Cultural Event Development Model for Quality Improvement of Tourism Event: Case of the 3rd Fishing Boat Festival in Sungsang Village IV, Banyuasin Regency, South Sumatra Province

[1]Muhammad Iqbal Djohan*, Budi Wibowo[1], Peni Zulandari Suroto[2]
[1]Palembang Polytechnic of Tourism, Palembang, Indonesia
[2]Prasetya Mulya University, Jakarta, Indonesia
*muidjohan@poltekpar-palembang.ac.id
Corresponding Author: Muhammad Iqbal Djohan

Abstract: Tourism related to events is a representation of the selling power of the location where the event is held. Festival events have an important role in increasing the selling value of destinations, but this study found that the 3rd Fishing Boat Festival event has not been packaged properly and there is no target market database targeted as tourists. This study aims to create a model for the development of cultural festivals, based on 5 basic stages, namely research, design, planning, coordination, evaluation and compiling a template for providing a database of targets and target tourists using the definable, sizeable, reachable, relevant segmentation method. This study used a combination method or *mixed method* with *a sequential explanatory* design with a sample of 100 respondents with 3 data collection techniques, namely by direct observation, document study, and interview. This research resulted in 5 stages consisting of 40 steps of festival event management, as well as the targeted tourist segmentation profile. The research contributes to the achievement of the goal of improving the quality of cultural events in tourism villages.

Keywords: *Cultural event, Event festival, Tourism event, Festival market segmentation, Stages of event*

1. Introduction and Background

Tourism is currently the most dynamic economic activity, and it plays an important role in improving the economy for society (Mobaraki, 2023). Global trends show that tourist demand and supply conditions indicate relevance for developing tourism-based events. Global events are an incredible platform for economic development and social regeneration in many cities, regions, countries, and businesses, which have vast resources to organize an event [Booth et al, 2010]. For this reason, special events, especially local events are believed to be one of the potential opportunities to achieve the goals and targets of event-based tourism development (Ivanova, 2021).

Today, with various major changes occurring on a macro scale such as globalization, regionalization, and regional autonomy, a region certainly needs to adopt a new perspective and approach. This is intended so that a region can increase competitiveness and attract the interest of the target market, especially its three main target markets, namely tourists, businessmen, and investors (Wulandari et al, 2015). One of the effective ways to promote the uniqueness and excellence of the region is to hold marketing activities or events. Several studies, it has been shown that event marketing is the right solution for event products that are still trying to build reach and awareness of potential visitors (Rachmadian & Chaerudin, 2021). Event marketing can build direct and real contact with visitors during events (e.g., festivals, exhibitions, or sporting events) and can create a memorable brand experience for everyone (Miller & Washington, 2012).

Pre-observation data by the author in the onsite-finding session of the research, it was found that the 3rd Fishing Boat Festival event has not been packaged properly and there is no target market database targeted tourists. The local committee did not carry out planning that referred to the target visitors needed, the targeted visitor profile, and the timeline of activities towards the implementation of the event that was not properly documented, even though in the opinion of several experts that tourism events create a good image so that they benefit a tourist destination, increase development more evenly, and function to attract foreign tourists and Indonesian tourists (Higgins, 2018). This is based on the fact that tourism events have a significant impact on the decision to visit and increase the popularity of the city (Getz, 2008) and tourism events influence the variables of the decision to visit (Pakarti et al, 2017).

The significant benefits of the implementation of the event then gave the author the background to explore

what and how the local committee carried out the timeline for the implementation of the 3rd Fishing Boat Festival event in Sungsang IV Village, Banyuasin Regency, then made it a fact and offered proportionate steps to be considered in running the event, especially the cultural festival event whose roots are from the activities of the local community as the host of the event. This research is important to be carried out to provide knowledge about how the steps that must be taken by the local committee in carrying out the stages of implementing a local event to improve the quality of local events.

