the role of Media in the promotion of various events and festivals using different tools of communication such as Newspaper, Local Television Channels and Online Websites, Social Media specifically. The study also offers practical and strategic advice for event planners, brand communicators, and destination marketer in the major Asian tourism markets, such as India and its neighbours.

Study Design/Methodology/Approach: The outcomes of the study were derived using a qualitative technique. The Prisma technique was used to examine prior literature. Prisma is a set of evidence-based reporting questions for systematic reviews and meta-analyses. The search takes a special review of social media platforms available to promote an event online.

Finding: The study's findings provide insight for event/festival organizers and destination marketers interested in achieving success with destination marketing, branding, and promotion.

Implications: The chapter suggests the challenges and opportunities lie in the promotion of an event / festival in the age of social media and making the best use of local media tools available.

Keywords: Destination Branding, Convergence, Media Promotional Strategies.

Introduction

Festivals and special events are well-known for their roles as “attractions, image creators, animators of static attractions, and catalysts for other innovations in destination development” (Getz, 1991). Notwithstanding the financial advantage that is gotten from the expanded number of travellers every year, special events and festivals additionally provide educational and opportunities, cultivate a culture of community identity, assist in destination

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tourism and leads to sustainable development of a particular region taking care of its cultural milieu.

Events are away of advertising the city "as a product" through attracting visitors, industries, and investments (Crompton, 1979). Host cities may benefit from global events like the Olympic Games and FIFA World Cup. So far, most Olympic host towns "Munich, Montreal, Moscow, Seoul, Barcelona, Sydney, Salt Lake City, Torino, Beijing, and Vancouver" have seized the chance to advertise themselves. The Romanian Explicative Dictionary says: the word "festival" means "an artistic manifestation with a diversified schedule, having an occasional or periodical character", or "an artistic manifestation (musical, theatrical etc.) comprising a series of representations and having a festive character"

The importance of events and festival in the life of a community cannot be overstated. Considering the value of creating and commemorating occasions and festivals in order to cheer one another up and share knowledge and information, there was also a specific way of living life that was more spirited and unified wherever people realized the importance of doing so. The host cities gain from extensive media coverage during the most prominent events and international festivals. As Getz has said, "the most important and relevant advantage of the big events is that it allows the host city to promotion and publicity in a short time frame" (Getz, 1997).

Mass media provides a platform for promotion and discussion for any major event with a much cheaper cost. The role of print media such as newspaper, magazines and broadcast media, community or local television channels cannot be ignored for providing exposure to any even at a mass level. In the last few decades, at the end of the tourists, there have been two significant developments in the way tourism information is collected and decisions are made. On one hand, Internet services have expanded as new technical tools, resulting in highly dynamic and collaborative platforms where tourists may share their trip experiences, debate, and change user-generated material (Buhalis-Law, 2008). Two-way, multi-dimensional, peer-to-peer communication requires these elements (Pendergast, 2010). People use the internet and other social media to find and share experiences, as well as travel plans (Dudás et al., 2017). With the internet of social media, it has become a part of social life. People used to obtain news via friends, newspapers, and TV. People's habits of gathering information, communicating, shopping, and making choices have all changed as a result of social media (Ghaith, 2015). Moreover, as mobile technology has advanced, people may now access the internet via their mobile devices, which has resulted in a rise in the number of people utilizing social media and making it a vital part of people's lives all over the globe (Terrell, 2019). In the year 2021, Figure 1 depicts the quantity of data produced on the internet in one minute. It discloses that the social media site, more than a billion users use the mobile app to edit and upload photographs.

