

Planning the Flavours of Chinatown Food Tour

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Purpose and Planning of the Chinatown Food Tour

For the success of any event, it is important to carry out proper planning before D-day, according to Akhoondnejad (2016). This paper is going to elaborate on the way the Flavours of China Town Food Tour should be planned in order to achieve the set objectives of the tour. On the other hand, the objective of this event is to explore the culture of different groups. Various groups have different ways of cooking. Apparently, the cuisine comprises different styles of traditional cooking, and it is very important to know the way different cultural groups prepare their food. This event is going to be effective through the following plan and management.

Cultural Diversity and Audience Participation

People exploring the diverse ethnicities and cultures in the land of China require interaction, as referenced by Andersson et al. (2014). When organizing this event, various categories of people should be incorporated. There may be some barriers, such as the language barrier; however, proper planning caters to the interpretation of some words. Proper marketing is inevitable before the day of the event. The main group of people targeted during the marketing period is people between the ages of 13 to 25. The reason why the market targets this group is that they form the largest group of the population who are not aware of the cultural diversity in the region, according to Bachman et al. (2016). Very many people in the region are eager to know the secret on how various foods are prepared in the traditional form. The event is placed in a strategic place, the town hall in Sydney, Chinatown, where everyone is capable of getting to the place without much struggle.

Scheduling and Visitor Experience

After this event, you are sure to have a good understanding of various cultural groups in the region. The question of time matters in the staging of an important event like this tour. The event is set to kick off at exactly 9.00 a.m. and up to the evening. If you have a problem with the language different culture groups speak, you will come out of this tour very confident of having knowledge about the languages. The management team values the audience very much, and because of that, various event co-creations are incorporated during this event, citing the work of Barron & Ali-Knight (2017). Event co-creation aims to ensure that each of the audience members gets an opportunity to interact with the sessions at the scene. There are many ways that the audience is going to be motivated to

take part in the upcoming tour. The first thing is that the co-creation in this event cannot be successful without a facilitator. The management team has employed about one hundred event facilitators in order to ease the understanding of the audience attending the event. The work of the facilitator is to create awareness of the type of group on stage and which food they are preparing. Besides that, the event facilitators are going to translate any unfamiliar word to the audience so that when they come out of the venue, they are fully enlightened. Another important thing is that the event planning team has made use of the technology in the market to facilitate the event co-creation.

Technology and Event Co-Creation

According to Jepson & Stadler. (2017), there are various ways in which the latest technology is incorporated to ensure event co-creation. The first way is that the stages where different cultural groups are performing their traditional cooking are lightened with display boards. The display boards provide further information to the audience on the steps going on the stage. Secondly, event co-creation is established in this event through digital voting machines. Not every type of food on the tour may please the audience. The planning team has explored the current technology, and digital machines are placed at the audience desk to enable them to vote at the last minute of the tour.

Audience Inclusion and Interactive Activities

Consequently, it is important for the audience to feel that they are part of the tour right from the beginning to the end. The matter of inclusivity is ensured in this event. During the entry into the Sydney Hall, located in Chinatown, the facilitators issue the audience various cards that elaborate on how the event is going to be carried out and at what time, in reference to Jones & Jones (2014). The audience knows exactly what is going on at each moment. On the other hand, this remarkable event set to take place on 27th April requires various resources to be successful. The first essential resource is the various types of foods that are going to be prepared for the event. The different traditional groups should be ready to prepare delicious meals for the audience. Apart from that, the audience, which is going to be about 2000, needs to know where to sit comfortably. The festival event facilitators should arrange the chairs before the set date. Another important resource required in the festive event is the security of the audience. The audience should be safe whenever they are viewing the procedures on stage. Security comprises the prevention of disruption by bad weather, any intruder, or, rather, disruption around the town.

Marketing and Promotion of the Event

Masterman (2014) says that before organizing the event, it is important to market the event. People around the town should be aware of that event. There are various ways of doing event marketing. For instance, the planning team should organize roadshows and give people cards welcoming them to the

event. Secondly, social media has the largest number of the targeted team. The festival planning team should create several campaigns on social media to create awareness of the remarkable event. The reason why this marketing is important is that the festival event comes to get the target audience they want. It is also important to note that the planning team may face some challenges. The team should be ready to handle several challenges on the day of the event. Audience differs in character and behavior. Therefore, the team should be ready to incorporate divergent ideas into the plans of the event. At the end of the event, the team requires an evaluation of the experience of the audience, according to Murrell (2016). The facilitators should organize random questions for the audience to evaluate whether the objective of the event was achieved. For instance, the audience should be asked whether the communication process used was the best one.

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