2. Literature Review

Tourism related to the event is a representation of the selling power of the location where the event is held [Gonda; Angler; Csóka, 2021]. Tourism festivals have contributed to marketing destinations, building destination image and branding, attracting tourists, becoming a trigger for special areas and attractions, and being a catalyst for economic development [Al-Azzam, Mohamed & Chiu, 2022]. Festivals as part of special events, have an important role in increasing the selling value of destinations (Chen,2022). So far local authorities in several countries have also used cultural festivals as a medium to bring tourists and aim to extend the visit of tourists who want to see local culture [Richard and King, 2022]. As for the local community, the festival is believed to provide many opportunities for local people to relax and have fun with family, and friends and open new relationships (Ibenwa and Uroko, 2022).

To manage a successful cultural festival, the organizer must pay attention to production factors and festival programs that must give a message about the importance of the festival and make the venue an implementation that respects the cultural values of the people and local community (Thanee, 2010). This is because different perspectives of the community in seeing the use of cultural commodities will affect the participation of local communities [Nurhadi et al, 2023]. The festival's goal is to express experiences, revitalize traditions, build community pride, validate community groups, increase community participation, introduce new and challenging ideas and broaden cultural perspectives (Thanee, 2010).

The problem found in observations in the Sungsang IV tourism village of Banyuasin Regency is that although it is widely known that cultural-related tourism events have a significant impact on tourists' visiting decisions, the 3rd Fisherman Boat Festival has not been well packaged by the local committee. Some academic findings suggest that locally supported festivals, with local resources, will provide benefits in the area [Koreman, 2023]. Festivals also have an impact on network building inside and outside the venue, and of course, have a positive effect on regeneration. [Koreman, 2023]. In addition to not packaging the 3rd Fishing Boat Festival properly, based on pre-research observations, it was also found that there was no market database or visitors targeted by the 3rd Fishing Boat Festival committee, even though various marketing ideas aimed specifically at managing repeat tourists, because the value is very important, of course, festival events are very dependent on tourists who come repeatedly (Al-Azzam; Mohamed; Chiu, 2022).

The existence of a database related to the targeted tourist target market will provide support for the event committee of the 3rd fishing boat festival in Sungsang IV tourism village and will direct strategies in managing cultural events to increase tourists to tourist villages. This will certainly provide a deep understanding of how the target market spends their time attending the event and provide local organizers with information that is important in developing marketing, planning, and management strategies, which aim to contribute to increased revenue, tourist satisfaction, and quality growth in the future [Abkarian et al, 2021]. So the 3rd fishing boat festival in Sungsang IV tourism village can provide significant economic benefits for people in the tourism village. Conversely, event-based tourism also requires the role of residents because the impact is very important, the perception of local people will certainly maximize positive things and minimize negative impacts [Scalabrini; Remoaldo; Fernandes, 2023]. It is also important to look at the content that is considered suitable for the venue for the cultural festival, by discussing with local communities the impact generated when the event is held, the benefits of organizing the event (e.g. the number of participants, the number of tourists and the economic impact) as well as factors that are attractive and expected to achieve benefits to be achieved by the event organizers (Kim; Park; Choi, 2021).

3. Research Methodology

This research is important to be carried out to make a model for the development of cultural festivals, by elaborating the stages in the implementation of festivals based on 5 basic stages described in the stages of event management, namely research, design, planning, coordination, evaluation [Goldblatt, 2002] and compiling a template for providing a database to find out the targets and targets of targeted tourists. And contribute to the achievement of goals to improve the quality of cultural festivals in tourist villages. This is because events are commodities that require proper positioning in the market. The targeted target audience must know the festival and be able to see the value of being involved and present to support it [Booth et al, 2010]. For the preparation of the targeted market database, the segmentation used is the definable, sizeable, reachable, and relevant method (Adcock; Halborg; Ross, 2002).

