

The Impact of Festival Tourism on the Image of Tourist Destinations: A Case Study of the Dangshan Pear Blossom Festival in Anhui, China

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Abstract *In this study, the impact of festival tourism on the image of tourism destinations was analysed by testing a conceptual model, linking festival tourism tourists' perception to destination image, designing a tourists' questionnaire in combination with the actual situation of Dangshan Pear Blossom Festival in Anhui Province, China, and then carrying out a statistical analysis with the help of Spss27 software. The findings of this paper are as follows: first, tourists think that festival tourism content, services, products, facilities and other influencing factors are all important. Among them, festival tourism content > festival tourism products > festival tourism facilities > festival tourism services. Secondly, festival tourism was able to form a positive tourism attraction to the destination image. These findings provide a basis for further government planning, tourism services and policy formulation for festival tourism.*

Keywords: *Festival Tourism, Tourism Destination Image, Dangshan Pear Festival, Influencing Factors, Positive Attraction*

INTRODUCTION

Festival tourism, one of the fastest growing areas of tourism, focuses on utilising local tourism resources to attract tourists to local festivals. (Getz & Page, 2016; O'Sullivan & Jackson, 2002). When scholars study tourism festivals, they often use concepts such as "event tourism", "festival tourism" and "tourism festival" to define the object of study. Many scholars focus on defining the concept of tourism festival. Some scholars believe that tourism festivals refer to a great variety of tourism projects or occasional special events (LiLi, 1999). Some scholars point out that tourism festivals are modern tourism products formed after the development of tourism, which are paved with a variety of festivals (Wenjun, 2002). Festival tourism can utilise various local historical, cultural and artistic resources to attract tourists and produce positive economic chain reactions, thus boosting the local economy

and increasing new employment opportunities. (Getz, 2008; Lee et al., 2011; Dwyer, 2005).

Leisure is increasingly transformed into consumer goods (Dychkovskyy, 2020). Festivals involve a large number of people in leisure activities and have a special attraction.

When mass tourism was still at the primary stage of "sightseeing", the main function of festivals was to display unique ecological and cultural images and attract tourists' attention. With the maturity of tourist destinations and the prevalence of leisure tourism, tourists are increasingly attracted to dynamic, participatory and experiential modes of leisure tourism. The simple static attraction is gradually diminishing. Participatory and experiential festivals will become the core product of the leisure attraction system.

According to statistics, more than 5000 local festivals are organised annually in China (Lu et al., 2009). Anhui Province,

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which has a relatively weak economic base, organised 259 tourism festivals in 2016-2019 (Xuxian, 2021). Based on the 2023 data, Anhui Province held numerous events related to festival tourism. The province launched 381 projects and over 700 cultural tourism activities, attracting a large number of visitors (Pengpai News, 2024). However, competition poses a serious threat to the overall sustainability of holiday tourism (O'Sullivan & Jackson, 2002; Van Heerden & Saayman, 2018). According to O'Sullivan and Jackson (2002), the economic profitability of festivals decreases with the number of festivals. Further, Baby (2022) suggests the use of latest technology in lighting and sound effects, sophisticated imagery, and other aspects to increase the events attractiveness and reduce the risks.

In this context, festivals as one of the attractions of tourism do not lie in quantity, but in the final experience of consumers and the quality of tourism. At the same time, the need to study festival tourism and optimise the use of strategies is becoming more and more important as the taste of tourists improves and tourism competition becomes more and more intense.

In view of this, this study chooses festival tourism as the object of study, hoping to propose festival tourism concept innovation to meet the customer's intention of better leisure tourism, which is conducive to deepening the breadth and depth of scenic area festivals, and changing the impact of festival content design, services, products and facilities on the image of the tourist destination.

PROBLEM STATEMENT

This study takes Dangshan Pear Blossom Festival in Anhui Province, China, as a case study. Compared with the better-developed regions of China's tourism, Anhui tourism still has problems such as lagging tourism planning, duplicated festival tourism content, and low tourist participation.

