

# Development of Experiential Live-action Performance Products in Tai'an City: A Case Study of "Chinese Taishan · Fengshan Grand Ceremony"

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**Abstract** Live-action performances are a new form of performances that combine culture and tourism. The rise of live-action performance products has brought new vitality to the development of tourism, has strong development potential, can better meet the needs of tourists for immersive experience, and maintain long-term development of tourism in a region. In this paper, a live-action tourism performance product "Chinese Taishan · Fengshan Grand Ceremony" was studied to discuss the development of experiential live-action tourism performance products in Tai'an City. Through the investigation and data statistics of tourists, by using the experience economy theory, tourist experience theory, statistical analysis and other means, some strategies for the development of live-action tourism performance products in Tai'an City were proposed to promote the development of tourism performance products in Tai'an City.

**Keywords** Tourism performances, Tourists' experience, Tai'an City

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With the improvement of people's living standards, people's willingness to travel has increased, and tourism has become an indispensable part of local economic development. Live-action performances, which are an important form of expression in the integrated development of culture and tourism, focuses on the experience of tourists, can promote the economic development of tourism, and is closely integrated with local cultural resources. It can not only protect and publicize culture, but also bring greater economic and social benefits to the local area<sup>[1]</sup>. Tai'an City is a famous historical and cultural city in the north, and live-action performance products have emerged in an endless stream in recent years. However, due to the late start, the quality of live-action performances is uneven with the gradual increase of the products, which greatly affects the experience of tourists. Therefore, Tai'an City should enhance the experience of performing arts products in the development of performing arts.

## 1 Development status of live-action performance products in Tai'an City

Tai'an City in Shandong Province is famous in the world for the Mount Tai<sup>[2]</sup>, and it is also one of the first cities to launch tourism performances. It mainly has live-action performances such as "Chinese Taishan · Fengshan Grand Ceremony", "Water Curtain Show Film Performance of Dasong Never Sleeps City", and "Railway Guerrillas"<sup>[3]</sup>. In addition to launching a series of live-action performances, Tai'an City

also cooperates with theme parks and theaters to carry out performances. The performances in Tai'an can be divided into four types, including live-action performances, performances within a theme park, tourism performances in a theater, and other tourism performances (Table 1)<sup>[4]</sup>.

At present, the tourism performing arts of Tai'an City is in the stage of unbalanced development. Landscape live-action performances, represented by "China Taishan · Fengshan Grand Ceremony", constantly seeks innovation and new development in tourism performances. In 2023, after 5 months of rest, the live-action performances are fully upgraded. That is, the stage design and equipment have been upgraded, and the plot of the performances has been upgraded and revised. There is a large increase in interactive links, so that tourists experience immersive performance, and feel the unique value and connotation of Taishan culture. Fengshan Grand Ceremony is also committed to the continuous improvement of the quality of tourist service, and further broaden the ticket channels, thereby making it more convenient for tourists to buy and get tickets. At the same time, the designated hotels in the city provide convenient through train service, so that tourists can reach the performance site more convenient and fast. In addition, the official Douyin account of Fengshan Grand Ceremony updates its content from time to time to provide tourists with travel plans and suggestions.

Dasong Never Sleeps City Scenic Area in Dongping, which was rebuilt from Shuihu Film and Television City, is a tourism project integrating culture, entertainment, commerce,

catering and accommodation. The scenic area aims to restore the urban style of the Song Dynasty, reproduce the imperial palace, yamens, shops and other buildings of the Song Dynasty, integrate the dress culture and food culture of the Song Dynasty, and let tourists experience the colorful nightlife of the Song Dynasty. The way of ticket reduction or elimination has brought a real large passenger flow to the scenic area. Large-scale fireworks show, blacksmith flower, water curtain movie, light show and real performance activities have made tourists linger, and let tourists immerse themselves in the charm of the city. Since its opening, the scenic area has been well received by tourists, and the spread of short videos of tourists has increased the popularity of the scenic area, so it has become an important punching place for Tai'an tourism.

Taishan Show City is a major cultural tourism project of Tai'an City. The scenic spot is close to the West Lake Park, where the most attractive is the live-action performance "Railway Guerrillas". The theater has made an artistic adaptation of the story of "Railway Guerrillas". Through the cross-border integration of high-tech technologies such as high-precision positioning, Internet of Things, digital twins, and human-machine interaction, it has updated special effects such as hot fire, water explosion, and large-scale building breakup, which more truly restores the shock impact of the war scene and brings better performance experience to the audience<sup>[5]</sup>. It is well loved by tourists, and it has been visited by 2 million people since its opening.

## 2 Questionnaire survey on the tourism performance product “China Taishan · Fengshan Grand Ceremony” of Tai'an

The live-action performance activity “Chinese Taishan · Fengshan Grand Ceremony” is the first large-scale live-action performance activity in Tai'an City, with the longest development time and the highest popularity<sup>[6]</sup>. This activity was studied to understand the factors restricting the development of live-action performance products in Tai'an City and propose better strategies for the development of live-action performance products in Tai'an City.