From a cultural perspective, the festival aims to preserve and innovate through cultural and artistic expressions that reflect the intangible heritage of a community [Aguado et al, 2021]. Based on this definition, this study explores a cultural festival, namely the 3rd fishing boat festival in Sungsang IV tourism village, Banyuasin Regency and aims to improve the quality of the implementation of the festival by exploring how the stages and market segmentation targeted by the festival are carried out.

This study uses a combination method or mixed method with sequential explanatory design by combining qualitative and quantitative research methods sequentially to describe the stages of festival implementation that have been carried out by the local committee then analyzed data, using the Miles and Huberman model, namely, data collection, data reduction, data display, conclusion.

In this study, the population is tourists who visit to witness the activities of the 3rd Fishing Boat Festival in the tourist village of Sungsang IV. The resource persons/informants are (1) Community Drivers of the tourism sector; (2) Local authorities; and (3) tourists.

Data acquisition was carried out quantitatively and the sample used in this study, using *the Random Sampling* technique which provides equal opportunities randomly for each element or member of the population selected to be a member of the sample. Based on visual observation data, tourists who come to Sungsang IV tourism village come of various ages and genders, then sampling the *Accidental* Sampling technique, while qualitative data uses the *Non-Probability Sampling method* with the type of *Accidental Sampling*.

The population and sample size or number of samples in the study are unknown and the error rate has been set at 0.05 or 5% so the formula used is as follows:

Figure 1: Determination of Population and Sample Size

$$= \left[\frac{Z_\alpha / 2_\sigma}{e} \right]^2$$

where:

n = Number of samples

Zα = a measure of confidence level,

α = 0.05 (95% confidence level)

mean $Z\left(\frac{1}{2} \cdot 0.05\right) = Z_{1-0.975}$

in the table found 1.96)

σ = standard deviation (0.25)

e = standard error or tolerable error (5% = 0.05)

$$n = \left[\frac{Z\alpha / 2\sigma}{e} \right]^2$$

$$n = \left[\frac{(1.96).(0.25)}{0.05} \right]^2$$

$$n = 96.04$$

Based on the data above, the number of samples taken in this study was 97 respondents. However, to achieve representative results, the study took a sample of 100 respondents. Data collection with 3 data collection techniques, namely (1) direct observation during the 3rd Fishing Boat Festival in Sungsang Tourism Village IV; (2) document studies; and (3) interviews. The triangulation data validation process is an effort to increase the validity of observations or *interviews* in the context of research, then testing the validity of data is carried out by triangulation methods, source triangulation.

4. Results

Based on the data found at the research location, using the template of 5 stages of the event, namely research, design, planning, coordination and evaluation can be compared in the table below:

Table 1: Comparison of the Stages of the 3rd Fishing Boat Festival in Sungsang IV Tourism Village, Banyuasin Regency

Types of Stages	On-Site Findings	Concept Description [15]
1. Research	At this stage no research process is carried out, consideration at this stage is based on the experience of implementing activities in the previous year.	The research process is to find out the needs, wants, wants, and expectations of prospective tourists targeted by collecting data and analysis of previous events related to reviews from various parties.
2. Design	At this stage, the process of creating creative ideas is carried out but there is no benchmarking at similar events, referring to the implementation of the previous year's event.	Stages of creative ideas—to create to compile ideas that will be outlined in the implementation of festival events. Observe the idea of similar festivals; brainstorm with key stakeholders.
3. Planning	At this stage, the committee held minimal meetings, discussed proposals for activities that focused on the availability of costs, and did not see the involvement of all festival stakeholders, there was no arrangement of the event timeline.	This planning stage involves the use of time/space/duration In planning meetings, announcing several important matters scheduling meetings, assigning work preparation, compiling and managing event timelines.
4. Coordination	This stage is carried out by community groups in tourism villages, does not involve vendors professionally, there is no contract with vendors and all decisions taken regarding the implementation of the festival are carried out centrally through the head of the festival committee.	The operational phase and implementation of coordination planning with all stakeholders comprehensively, prospective vendors, making vendor contracts, preparing and implementing production schedules, at this stage, the committee will make many important decisions.
5. Evaluation	At the evaluation stage, the meeting was held 1 time, for the submission of matters related to the festival event, for example, if there are production or operational debts that have not been resolved or if there is damage to the equipment used during the activity, no survey was found to collect data, make data tables, analyze data, the final report discusses more matters related to finance.	This stage is connected to the initial stage (research). Distribute surveys, manage survey data, prepare reports of findings and recommendations and submit final reports. This process evaluates each part of the event process through a general comprehensive review of all phases executed.