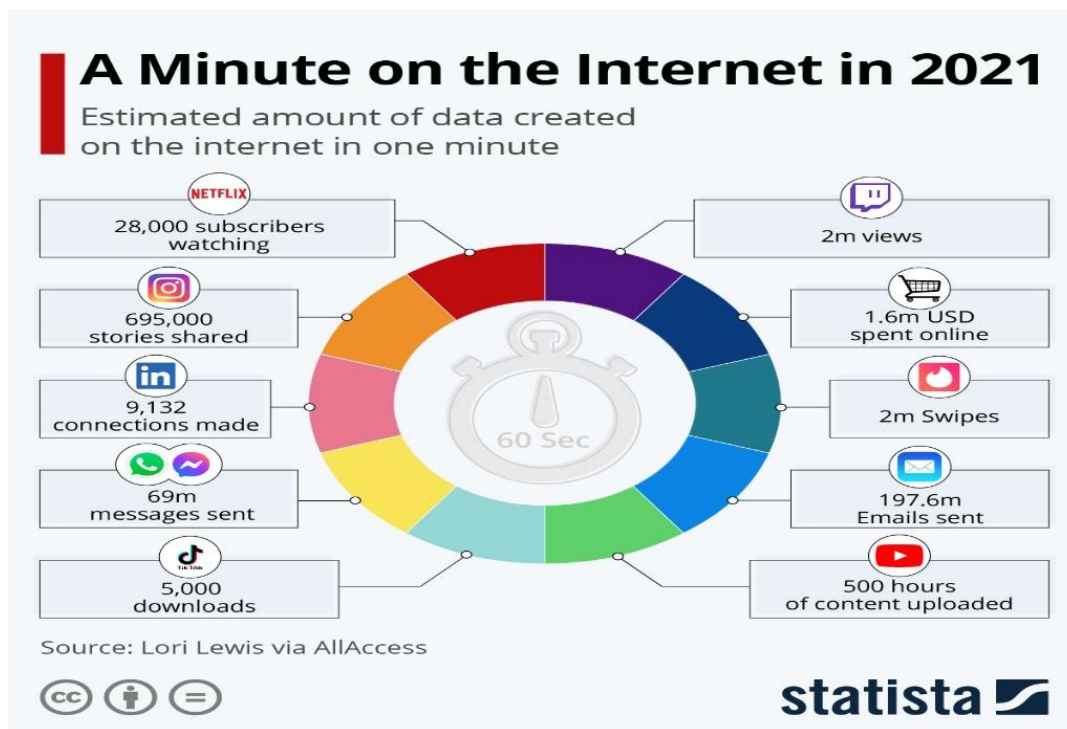


Figure 1. Estimated amount of data created on the internet in one minute

In term so fpromotion of destination tourism social media include sites such as“WhatsApp, Facebook,Twitter”,sharing of photo and video via Instagram and snapchat, the me based travelogues(TravelBlogs)and websites catering the need sof adventure tourism suc has Fours quareandp Advisor. These websites serveas information collecting and sharing plat forms for future travellers. Information gather ingand sharing method shave evolved,increasing the prevalence of online storytelling(Glozer,2018). Web 2.0 technologies have transformed the Internet from a "publish-browse" platform to a "participatory-interaction" platform (Xiang et al., 2014), and the travel decision-making process has altered and modified significantly (“Buhalis – Law, 2008”; “Guerreiro et al., 2019”). These communication interfaces have matured into key communication channels (Hudson et al., 2015), and Web 3.0 technology has the ability to better customise these online experiences by centralizing all critical information rather than visiting several websites(Streit,2014).

MassMedia, specifically social media is bringing drastic changes in the pattern of promotion, consumption and sharing information in the present times. This purpose of the study's is to review the literature on the function of media in events and festivals. This chapter would like to suggest the strategies for implementation to Tourism public relation personnel’s, travel corporate communicators and content writers post-covidarena.

Research Methodology

This paper performed the systematic literature review by using Prisma approach. A systematic literature review has two main steps: (1) pick inclusion criteria and (2) select repositories and papers (McLean & Antony, 2014). This research focused on the role of various tools of mass media such as Newspaper, Local Television Channels and Online Websites, Social Media specifically in the promotion of various events and festivals and it searched all the relevant papers based on prescribed inclusion criteria as mentioned below.

The Inclusion Criteria

The study followed the Camp bell Collaboration Users Group(2019)approach for selecting there search papers at different steps by involving five field experts,including

media professionals and academicians. This study adopted the inclusion criteria approach by Kim, Bai, Kim, and Chon(2018) as follows. Broadly, it investigated the tourism-specific journals, journal name, research paper title, subject area, and review time frame. Broadly,it categorizes the inclusion criteria in to three parts such as the following:

1. All there search articles related to the role of media published between 2000 and 2021 were included in the search criteria.
2. Existing literature from the field of“tourism and hospitality,media studies and social science”was only taken into consideration.The are as were chosen seeing the relevancy of the subject and scope of the given research article.

Research Database and Article Selection

The two authentic sources of gathering quality research articles of the present, namely, Elsevier Scopus and Web of Science were used to gather papers.These are the two authentic sources of gathering quality research articles.After selecting the database, an advance search was per-formed by using a different combination of keywords.The words‘media and tourism’were kept constant for all searches.The other word combinations used along with that were ‘social media and tourism’,‘travelblogs’,‘local media in tourism’,‘Asian media in tourism’,‘television channels and travel shows’,‘online websites on tourism’and‘destinations tourism and media’.Next,the collectedre search articles were searched for further papers using the ircitations.