Lack of Good Tourism Route Planning

On the time scale, seasonal differences in rural tourism flows in Anhui are significant, with prominent holiday and weekend effects. According to the 2023 data, May and October are the peak tourist seasons in Anhui, which are China's Labour Day in May and National Day in October, respectively. However, in summer and winter, the passenger flow in Anhui is weaker compared with that in the north-eastern or southern coastal regions of China.

On the spatial scale, the overall distribution of tourism in Anhui tends to be unbalanced, with a very concentrated distribution in southern Anhui. Tourists are constrained by the distance between the two places, traffic location, tourism resources, arrival time and other factors, and few high-quality tourism routes have been launched.

Festival Tourism with Similar Themes

At present, Anhui festivals are relatively similar in theme, with more superimposed content and less integration with local characteristics. For example, there are many festivals in the north of Anhui with the theme of agricultural and sideline products such as peach blossom festival, pear blossom festival, grape festival, etc., and festival tourism is becoming more and more homogeneous. This will reduce the tourism attraction of festival tourism as the main form of tourism and cause a waste of festival tourism resources. In addition, the direct result of more similar phenomena is intense competition and lack of distinctive features, which will also affect the development of the local economy.

Insufficient Tourist Participation

From the current situation of the festival activities in Anhui region, most of them are held by the government, fewer activities are organised by enterprises or social forces, and tourists are able to participate in and experience fewer activities, which mainly stay at the level of sightseeing.

From the current development of festival tourism in Anhui, most of the current festivals are mainly ornamental, providing a single activity, not combined with local festival characteristics, and the active participation of tourists is low.

Solving the above problems will diminish the impact of seasonal tourism on Anhui's tourism, optimise the content of festival tourism, increase tourist participation and generate tangible benefits for the regional tourism market.

PURPOSE AND OBJECTIVES OF THE STUDY

Purpose of the Study

Explore the impact of Anhui region due to festivals and events on improving the image of tourist places and tourist arrivals. Measuring tourist satisfaction and the impact on the image of the tourist destination through questionnaires and other means.

Research Objectives

RO1: Assessing the impact of festival tourism on tourists' route choice.

RO2: assessing tourist perceptions of destination image from participation in festivals.

RO3: Assessing the selection of festival tourism on tourists' willingness to revisit.

Research Questions

Based on the research objectives, the discussion presented here generates at least three important questions, and the three questions are as follows:

RQ1: What is the purpose of tourists participating in festival tourism?

RQ2: Which perceived factors of tourists attending festivals have an impact on the overall image of the destination?

RQ3: What is the impact of the perceived image of festival tourism on tourists' willingness to revisit?

Scope of the Study

This study takes Dangshan Pear Blossom Festival in the northern part of Anhui Province, China, as the research object. Anhui has superior location conditions, good economic conditions, and a high basis for developing tourism. There are significant differences in economic and topographical conditions in different sections of Anhui Province, with diversified regional characteristics and obvious differences between peak and off-season tourism.

This study aims to alleviate the seasonal problems in Anhui, increase the number of tourists in the northern part of Anhui, and establish the image of the tourist place. Since festivals are less affected by seasonal changes and natural resources of scenic spots, it is recommended to strengthen the development of festival tourism, enrich the content of festival tourism, and pay attention to the perceived value of tourists. By studying the content of festival tourism in Anhui and sorting out the types of festival tourism, it will also help to create high-quality tourism routes in Anhui and optimise the balanced development of festival activities in Anhui.

LITERATURE REVIEW

Festival Tourism

The research horizons of scholars on tourism festivals mainly focus on the definition of tourism festivals, types of festivals and development management. Getz, D has made a definition of festival tourism, the development history of the festival, and by comparing the festival cases of several typical countries, he has put forward the conceptual framework of the theme of tourism festival research and proposed a research framework (Getz, 2008). It is proposed that the organisation of tourism festivals should consider the connotation, meaning and expression, and the development of tourism festivals from the perspective of community development and tourism experience. From the perspective of tourism, he delineated four main research directions in

tourism festivals: festival tourist attractions, organisation and management of festivals, supply and demand in festival tourism and desired goals of festivals (Getz, 1998).

Effective organisation and management are key to ensuring the success of festivals. Scholars have focused on how to organise and manage festivals effectively, and have explored various organisational strategies and management methods to enhance the quality and impact of festivals. For example, Getz (2008) and Richards and Palmer (2010) discuss the organisational strategies, management challenges and success stories of festivals.