Source: Processed by researchers based on J. Goldblatt, Special Events: Global Event Management in the 21st Century (2024)

Table 1 shows data that the stages carried out by the organizing committee at the 3rd Fishing Boat Festival were mostly not carried out following the concepts of research, design, planning, coordination and evaluation, although in event management it is necessary to provide an overview using the 'performance management model' as a framework for systematically identifying [Berridge, 2007].

The market database targeted by segmentation uses the definable, sizeable, reachable, and relevant method, in Table 2 as follows:

Table 2: Target Market Segmentation of the 3rd Fishing Boat Festival Event in Sungsang IV Tourism Village, Banyuasin Regency

Segmentation [16]	Description
Definable	This segmentation identifies target travellers based on certain characteristics such as traveller age; demographic conditions of tourists (gender, income, education, occupation); geographical conditions (place of residence, local, regional or foreign tourists); experience of tourists visiting the festival (visitors/new tourists, repeater travellers); Interest in cultural festivals (music, dance, fine arts, or local traditions).
Sizeable	This segmentation refers to a large market potential with a significant number of potentials. It is usually individuals or communities who love local music; tourists who like culture from outside the region or even abroad; community of artists or those who like the marine world, fishing hobby communities, communities who like special cuisine, fans of the art of fishing boat building or local culinary enthusiasts who have a special interest in cultural aspects or attractions held at the cultural festival.
Reachable	This segmentation refers to the effectiveness of communication. Usually, this segment is familiar and close to the work team of cultural festivals, namely individuals or tourist groups that are easily accessible to mainstream communication channels, such as websites, WhatsApp group messages, social media (Facebook/Instagram/Twitter (X)/Tik Tok, etc.), email, or direct promotion; by providing information about festival events, dates, locations, and other event details, which can be easily accessed. This includes individuals or communities who have the potential to be involved and participate in the festival to influence their desire to attend the festival and who have interests or needs that have relevance to the festival, such as fishing communities, students and researchers related to fishing boats.
Relevant	This segment refers to individuals/groups of tourists who have interests, needs, or characteristics directly related to cultural festivals, generally having a strong association with the content, purpose and theme of cultural festivals.

Source: Processed by researchers based on Adcock, Halborg; Ross, *Marketing Principles & Practice* (2002).

Based on the data shown in Table 1 and Table 2, the findings that there was no database of target tourist markets targeted at the 3rd Fishing Boat Festival, and the absence of management event stages at the 3rd Fishing Boat Festival in Sungsang IV Tourism Village, as explained in the introduction section, became the main gaps in this study, so that the view of the festival as an event that plays an important role in social development and the economy of a community, representing how intangible cultural heritage is expressed [Aguado et al, 2021] becomes asynchronous. However widespread the implementation of festivals to develop cultural tourism, there is still an ongoing debate about how the level of ability of festival events to attract tourists, especially from abroad.[Aguado et al, 2021] Of course this likely depends on the quality of the festival event itself, so the model of developing cultural festival events to improve the quality of tourism events offered in this study is presented in Table 3, below:

Table 3: Model of Development of Stages and Market Segmentation of Fishing Boat Festival in Sungsang IV Tourism Village, Banyuasin Regency.