### 2.1 Design and distribution of questionnaires

The questionnaire was designed to survey the audience who watched the “Chinese Taishan · Fengshan Grand Ceremony” mainly from the perspective of tourism experience. The questionnaire consists of two parts, covering 7 questions. The first part is the survey of tourists' basic information, and the second part is the analysis of the influencing factors of the experience perspective and the publicity channels.

In the survey, a total of 230 questionnaires were mainly distributed in the discussion group of “Fengshan Grand Ceremony” on Zhihu website, “Tai'an Tourism” and “Travel” hyper-talk on Weibo, WeChat Moments, and “Taishan

Bar” of Baidu Post Bar mainly from September 29 to October 5, 2023, among which 224 questionnaires were collected. The effective recovery rate reached 97.39%. The questionnaire data analyzed in this paper were collected and analyzed by questionnaire statistics.

### 2.2 Questionnaire analysis

**2.2.1 Basic information of tourists of “Taishan · Fengshan Grand Ceremony”.** The basic information of tourists included gender, age, education level, and tourist origin (Table 2).

To sum up, the audience of the ceremony was mainly young and middle-aged, whose social cognition level and cultural knowledge level have been quite complete, and who have relatively fixed economic sources, can accept the cultural edification of tourism performance products, and are the main group participating in tourism at present. In terms of education level, high school and undergraduate tourists accounted for a relatively high proportion, up to 31.3% and 31.7% respectively, and postgraduate and above tourists accounted for 23.2%, while only 31 had a junior high school education or less, accounting for only 13.8%. The overall education level of the surveyed tourists was relatively high. From the perspective of tourist origin, the tourists watching the ceremony were mainly concentrated in Tai'an City and other cities of Shandong Province, up to 81 and 103 in number, accounting for 36.2% and 46%,

respectively. There were relatively few tourists from other provinces. Therefore, while paying attention to the development of tourists in the province, the ceremony should also pay attention to the viewing habits of tourists from other provinces.

**2.2.2 Analysis of experience satisfaction and propaganda channels of Fengshan grand ceremony in Tai'an.** This part is about the analysis of the influencing factors of tourism performance products from the perspective of experience, including questions 5, 6 and 7 in the questionnaire. Here the factors affecting the experience effect of the ceremony are divided into three categories as below. Firstly, the internal core factors were mainly composed of five factors, including whether the performance is creative, whether the tourists can feel the cultural theme of the scenic area, whether the performance reproduces the history and culture, whether the stage landscape is artistic, and the performance of the creative team. Secondly, environmental service factors mainly consist of stage landscape design, pick-up service, convenience of buying tickets, and service quality of the scenic area. Thirdly, propaganda channel factors consist of new media communication and traditional media communication (Table 3).

The method of quantifying average score was adopted in the analysis. The scores of “very satisfied”, “satisfied”, “general”, “dissatisfied” and “very dissatisfied” were 5, 4, 3, 2 and 1, respectively. Statistical analysis was conducted to understand tourists' experience of the product, find its shortcomings, and provide reference for the subsequent improvement of the performance product. Through the collection, sorting and analysis of questionnaire information, the following conclusions are drawn.

(1) The evaluation of internal core factors was higher. For “Chinese Taishan · Fengshan Grand Ceremony”, tourists gave relatively high scores to its internal core elements, the average score of the factors was higher than 3. Among them, the cultural theme of the scenic area scored 3.56, which was the highest score for the product of “Chinese Taishan · Fengshan Grand Ceremony”. It showed that tourists were most satisfied with the cultural theme of the scenic area, and the ceremony could fully demonstrate the cultural theme of the scenic area. The cultural score of the performance was 3.5, indicating that the performance reproduced the grand situation of Fengshan grand ceremony, and it was attractive to tourists. The scores of performance culture creativity and creative team

**Table 1 Types and products of tourism performing arts in Tai'an City**

| No. | Types                             | Products of tourism performing arts  |
|-----|-----------------------------------|--|
| 1   | Live-action performances          | “Chinese Taishan · Fengshan Grand Ceremony”, “Water Curtain Show Film Performance of Dasong Never Sleeps City” |
| 2   | Performances within a theme park  | Performances in Tai'an Fangte Happy World, and performances in Sun Tribe                                       |
| 3   | Tourism performances in a theater | Performances in Taishan Grand Theater, and performances in Liu Laogen Grand Stage Tai'an Theater               |
| 4   | Other tourism performances        | Performances around Taishan Swan Lake, and performances for benefiting the people in street squares            |