Festivals have a unique attraction that can attract a large number of tourists. These events are not only an important platform for displaying local culture, but also an important means of attracting foreign tourists. Yeoman (2004) first analysed the types of consumption of festival tourism, stating that tourists will participate in the development of festival tourism during their leisure time, thus carrying out local arts, crafts, food and other cultural products on the region. Ek's study further adds to this view, exploring the festival events' role in regional cultural consumption (Lu, 2006).

Some scholars have also shifted from the positive impacts of tourism events to the negative impacts caused by tourism risk events, pointing out the need to further explore how to find a future path for festivals through innovative and flexible strategies in the current global turbulence (Duffy, 2021).

These studies provide valuable theoretical guidance and practical advice to local governments and tourism managers, helping them to better organise and manage festivals to enhance their attractiveness to tourists and their contribution to the local economy.

Destination Image and Composition

Webster's New World College Dictionary (1992) defines destination as, "A fixed place at the end of a journey to which an object is delivered; a place or point of aim."

Regarding tourism destination image composition, Echtner and Ritchie (1991) proposed a three-dimensional complex of 'attribute-whole', 'functional-psychological', and 'general-unique' destination image from the perspective of tourism destination image composition, including tourists' cognitive, emotional, and overall destination image perception.

Milman and Pizam (1995) describe the destination image as having three components, the first of which is the tourism resources; the second is the behaviour and attitudes of the local people; and the third is the environment, which includes the weather, scenery, and facilities.

Khan and Rahman (2023) systematically reviewed the literature on destination image and suggested that a positive destination image usually attracts more tourists

and increases their satisfaction and loyalty. Conversely, a negative destination image may lead to tourist loss.

Dwyer and Kim (2003) analysed the key factors of competition in tourism destinations, identifying tourism infrastructure, special events, available activities, entertainment and shopping impacts as the types of resources that increase the competitiveness of a destination, and that financial service institutions should be included in the supporting facilities.

Prentice and Andersen (2003) use the example of Edinburgh's festivals as an example of a tourist destination's festivals reflecting the destination's creativity, noting that their success lies mainly in the expression of artistic activity, changing the dreary image tourists have of Scotland.

Bonn et al. (2005) categorised the perceived image of a destination into three dimensions: service, environment and perceived safety. Service attributes include ease of travel, resident friendliness, service level, value, and access, while environmental attributes include climate and environmental cleanliness.

Chi and Qu (2008) used tourism environment, natural attractions, recreation and events, historical attractions, infrastructure, accessibility, relaxation, outdoor activities, and price and value to measure the image of the destination in their study. Similarly, Chand (2012) assessed the cultural dimension, religious dimensions, family dimension, knowledge-seeking dimension and seeking camaraderie dimension as most common destination image parameters.

Lu (2015) selected natural attractions, architecture, gastronomy, shopping facilities, attitudes of the inhabitants, means of transport, public amenities, congestion, tourist orientation and information, value and price, and quality of services to represent the image of the historic neighbourhood. For example, Manuel et al. (2017) measured the destination image of the religious event Easter and the theatre event Classical Theatre Festival in terms of nine dimensions: infrastructure, ease of access to the area, socio-economic environment, price and quality, reasonable cost of the restaurants, friendly locals, good place to spend time with family, pleasant weather, and perceived image of a safe and secure environment.

Paquin (2021) analysed the tourist landscape in Barcelona's tourism promotion videos, analysing the projected image of Barcelona from four perspectives: landscape, symbols, tourist assets and storytelling.

Echtner and Ritchie (1991) discussed the components of destination image in terms of general and specific images and provided a methodology for measuring destination image.

Chen and Tsai (2022) explored the role of destination image in tourist behaviour, using a multidimensional approach of

cognitive image, affective image, and behavioural intention to analyse the impact of destination image.

Synthesising the above literature, this paper examines festival tourism in terms of its content, services, products and facilities, hoping to try to clarify the role of festival tourism as a means of enhancing the overall image of the destination and the intention of tourists to revisit the festival as a procession.