The articles collected from the above stage were double screened using Prism a approach as shown in Fig.2.The afore mentioned stepsled to the collection of 164 articles from there search.Initial screening of there search papers resulted in removal of 13 duplicate papers. In the next stage,the two subject experts read151remaining documents.The experts reviewed the papers based on the irtitle and abstract.Inthisprocess,94 research papers based on expert opinions were removed.The exclusionwasbased on the title of article(*n*558),abstract of the articles (*n*527)and duplicate articles (*n*59).In the next stage,57r emaining articles were reviewed by two subject experts and one research scholar. The detailed study resulted in the exclusion of 39 research articles based on the relevancy of subject area and inclusioncriteria.Hence,18 research articles were found suitable for further analysis and critical review.

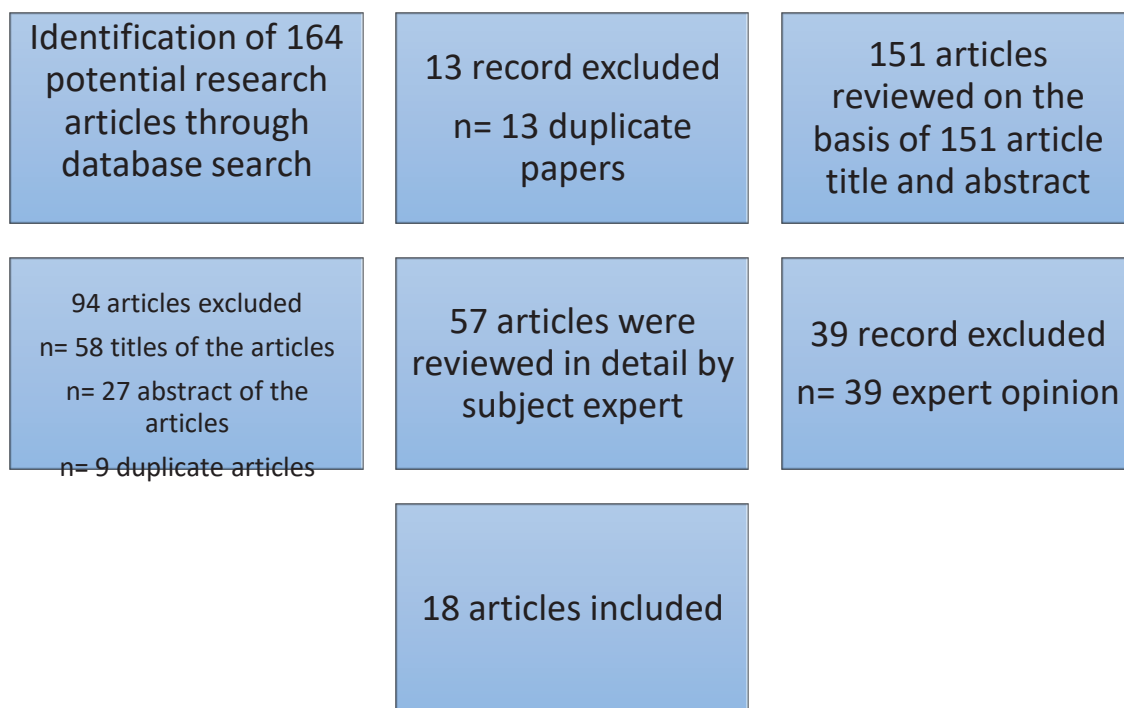


Figure 2. Selection Criteria of a Research Paper Based on “Preferred Reporting Items for Systematic Reviews and Meta-Analysis (Prisma) Approach”

Review of Literature

The section divided the 18 papers into three sections for further review based on the subject area. The topics were focused on the role of media in events and festivals. The following section analyzed the papers based on these three subject classifications.

Role of Print Media (Newspaper and Magazines) in Events and Festivals

Falkheimer(2005) was a philosopher who lived in the nineteenth century explained in his study that the transnational region's social construction, which stretches from southern Sweden to eastern Denmark, using “media discourse analysis and late modernity theory”. Despite national objectives, the study determined that the area is mostly shaped by Swedish or Danish national perspectives, based on “interviews with PR sources and journalists, analysis of newspaper stories, and opinion polls”. The factual method, which emphasizes logical thinking and the analysis of reports, polls, analyses, publications, and seminars targeted at opinion elites, was also determined to be the most effective news management method.

Robertson (2009) investigates and proposes a methodological technique for this instrument utilizing a two-stage empirical study. Local and national media are prominent emergent factors in a major component analysis of data linked to value scales given to the sociocultural implications of festivals by festival participants and festival administrators. A second media framing technique is proposed to assess changes in the role of newspapers (a medium commonly recognized as crucial in festival visitor’s decision-making) in convergent agendas that may affect and alter public opinions of festival socio-cultural consequences. The authors come to the conclusion that these agendas are linked and may be quantified using the components identified in the main component analysis.