No	Stages	Description	Development Models
1	Research	At this stage, 3 steps start with the committee team researching what are the needs and desires of tourists who have been targeted, for example, what tourists need and want as festival visitors, then analyzing and beginning to make a list of the needs and desires of tourists.	1. Collection of a database of tourists who are the target market as visitors to the festival. 2. Analysis of survey results and evaluation of the implementation of previous events (SWOT). 3. Proposed needs and desires of tourists as festival visitors (venue, vendors, suppliers, performers, Food and beverage product, synopsis event, facility on site, technology in events, accessibility, sponsorship, safety and security, special needs access).

2	Design	At this stage 7 steps start with creative ideas to be compiled to be outlined in the implementation of the festival, which can be done by brainstorming with informants and main vendors, to obtain input ideas and find out the needs that will be implemented at the festival.	4. Setting a target tourist festival goer. 5. Develop bisnis plan event festival. 6. Determination of work teams based on the mission, goals and targets set. 7. Preparation of festival event cost needs. 8. Develop marketing and promotion plans (social media, email, podcast, TV). 9. Venue setting, vendors, suppliers, performers, Food and beverage product, synopsis event, facility on site, technology in events, accessibility, sponsorship, safety and security, special needs access. 10. Compilation and completion of proposals.
3	Planning	At this stage, 9 steps start with preparing a work team timeline, making a comprehensive design to be done by the work team and a scheduled meeting agenda to control the progress of the implementation of the event management process. This is important because, at the planning stage, all ideas and plans begin to be made in detail.	11. Compile a work timeline. 12. Designing a business-based event concept festival event plan. 13. Drafting a contract. 14. Meeting with stakeholders 15. Scheduled meeting agenda with the work team. 16. Generate sales revenues, increase profit, and new sources of funds. 17. Scheduling meeting progress. 18. Determining rundown details. 19. Preparation of risk management.
4	Coordination	At this stage, 16 steps indicate that it is starting to be crowded, where there will be a lot of execution of important decisions, especially those related to production, logistics, and handling stakeholder events. Including Pre-event and during-event management.	20. Hold a pre-event. 21. The signing of contracts and cooperation agreements. 22. Coordination of local authorities, police, medical teams, ambulances, fire brigades and internal security. 23. Process production and staging. 24. Provision of logistic events. 25. Implementation of promote events (social media, email, podcast, TV) 26. Volunteer Management. 27. Loading in & out. 28. On-site facilities check. 29. Developing a Contingency Plan 30. Crowd management. 31. Management of tourist registration. 32. During the event. 33. Implement a rundown event. 34. Settlement of debt bills. 35. Spread a Thank you letter.

| 5 | Evaluation | In this last stage, 5 steps will test the initial plan, from the results of research in the first stage. So a survey was conducted to find out a general comprehensive overview of all stages that have been carried out, to the preparation of a report on findings and recommendations for the next implementation presented at the post-event. | 36. Distributing surveys and data collection.
37. Test whether the initial objectives in the mission, goals and targets have been achieved.
38. Report on festival findings and recommendations.
39. Counting Return of Investment.
40. Carry out post-event activities. |

Source: Processed by researchers based on Adcock, Halborg; Ross, *Marketing Principles & Practice* (2002).

Based on the description in Table 3, there are 5 stages consisting of 40 steps namely 40-S or 40 steps to improve the event tourism festival to offer to become a template for the management of the Fishing Boat Festival to improve the quality of the events held. Of course, this needs to be a concern considering that cultural events are important and valuable assets because they are related to the intangible cultural heritage of a region (Corallo et al, 2018).