RESEARCH METHODOLOGY

Dangshan Pear Blossom Festival Basic Overview

Dangshan is located in the northernmost part of China's Anhui Province, the junction of Anhui, Suzhou, Lu and Henan provinces, with a unique location and superior ecological environment, it is a national ecological demonstration area and national regional tourism demonstration area. It has one million acres of continuous orchards, which is recognised by the Guinness Book of Records as the largest continuous orchard in the world. Hundred miles of the Yellow River, forest coverage of more than 70%, known as the "natural oxygen bar", is the world's largest pear tree planting area in the county. Dangshan Pear Blossom Festival is held from March to April every year, and it has been held 29 times until 2024. The theme of 2024 is "a thousand years of ancient Dang County, a city of pear blossom", with a total of 22 sub-activities, which started from 15 March and lasted for more than a month. Pear Festival venue focuses on 4A Pear Tree King Scenic Area as the core, to create 2 flower appreciation boutique routes, including folklore performances and so on.

Research Hypotheses

In this paper, the following hypotheses are proposed to design the measurement indicators from the perspective of tourists' perception:

H1: Festival tourism content will have a positive impact on the relationship towards the overall image of the destination.

H2: Festival tourism services will have a positive impact relationship on the overall image of the destination.

H3: Festive tourism products will have a positive impact on the relationship towards the overall image of the destination.

H4: Festive tourism facilities will have a positive impact on the relationship towards the overall image of the destination.

H5: The overall image of festival tourism positively influences the relationship between tourists' intention to revisit the festival.

