Tourist Perceptions of Investment in Music Festivals

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Evolving Thesis: Investment in music festivals can contribute to creating a favourable perception and a positive impact among participating tourists in order to position the destination as a distinctive and attractive event venue.

Research Focus and Source Credentials

Citation: Duarte, Paulo, José A. Folgado-Fernández, and José M. Hernández-Mogollón. Measurement of the impact of music festivals on destination image: the case of a womad festival." Event Management 22.4 (2018): 517-526.

Author Info: Paulo Duarte worked at the Universidade de Sao Paulo (USP) as a professor. He was also a pioneer in the development of a "framework for the legal protection" of Brazilian archeological heritage. He was also a poet, journalist, and lawyer who participated in the instruction of cultural heritage laws, created several public institutions, struggled to protect "coastal shell mounds" of southern Brazil, and formalized archeological research on the "shell mounds of Brazil" at Universidade de Sao Paulo.

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Study Summary

Summary: The article explores the influence of music festivals on the perception of a destination by delving into how such events can shape the perception of a place, attract visitors, and contribute to the local economy. It sheds light on the importance of cultural events like music festivals in shaping the attractiveness and identity of a certain place. This study evaluates the impacts and effects of music festivals specifically on the "World of Music, Arts, and Dance" or Womad festival held in Spain. The researchers explore how the perception of the event and brand positioning have significant implications for music festivals that influence and contribute to shaping the image of the destination. By analysing the responses from participants who attended the Womad festival, the authors

emphasize the need to highlight the location as a distinctive event setting. The research mainly focuses on the impact of a womad's festival on the overall image of the destination or location by examining the interplay between location branding and music festivals. In sum, the study underscores the symbiotic relationship between brand perception, cultural festivals, and destination attractiveness to enhance the appeal of specific areas.

Festival Investment and Destination Appeal

Quotation Analysis: "Thanks to the development of events, a substantial number of tourists from different places travel to destinations because they are attracted by this offer. Events become their primary reason for why they go to certain places, having a particularly strong impact on those areas' appeal. Because of this, small and medium-sized cities have also invested in the organization of events and festivals as a way to generate more visits. These special tourism events can greatly contribute to the commercialization of locations and the creation of their overall image" (Duarte et al.).

Cultural events such as music festivals serve as a compelling reason for tourists to visit specific places and have a strong impact on the appeal of a destination or a place. These cultural events create an allure for the travelers that enhance their overall travelling experience and draw them from different locations to visit a specific location that contributes to the positive perception of a destination. These events or festivals not only boost tourism in certain areas but also enhance the commercialization of the destination. Even investments in smaller and medium-sized cities recognize the value of events and festivals that shape the overall image and perception of the destination. Furthermore, investment practices in these cultural events organize special tourism events and activities to attract more tourists to a certain location for image creation of the destination.

Whether it is a cultural festival on a large scale in a big city or even a smaller city that hosts exciting cultural events, it becomes famous and attractive to potential visitors and motivates people to explore new destinations. The anticipation of experiencing unique participation in a special occasion encourages individuals of an area to attract more visitors through such cultural festivities and boost their local economies. Moreover, the commercialization of destinations creates numerous opportunities for local vendors and businesses, and in shaping the overall image of the location influencing how it is perceived by both residents and visitors to enhance visibility and attractiveness for potential tourists. Thus, cultural events like music festivals are not only a source of entertainment and unique participation in festivities but also a strategic tool for building an image of the specific destination, promoting tourism, and shaping the identity of the overall region.

Destination Image and Cultural Tourism

Synthesis: Cultural events like urban music festivals play a significant role in attracting people from

around the world which not only contribute to the tourism sector but also impact regional and local economic development. Such events not only entertain but also shape perceptions and image of the destination making it unique and attractive for tourists. Music festivals foster thriving music scenes, contribute to the arts, and enhance the distinctive event experience for travellers that influences other aspects of tourism. “Destination image is shaped by a number of attributes or particular features that attract tourists, from activities or experiences to unique landscapes. Thus, tourists’ perceptions of a music festival are related to the permanent tourism resources of its particular location (e.g., monuments, hotels, restaurants, or entertainment) that influence the destination’s overall image” (Duarte et al.). The destination image is a multifaceted concept shaped by various experiences and attributes including permanent resources associated with music festivals that are available in a particular destination. For instance, in the case of WOMAD taken as an example in the source, the brand played a crucial role in shaping the perception and image of Caceres as a unique event venue. “Events can be seen as a type of cultural resource able to provide unique experiences. They are spatial-temporal planned phenomena and can be very important in the success of a tourism destination. Tourists are increasingly interested in cultural aspects and they choose a destination also searching for exciting cultural experiences” (Piva et al.). Cultural events offer unique and valuable resources as well as experiences that cannot be replicated elsewhere as they are carefully planned for the success of a tourism destination in terms of space and time. When events are well-executed, they attract people and enhance the image of the destination making it distinct and memorable. Modern people are drawn towards historical sites, natural beauty, and cultural richness that shape the core assets of the destination beyond just sightseeing. Thus, cultural events are integral to destination branding and tourism offering exciting cultural experiences and aspects which provide an opportunity for individuals to immerse themselves in the cultural heritage of a certain location.

Overall Evaluation of Source:

The source provides a deep insight into how cultural events like music festivals explore the perception of the host destination. The study evaluates how the brand positioning of an event can significantly create a positive perception for participating visitors. The findings of the study have practical ramifications to focus on the destination as a unique event venue for managers of music festival tourism that can enhance the appeal of specific areas, attract more tourists, and build an overall image for the marketing and promotion of the destination. The research was conducted in the year 2018 when traditional cultural events were primarily assessed for their economic impact to attract more visitors and boost the local economy. However, researchers are now recognizing the significance of cultural projects and music festivals in destination development and promotion.

Works Cited

Duarte, Paulo, et al. “Measurement of the Impact of Music Festivals on Destination Image: The Case of a Womad Festival.” *Event Management*, vol. 22, no. 4, 2018, pp. 517–26.

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