5. Conclusion

Tourism events attract investment generate tourism circulation and increase the visibility of a region's assets [Corallo et al, 2018]. Because it answers why events must have high quality, especially festivals that aim as tourist attractions to provide personal benefits such as new or increased recreational opportunities for families, individuals and communities [Liang; Illum; Cole, 2008] The increasing quality of the implementation of the Fisherman Boat Festival event in Sungsang IV Tourism Village, Banyuasin Regency is a measure for the implementation of cultural festivals that offer joy, fun, and extraordinary cultural entertainment in the community. [Liang; Illum; Cole, 2008], Even further in the case of festivals of small scale, local identity becomes the most important thing [De Bres; Davis, 2001]. This research was conducted to provide a template for the stages of implementing the Fishing Boat Festival to have an impact on improving the quality of the implementation of the Fishing Boat Festival in the future. The description of the targeted target market according to the previous description is the contribution of this research to the importance of knowing the tourist market targeted by the local committee. However, to assess the measure of the success of the festival as a vehicle for cultural diplomacy is to see the extent to which the festival can combine various objectives [Dines, 2021]. Because the festival opens up opportunities for people whose daily activities are not active to become active. Festivals are associated with the preservation of celebrations of values that exist in society and, of course, are for the survival of the community itself (O'Sullivan & Jackson, 2002).

References

Adcock, D., Halborg, A. & Ross, C.(2002). *Marketing Principles & Practice*, 4th ed. London, UK: Harlow: Financial Times/Practice Hall.

Abkarian, H., Tahlyan, D., Mahmassani, H. and Smilowitz, K. (2021). Characterizing visitor engagement behavior at large-scale events: Activity sequence clustering and ranking using GPS tracking data, *Tour. Manag.*, 88, 104421, doi: 10.1016/j.tourman.2021.104421.

Aguado, L. F., Arbona, A., Palma, L. and Heredia-Carroza, J. (2021). How to value a cultural festival? The case of Petronio Álvarez Pacific Music Festival in Colombia, *Dev. Stud. Res.*, 8(1), 309–316, doi: 10.1080/21665095.2021.1979417.

Al-Azzam, M. H., Mohamed, A. E. and Chiu, L. K. (2022). The Influence of Memorable Festival Experiences on Arab Visitors' Revisit Intention To the Jerash Festival of Culture and Arts (Jfca) in Jordan, *Geoj. Tour. Geosites*, 44(4), 1359–1368, doi: 10.30892/gtg.44422-954.

Berridge, G. (200). Events design and experience. doi: 10.4324/9780080468112.

Booth, A. (2010). 2010, In Robinson, D. Wale, & G. Dickson (Eds.), Events Management Wallingford OXON UK: CABI.

Chen, L. H. (2022). Unobserved heterogeneity in music festivalgoers' experience processing, *Tour. Manag.*

Perspect., 44, 101026, 2022, doi: 10.1016/j.tmp.2022.101026.

Corallo, A., Trono, A. , Fortunato, L., Pettinato, F. and Schina, L. (2018). Cultural event management and urban e-planning through bottom-up user participation, *Int. J. E-Planning Res.*, 7(1), 15–33, doi: 10.4018/IJEPR.2018010102.

De Bres, K. and Davis, J. (2001). Tourism Geographies: An International Journal of Tourism Space, Place and Environment Celebrating group and place identity: A case study of a new regional festival, Tour. Geogr. *An Int. J. Tour. Space, Place Environ.*, 3(3), 326–337.

Dines, N. (2021). Moroccan City Festivals, Cultural Diplomacy and Urban Political Agency," Int. J. Polit. Cult. Soc., 34(4), 471–485, doi: 10.1007/s10767-020-09390-4.

Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428. DOI: 10.1016/j.tourman.2007.07.017

Gonda, T., Angler, K. and Csóka, L. (2021). The Role of Local Products in Tourism," *Eur. Country.*, 13(1), 91–107, doi: 10.2478/euco-2021-0006.