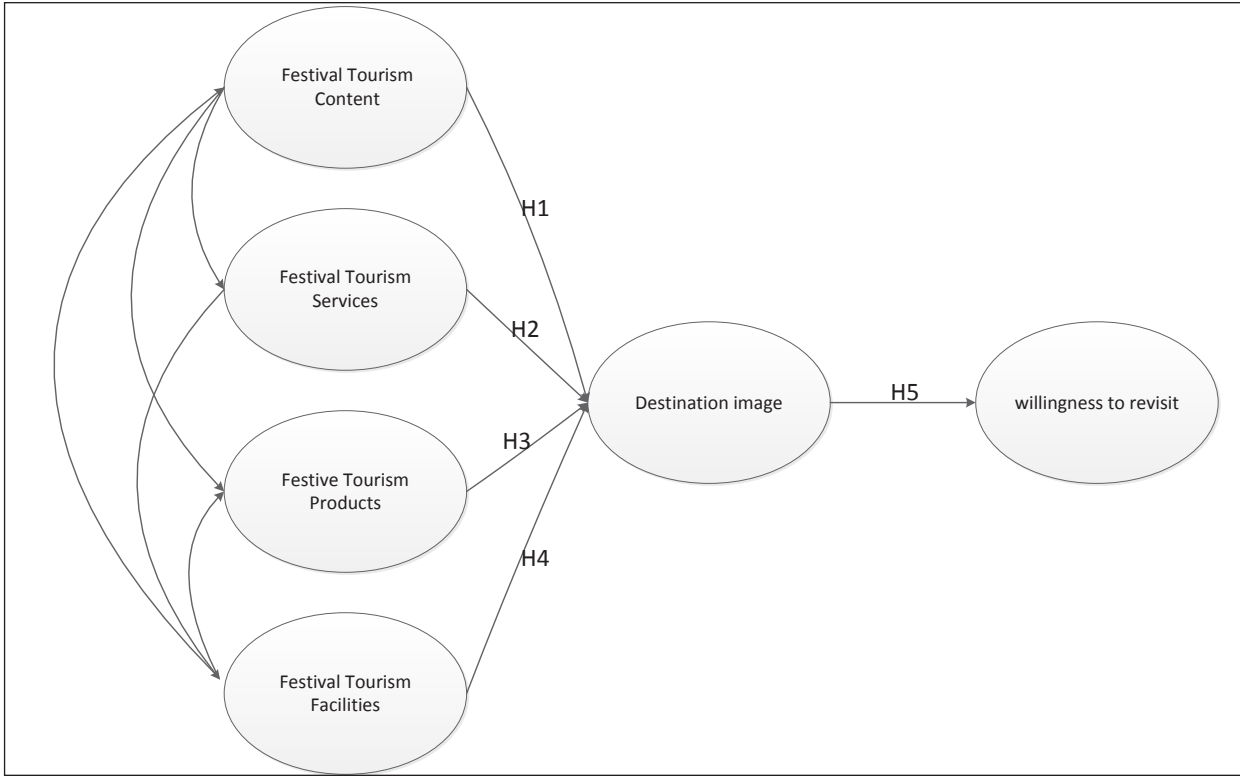


Fig. 1: Conceptual Model

Questionnaire Design

This study used quantitative research methods, including questionnaires. The data comes from people who have attended the Dangshan Pear Blossom Festival. The programme allows a certain number of people to be selected for the sampling study. After selecting the respondents, the investigator will first ask the respondents if they are willing to fill in the questionnaire, if they agree, they will be asked to fill in the prepared questionnaire. The questionnaire was designed to be controlled within 20 minutes. The content is mainly the measurement of quality and satisfaction of festival tourism experience. Finally, SPSS is used for statistical data.

Questionnaire Content Includes

- *Basic information collection:* In order to differentiate the attitudes of different groups, we collected basic information about the respondents, such as gender, education, occupation, source, and income.
- *Survey on participation in festivals and activities:* The survey mainly investigates the number of times and ways of participation, reasons for participation, and projects to be participated in.
- *Overall evaluation of the image of the destination:* This section investigates tourists’ satisfaction with the content, services, products and facilities of festival

tourism and their willingness to revisit, thus assessing the image of the destination.

Sampling Design

The criteria used for the sampling design is the view of Gorsuck (1983). According to him, the sample size should be sized so that the ratio of measurement questions to respondents is more than 1:5, preferably 1:10. This study plans to have 20 questions, so the overall research sample should preferably be more than 200. From March to April 2024, during the Dangshan Pear Blossom Festival, a total of 250 questionnaires were distributed and 226 questionnaires were collected, with a recovery rate of 90.4%. The overall efficiency of the collected questionnaires was 100%.

ANALYSIS OF DATA RESULTS

Basic Demographic Characterisation of Tourists

The basic demographic characteristics of tourists in this research include basic information on the gender, age, occupation, education level, average monthly income and place of residence of the respondents. The details are shown in Table 1.

Table 1: Basic Demographic Profiling of Tourists (N=226)

	Options	Frequency	Percentage (%)
Gender	Male	127	56.19
	Female	99	43.81
Age	Under 18	8	3.54
	18-29	53	23.45
	30-44	89	39.38
	45-59	68	30.09
	60 +	8	3.54
Education	Primary School	28	12.39
	Junior High School	48	21.24
	High School	60	26.55
	University	64	28.32
	Master	17	7.52
	Phd	9	3.98
Profession	Civil Servants	10	4.42
	Public Institution Staff	12	5.31
	Enterprise Personnel	73	32.30
	Individual Business Owners	59	26.11
	Farmers/Workers	40	17.70
	Retired personnel	20	8.85
	other	12	5.31
Place of Residence	Dangshan County	82	36.28
	Suzhou City	69	30.53
	Anhui Province	65	28.76
	Outside Anhui Province	10	4.42
Personal Monthly Income	3000 yuan and below	65	28.76
	3001-5000 Yuan	100	44.25
	5001-10000 Yuan	49	21.68
	10,000 yuan or more	12	5.31
Number of Times Attended	first time	169	74.7
	More than 2 times	57	25.3

The above table shows that, in terms of gender, the highest proportion of males is 56.19%, while the proportion of females is 43.81%. In terms of age distribution, most of them are “30-44 years old”, with a total of 89.0, accounting for 39.38%. In addition, the proportion of 45-59 years old is 30.09%. In terms of education, there are relatively more “college graduates” in the samples, accounting for 28.32%. In terms of occupation, “enterprise personnel” account for the highest proportion of 32.30%. Among the sources of tourists, the proportion of “Dangshan County” is 36.28%,

and the proportion of Suzhou City samples is 30.53%, indicating that most participants come from surrounding areas in Anhui Province, mostly for short trips. In terms of personal monthly income, most samples are “3001-5000 yuan”, accounting for 44.25%. The number of people participating in the Dangshan Pear Blossom Festival for the first time accounts for 74.7%.