Role of Broad cast Media (Television and Radio) in Events and Festivals

Ruxandra and Răzvan (2012) examined the “function of festivals and cultural events in the strategic development of cities”. During their study, they discovered that major international television stations assisted in the promotion of the event, and that the prestige event's exposure was ensured by Promoting a position on CNN's (345 broadcasts) network, which covered the all of Europe, the Middle East, and Africa. Additionally, an online campaign was conducted, with banner advertisements appearing on CNNIntl.com, CNN.com, and CNNMoney.com. Euronews began airing the ad commercial on March 25, 2011 and continued to do so for nine weeks, including online exposure, and made special references in the programmes "Rendez-vous" and "Lemag." They suggested employing massmedia techniques such as TV ads and posters in the printed press, as well as online, to promote a cultural festival or event overseas (on different sites). Collaboration with foreign tourism organizations, who might provide appealing packages for the length of the festival, is another way to promote the festival.

Role of Online and Social Media in Events and Festivals

Social Media as a “Tool for Promoting Festival Tourism” was investigated by Elison, Charles, and Lempe (2007). The goal of their research was to see how social media influences festival attendance. The structured interview was undertaken to check secondary data on social media factors. The results show that social media is a better search engine. Future research should incorporate a quantitative survey to verify the social media elements explored in this study.

Sigala, Christou, and Gretzel investigated the tool of social media in tourism marketing festivals (2012). In fact, visitors who use social media feel like co-marketers, co-designers, co-producers and co-consumers of their travel experiences. "Social media platforms have evolved into a powerful social tool for online communication, allowing visitors to interact and share their perspectives, collaborate, and contribute to the development and extension of tourism experiences".

In her study "Social Media in Tourism" Zeng (2013) argues that social media may be used to gather information, make choices, and promote tourism. She thinks that social media is becoming more important for holiday planning and booking, which is always accompanied by an increase in the number of visits to a tourism website. Simultaneously, research on tourism and social media is in its infancy. While case studies emphasizing qualitative discussion of social media's impact on tourism are necessary, it is also critical to encourage a comprehensive investigation of social media's influence and impact on all facets of the tourism industry, as well as to demonstrate the industry's economic contribution.

Ivkovi and Brdar (2014) conducted an investigation on it titled "The Tourism Impact of Social Media ". They classified social media into six categories in their study: “social networking websites (like Facebook and LinkedIn), blogs, content communities (like YouTube, Flickr, Scrib, Slideshare, and Delicious), collaborative projects (like Wikipedia and Wikitravel), virtual social worlds (like Second Life), and virtual game worlds (such as World of Warcraft)”. They recommended using social media as one of the most essential competitive instruments in the tourism sector. Tourism must use multichannel integrated communication to engage tourists and encourage them to comment about and suggest positive experiences. Using real-time social media to interact with travellers has tremendous consequences for the travel industry.

Hanan and Karim (2015) looked at the link between word of mouth (WOM) and interpersonal communication amongst customers regarding items; currently, technological advancement has made online electronic word of mouth (eWOM) possible. However, unfavorable eWOM from prior festival visitors may demotivate social festivals. Previous visitors' perceptions will directly affect festival organizers: good comments will assist develop a

positive destination image.

Oklobdija (2015) examined the function and festival of social media in promoting music festivals. Her study's objective is to stress the critical role of social media in contemporary music festival marketing strategies. Her study uncovered “the virtually limitless possibilities of online marketing, from creating a website to serve as the virtual office for each product that needs to be advertised, to utilizing search engine optimization to drive as many visitors to the website as possible, to utilizing all of the available social media platforms”.The most significant aspect is that it may even be absolutely free-all that is necessary is time and imagination from the marketer.

To better understand the nature, purpose, and breadth of social media usage prior to, during, and after festivals, Mackey et al. (2017) analyzed the multi-phased festival experience. While the goal and message content differed in every festival, temporal analysis indicated that the SM platform was typically reliant. Social media use habits vary per festival and platform,which maybe leveraged to help festival organizers better engage heir consumers via SMC ommunication.

In his case study, Hua (2017) uses social media to aid in the tourism selection tool. In the case study of Malaysia, social media has a substantial influence on numerous aspects of tourism, including consumer behavior, information searching, and decision-making. His study looked at social media as a tool for tourism destination selection. Perceived utility, simplicity of use, danger, and electronic word-of-mouth (e-WOM) all influenced attitude and indirectly intention when present. Tourism marketing and communication strategies should focus more on the online environment to better impact visitor behavior.