Goldblatt, J. (2002). Special Events: Global Event Management in the 21st Century, 54. [Online]. Available: http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/Event Management Special Events Twenty-fist century global event management.pdf

Higgins, F. (2018). Event Tourism and Event Imposition: A Critical Case Study from Kangaroo Island, South Australia. *Tourism Management*, *64*, 73–86. https://doi.org/10.1016/J.TOURMAN.2017.08.002

Ibenwa, C. N. and Uroko, F. (2022). The octogenarian cultural festival (Ito-ogbo at 80) and the COVID-19 pandemic in Obosi, Anambra State. *HTS Teol. Stud. / Theol. Stud.*, 78(1), 1–6, doi: 10.4102/hts.v78i1.7503.

Ivanova, P. (2021). Event tourism development in Bulgaria: Key factors and main goals, *Ikon. Izsled.*, 30(1), 168–191.

Liang, Y., Illum, S. and Cole, S. (2008). Benefits received and behavioral intentions of festival visitors about distance traveled and their origins, *Int. J. Event Manag. Res.*, 4(1), 12–23.

Kim, K. B., Park, J. Y. and Choi, H. Y. (2021). A study on satisfaction of the Busan dragon boat race using natural tourist attractions, *J. Syst. Manag. Sci.*, 11(2), 106–121, doi: 10.33168/JSMS.2021.0207

Koreman, M. C. J. (2023). Reinventing a Rural Area: A Case Study into Cultural Festivals in Oldambt, The Netherlands, *Sustain.*, 15(8), doi: 10.3390/su15086921.

Miller, R. K. & Washington, K. (2012). Event & Experiential Marketing. In Consumer Behavior, Miller, R.K. & Washington, K., Atlanta GA: Richard K. Miller & Associates, 427-429

Mobaraki, O. (2023). Spatial classification of tourism routes in Isfahan Province, Iran, *Hum. Geogr.*, 17(2), 149–169, 2023, doi: 10.5719/hgeo.2023.172.3.

Nurhadi, I., Sumarti, T., Dharmawan, A. H. and Damanhuri, D. S. (2023). Multi-Attributive Social Embeddedness in Cultural Tourism Development: A Case of the Osing Community in Indonesia, *Int. J. Des. Nat. Ecodynamics*, 18(1), 141–148, doi: 10.18280/ijdne.180116.

O'Sullivan, D. and Jackson, M. J. (2002). Festival tourism: A contributor to sustainable local economic development? *J. Sustain. Tour.*, 10(4), 325–342, 2002, doi: 10.1080/09669580208667171.

Pakarti, S., Andriani, K., & Mawardi, K. M. (2017). Pengaruh City Branding dan Event Pariwisata terhadap Keputusan Berkunjung serta Dampaknya pada Minat Berkunjung Kembali ke Kabupaten Banyuwangi . *Jurnal Administrasi Bisnis, 47*(1), 1–8.

Rachmadhian, K. A. and Chaerudin, R. (2021). The Impact Of Event Marketing On Building Brand Awareness For Fashion Customers. *ASEAN Marketing Journal,* 11(1), DOI: 10.21002/amj.v11i1.12097 Available at: https://scholarhub.ui.ac.id/amj/vol11/iss1/5

Richards, G. and King, B. (2022). The experience of cultural festivals: evidence from Hong Kong, *J. Policy Res. Tour. Leis. Events*, 14(3), 296–309.

Scalabrini, E. C. B., Remoaldo, P. C. and Fernandes, P. O. (2023). Sociocultural determinants of creative tourism, *Rev. Bras. Gestão e Desenvolv. Reg.*, 19(3), 448–465, doi: 10.54399/rbgdr.v19i3.7298.

Thanee, P. (2010). Factor contributing to the success of cultural event management: The Phanom Rung Festival, Burirum province, Thailand, *WIT Trans. Ecol. Environ.*, 139, 563– 569 doi: 10.2495/ST100481.

Wulandari, D., Suroso, I. & Asbullah, S. A. (2015). Event Marketing Sebagai Strategi Meningkatkan Brand Awareness Kabupaten Jember. *Jurnal Bisma, Bisnis dan Manajemen*, 9(1), 43-55, https://jurnal.unej.ac.id/index.php/BISMA/article/view/5882.