The reasons why the 226 subjects participated in the Dangshan Pear Blossom Festival are detailed in Table 2.

Table 2: Analysis of Reasons for Tourists to Participate in Festivals

Response Rate and Penetration Rate			
	Response		Penetration Rate (N=226)
	n	Response Rate	
Pear Blossom Viewing	121	10.77%	53.30%
Parent-child education interaction	125	11.13%	55.07%
Watch the Pearland-themed light art exhibition	148	13.18%	65.20%
Convenient transportation	111	9.88%	48.90%
Watch the opening ceremony performance	114	10.15%	50.22%
Taste local specialities	96	8.55%	42.29%
Escape the city	82	7.30%	36.12%
Experience local customs and folklore	108	9.62%	47.58%
Business needs	107	9.53%	47.14%
Run a marathon	111	9.88%	48.90%
other	0	0.00%	0.00%
Summary	1123	100%	494.71%

Note: Chi-squared goodness of fit test $\chi^2 = 139.218$ $p = 0.000$

The main reasons why tourists choose to travel to Dangshan Pear Blossom Festival were analysed using multiple responses and chi-square goodness-of-fit tests. As can be seen from the above table, the goodness-of-fit test shows significance ($\chi^2 = 139.218$, $p = 0.000 < 0.05$), which means that the proportion of the choice of each item has a significant difference, and the difference can be compared specifically through the response rate or penetration rate. Specifically, the response rate and penetration rate of the four items of viewing pear blossoms, parent-child educational interaction, viewing the Liyuan themed light art exhibition, and watching the opening ceremony artistic performance were significantly higher.

Reliability and Validity Analyses

In order to ensure the reliability and accuracy of the quantitative data, especially the answers to the attitude scale, as well as the rationality of its design, the reliability and validity of 19 options in 4 attitude scales were analyzed.

Table 3: Reliability Analysis Table

Sample Size	Number of Projects	Cronbach 's Alpha
226	19	0.976

Table 4: Validity Analysis Table

KMO Value	0.985
Bartlett's Test of Sphericity	4193.156
df	171
p-Value	0.000

In Table 3, the reliability coefficient value is 0.976, which is greater than 0.7, thus indicating that the quality of reliability of the research data is high (Nunnally, 1978). In Table 4, the KMO value is 0.985, which is higher than 0.8, the data can be extracted effectively for information and also indicates that the validity of the questionnaire is good (Kaiser, 1974).

Analysis of Perception Evaluation of Influential Factors of Festival Tourism, Tourism Destinations

In order to understand the evaluation of Dangshan Pear Blossom Festival on the overall image of the tourist destination, this section uses the Likert scale method to assign 1, 2, 3, 4 and 5 points to the measurement indexes, and then analyses them by using the spss27 statistical software to get the quantitative results.

Mean Value Analysis

Table 5: Measurement of Factors of Importance of Tourists to Festival Tourism

	Measured Indicators (N=226)	Mean	Layer Mean	Overall Mean
Festival Tourism Content	A1 Pear Blossom Landscape Rich	3.87	3.93	3.86
	A2 viewing routes are well designed	3.95		
	A3 has a rich variety of festival activities	3.96		
Festival Tourism Services	B1 The staff guided in an orderly manner and the order was good	3.79	3.81	
	B2 has dedicated instructors	3.95		
	B3 Tickets Free	3.7		
Festive Tourism Products	C1 Festival performances are fascinating	3.8	3.89	
	C2 Unique local folk culture	3.81		
	C3 has unique snacks and delicacies	4.07		
Festival Tourism Facilities	D1 Convenient accommodation	3.86	3.83	
	D2 Convenient transportation	3.85		
	D3 Clean and tidy	3.86		
	D4 has sufficient public facilities and emergency measures for tourists	3.74		

As can be seen from the above table, tourists attach great importance to all aspects of festival tourism, with a total mean of 3.86. From the four dimensions of festival tourism content (3.93), festival tourism services (3.81), festival

tourism products (3.89) and festival tourism facilities (3.83), festival tourism content > festival tourism products > festival tourism facilities > festival tourism services.