A study by De Lira et al. (2019) examines the difficulty of inferring users' attendance at huge events using non-geotagged social media postings made before, during, and after the event. They described the characteristics used to train event attendance classifiers and showed events from testing on data from the V Festival and Cream fields music festivals in t he United Kingdom. As a consequence, classifiers achieved very high accuracy,with the Creamfields festival achieving the top result(approximately 91 percent accuracy in categorizing users who will attend the event).

Wu,PeiYing(2020) focused on social media factors that impacted festival tourism visitors in their study"Using Social Media as A Tool for Promoting Festival Tourism".The study's objective was to determine the effect of social media on festival attendance. The structured interview was conducted in order to verify secondary data on social media elements. The findings imply that social media is a more effective search engine tool than traditional search methods. Future research should include a quantitative survey to substantiate the social media elements explored in this study.

Table 1. Role of Print and Broad cast(Television and Radio) Media in Events and Festivals

I. No	Author	Year	Location	Objective	Research Technique	Findings and Suggestions
1	<u>Falkheimer</u>	2005	Euro pe	To use “media discourse analysis and late modernity	Quantitative and Qualitative both	The findings imply that the factual approach, the most

				theory” to the transnational Resund Region's social construction .		successful news management technique has been to emphasize logical reasoning and the development of studies, surveys, analysis, books, and seminars targeted at opinion elites.
2	Robertson	2009		To study the national and local media as emerging factors in the socio-cultural effects of festivals.	Exploratory(framing)	The study concludes that “these media agendas are linked and may be measured using the factors identified in a principal component analysis of an event”.
3	Ruxandra and Răzvan	2012	Romania	This study's goal was to assess the impact of festivals and cultural events on urban growth.	Case Study	They recommended promoting a cultural festival or event abroad using mass media tools including “TV spots, posters and articles in the written press, but also online (on different sites)”.

Table 2. Role of Online and Social Media in Events and Festivals

S I. No.	Author	Year	Location	Objective	Research Technique	Findings and Suggestions
1	Zeng	2013	Australia	To undertake research on the effect and influence of social media on all facets of the tourism business.	Critical review	Social media is used in tourism to obtain information, make decisions, and promote tourism.
2	Elison-Charles and Lempe	2007	China	To examine the use of social media to promote festival tourism.	Qualitative and quantitative research	It is advised that a quantitative survey be conducted to corroborate these social media factors.
3	Sigala, Christou and Gretzel	2012	UK	Using social media to promote festivals in the tourism sector.	Sample survey	The study shows that social media platforms have evolved into excellent social tools for online communication, allowing travelers to collaborate, share opinions, and tool and comment on their tourism experiences.
4	Mackey, Barbey, Winkle and Halpenny	2017	UK	To learn more about how people use social media before, during, and after a festival.	Content Analysis	The findings indicate that social media use varies between festival time periods and platforms, which may be utilized to drive festival organizers' social media communication in order to better engage their

						consumers.
5	Hua	2017	Malaysia	To investigate the role of social media in tourism destination choosing.	Case Study Analysis	The findings suggest that tourism marketing and communication strategies should prioritize the online environment as a component capable of more effectively influencing visitors' behavior.
6	Hanan and Karim	2015	Thailand	To explore the link between WOM Word of mouth (WOM) and customer communication regarding products.	Content Analysis	As suggested, prior visitors' perceptions will have a direct influence on festival organizers: Good comments will contribute to the development of a positive destination image.
7	Oklobdžija	2015	Serbia	The objective of her research is to emphasize the critical role of social media in contemporary music festival marketing strategies.	Qualitative and quantitative research	The study discussed the countless possibilities for online marketing, from developing a website to Utilizing search engine optimization to bring as many visitors as possible to the website, and leveraging the many social media platforms accessible.
8	Wu, Pei-Ying	2020	Taiwan	To analyze an analysis of	Structured	It is advised that a

				the social media factors that affected festival tourism visitors	Interviews	quantitative survey be conducted to corroborate the social media factors analyzed in this study.
9	Živković and Brdar	2014	Serbia	To examine the influence of social media on tourism	Critical Review	The findings show that interacting with travellers through social media has huge implications for the travel sector.
10	“De Lira, Macdonald, Ounis, Perego, Renso, and Times”	2019	UK	To analyze the relation between social media user’s participation in an event and its promotional value on online platforms	Event study approach	Finding suggest how to augment the textual characteristics to assist generalize the trained classification models across diverse events.

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