Correlation Analysis

Table 6: Correlation Measurement Table Between Festival Tourism and Overall Image of Tourist Destination

	Overall image of the Destination
Festival Tourism Content	0.768**
Festival Tourism Services	0.785**
Festive Tourism Products	0.785**
Festival Tourism Facilities	0.784**
* p<0.05 ** p<0.01	

From the above table, we can see that there is a correlation between the overall image of Dangshan and four items:

festival tourism facilities, festival tourism products, festival tourism services and festival tourism contents.

Linear Regression Analysis

Table 7: Linear Regression Analysis of the Impact of Festival Tourism on the Overall Image of the Destination

	Unstandardised Coefficient		Standardised Coefficient	t	p	Covariance Diagnostics	
	B	Standard Error	Beta			VIF	Tolerance
constant (math.)	0.256	0.183	-	1.400	0.163	-	-
Festival Tourism Content	0.254	0.076	0.261	3.327	0.001**	3.923	0.255
Festival Tourism Services	0.242	0.079	0.225	3.082	0.002**	3.400	0.294
Festive Tourism Products	0.216	0.085	0.195	2.535	0.012*	3.772	0.265

	Unstandardised Coefficient		Standardised Coefficient	t	p	Covariance Diagnostics	
	B	Standard Error	Beta			VIF	Tolerance
Festival Tourism Facilities	0.218	0.086	0.198	2.522	0.012*	3.942	0.254
R^2	0.653						
Adjustment R^2	0.647						
F	$F(4,222) = 104.359, p = 0.000$						
D-W value	1.965						

Note: Dependent variable = overall image * $p < 0.05$ ** $p < 0.01$

As can be seen from the above table, taking festival tourism content, festival tourism services, festival tourism products, and festival tourism facilities as independent variables, and taking the overall image of Dangshan as the dependent variable for linear regression analysis, it can be seen from the above table that the model formula is: Overall image of Dangshan = $0.256 + 0.254 \times \text{festival tourism content} + 0.242 \times \text{festival tourism services} + 0.216 \times \text{festival tourism products} + 0.218 \times \text{festival tourism facilities}$, the model R-square value is 0.653, which means that festival tourism content, festival tourism services, festival tourism products, and festival tourism facilities can explain 65.3% of the changes in the overall image of Dangshan. When the model was tested by F, it was found that the model passed the F test ($F = 104.359, p = 0.000 < 0.05$), which means that at least one of the festival tourism content, festival tourism services, festival tourism products, and festival tourism facilities will have an impact on the overall image of Dangshan. In addition, the multicollinearity test of the model found that all VIF values in the model were less than 5, which means that there is no collinearity problem; and the D-W value is near the number 2, which means that there is no autocorrelation in the model, and there is no correlation between the sample data, and the model is good. The final specific analysis shows that:

Linear Regression Analysis of the Impact of Festival Tourism on Revisit Intention

Table 8

	Unstandardised Coefficient		Standardised Coefficient	t	p	Covariance Diagnostics	
	B	Standard Error	Beta			VIF	Tolerance
constant (math.)	0.854	0.242	-	3.532	0.001**	-	-
Overall experience of attending Dangshan Pear Blossom Festival	0.789	0.062	0.647	12.732	0.000**	1.000	1.000
R^2	0.419						
Adjustment R^2	0.416						
F	$F(1,225) = 162.116, p = 0.000$						
D-W value	2.114						

Note: Dependent variable = intention to revisit * $p < 0.05$ ** $p < 0.01$

The regression coefficient value of festival tourism content is 0.254 ($t = 3.327, p = 0.001 < 0.01$), which means that festival tourism content will have a significant positive impact on the overall image of Dangshan.

The regression coefficient of festival tourism services is 0.242 ($t = 3.082, p = 0.002 < 0.01$), which means that festival tourism services will have a significant positive impact on the overall image of Dangshan.

The regression coefficient of festival tourism products is 0.216 ($t = 2.535, p = 0.012 < 0.05$), which means that festival tourism products will have a significant positive impact on the overall image of Dangshan.

The regression coefficient of festival tourism facilities is 0.218 ($t = 2.522, p = 0.012 < 0.05$), which means that festival tourism facilities will have a significant positive impact on the overall image of Dangshan.

The summary analysis shows that festival tourism content, festival tourism services, festival tourism products, and festival tourism facilities will all have a significant positive impact on the overall image of Dangshan. The above assumptions H1, H2, H3, and H4 are established.

From the table above, we can see that the overall experience of participating in the Dangshan Pear Blossom Festival is used as the independent variable, and the willingness to revisit is used as the dependent variable for linear regression analysis. From the table above, it can be seen that the model formula is: willingness to revisit = $0.854 + 0.789 \times \text{participation}$. For the overall experience of the Dangshan Pear Blossom Festival, the model R-squared value is 0.419, which means that the overall experience of participating in the Dangshan Pear Blossom Festival can explain 41.9% of the change in willingness to revisit. When the F test was performed on the model, it was found that the model passed the F test ($F = 162.116$, $p = 0.000 < 0.05$), which means that the overall experience of participating in the Dangshan Pear Blossom Festival will have an impact on the intention to revisit. The final detailed analysis shows:

The regression coefficient value of the overall experience of participating in the Dangshan Pear Blossom Festival is 0.789 ($t = 12.732$, $p = 0.000 < 0.01$), which means that the overall experience of participating in the Dangshan Pear Blossom Festival will have a significant positive impact on the intention to revisit.

The summary analysis shows that: the overall experience of participating in the Dangshan Pear Blossom Festival will have a significant positive impact on the intention to revisit, and hypothesis H5 is established.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Through the field questionnaire, the following conclusions were obtained by analysing the data from the Dangshan Pear Blossom Festival:

First, Analysis of tourist participation in festivals can be concluded that tourists to Dangshan tourism is mainly concentrated in March-April, and mostly for short trips within Anhui Province. Dangshan held a pear festival period is the off-season in Anhui tourism, and the original tourism resources in northern Anhui is not outstanding. March-April is the peak of the pear blossom, Dangshan seize this period to carry out pear festival tourism, is conducive to expanding the flow of tourists to attract different types of tourists and demand, change the impact of the off-peak season of tourism on the tourist destination.

Second, The main reasons for tourists to choose to participate in the festival are: viewing pear blossoms, parent-child educational interaction, watching the Pearland-themed light art exhibition and watching the opening ceremony cultural performances.

Thirdly, it can be concluded from the results of mean and correlation analyses that tourists consider the influences of festival tourism content, tourism environment, tourism services, tourism products, and tourism facilities to be important. Among them, festival tourism content > festival tourism products > festival tourism facilities > festival tourism services.

Fourthly, it can be concluded from the results of the regression analysis that the majority of people have a better overall feeling during festival tourism (with a mean value of 3.784), as well as a willingness to revisit, which shows that festival tourism creates a positive tourism attraction to the image of the destination.

Recommendations

Based on the results of the analyses, the following countermeasures are proposed:

First, clearer themes and multi-level development of festivals. Analyse the existing resources, excavate and sort out the local history and culture, folk culture, design the theme of the festival to meet the psychology of tourists, strengthen innovation and breakthroughs, for different groups of people such as parents and children, strengthen the experiential project, so that tourists have surprise and surprise.

Secondly, infrastructure and environmental hygiene should be strengthened and good tourism services should be improved. We should establish a sound road marking, accommodation and transport system, and strengthen the professional training of staff to enhance serviceability.

Thirdly, strengthen media publicity to promote the image of tourism destinations. With the help of new media, websites, newspapers and other high-intensity, all-round publicity to promote the destination's festivals, traditional culture, resource characteristics, etc., to raise the level of social attention, change the off-peak season of tourism, and enhance the image of the destination.

The limitations of this paper are mainly reflected in the difficulty of accurately measuring the specific indicators of the impact of festival tourism, and the scope is narrower with a festival event in Anhui Dangshan Pear Blossom Festival as the object of investigation. Subsequently, we will continue to expand the research area and content, and at the same time, we can also consider adding qualitative research and so on in the research method, which will help to understand the theme of this paper more deeply.

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