**Table 2 Basic information of tourists**

| Options         | Total   | Proportion/% |      |
|-----------------|---|--------------|------|
| Gender          | Male  | 103          | 46   |
|                 | Female  | 121          | 54   |
| Age             | Below 18                                      | 21           | 9.4  |
|                 | 18–28   | 74           | 33   |
|                 | 29–38   | 50           | 22.3 |
|                 | 39–48   | 40           | 17.9 |
|                 | 49–60   | 22           | 9.8  |
|                 | Above 60                                      | 17           | 7.6  |
| Education level | Junior high school and below                  | 31           | 13.8 |
|                 | High school/technical school/technical school | 70           | 31.3 |
|                 | Bachelor/College                              | 71           | 31.7 |
|                 | Postgraduate and above                        | 52           | 23.2 |
| Tourist origin  | Tai'an City                                   | 81           | 36.2 |
|                 | Other cities of Shandong Province             | 103          | 46   |
|                 | Other provinces and cities                    | 40           | 17.9 |

were the lowest, only 3.38 and 3.41, respectively, indicating that in the future improvement of the grand ceremony, it is needed to pay attention to creative activation, strengthen creative design and attach importance to the training of creative team (Table 4).

(2) The overall evaluation of environmental service factors was good. Tourists' overall evaluation of the environmental service factors of "Chinese Taishan · Fengshan Grand Ceremony" was good, and the average score of each component factor was above 3. Compared with the internal core factors, the satisfaction of environmental service was slightly lower. Among the 224 tourists surveyed, the question of "180° panoramic landscape stage, and exquisite design" scored the highest, reaching 3.42, revealing that among the environmental service factors, tourists were most satisfied with the stage design of the grand ceremony. The score of traffic situation ranked second, up to 3.25, showing

that tourists were more satisfied with the shuttle bus and personal car rental service. The score of staff service was 3.18, and it was the lowest in comparison although it was also above 3. It can be seen that the scenic spot was slightly inadequate in staff training (Table 5).

(3) The diversification of publicity methods should be strengthened. The promotion of travel agencies and other travel companies ranked first, accounting for 44%, followed by friend recommendation and the Internet, while there was less traditional media and other promotional methods. It can be seen that the visitors to the grand ceremony mainly came from travel agencies, and the dependence on travel agencies was relatively high. Thus, it is needed to increase the publicity of new media, reduce the dependence on travel agencies, and disperse business risks. In addition, 30.80% of tourists would be affected by "friend recommendation", showing that the grand ceremony has won the

recognition of some tourists, and has a certain impact through oral communication. Therefore, more attention should be paid to improving the quality of tourist service and prevent the risk of tourism public opinion. Internet, TV and radio, newspapers and magazines accounted for 16.1%, 1.8% and 5.4%, respectively. As an emerging medium, Internet has a stronger influence than traditional media, so it is necessary to increase investment in new media publicity, but not to give up the position of traditional media (Fig.1).

(4) There were problems in Tai'an City's tourism performance "Chinese Taishan · Fengshan Grand Ceremony". The tourists' evaluation of the tourism performance product of "Chinese Taishan · Fengshan Grand Ceremony" was generally high, but there are still some noteworthy problems. For instance, the innovation of the performance needs to be strengthened. Most of the employees are farmers nearby, and their education level is generally not

**Table 3 Factors influencing the experience of "Taishan · Fengshan Grand Ceremony"**

| No. | Influencing factors           | Factor composition  |
|-----|-------------------------------|---|
| 1   | Internal core factors         | The performance is culturally creative, which makes me feel very novel<br>Watching the performing arts can make me clearly feel the cultural theme of the scenic area<br>The performance truly reproduces the history and culture of the scenic area<br>Sound, light and electricity design are beautiful, and the performance is full of artistic atmosphere<br>The creation team is excellent, and the story is tight. The actors are excellent |
| 2   | Environmental service factors | 180° panoramic landscape stage, and exquisite design<br>The performance is well equipped, and the audiovisual effects are stunning<br>Performance venue location is good, and shuttle bus pick-up is convenient<br>Tickets are reasonably priced and easy to exchange<br>The staff is very helpful, and warm coats are provided at night  |
| 3   | Propaganda factors            | Publicity of travel agencies and other travel companies<br>Television broadcast<br>Internet<br>Newspapers and magazines<br>Friend recommendation<br>Others  |

**Table 4 Analysis of internal core factors**

| Factor composition  | Very dissatisfied | Dissatisfied | General      | Satisfied    | Very satisfied | Average score |
|---|-------------------|--------------|--------------|--------------|----------------|---------------|
| The performance is culturally creative, which makes me feel very novel                                | 15 (6.70%)        | 36 (16.07%)  | 69 (30.80%)  | 58 (25.89%)  | 46 (20.54%)    | 3.38          |
| Watching the performing arts can make me clearly feel the cultural theme of the scenic area           | 18 (8.04%)        | 32 (14.29%)  | 55 (24.55%)  | 44 (19.64%)  | 75 (33.48%)    | 3.56          |
| The performance truly reproduces the history and culture of the scenic area                           | 18 (8.04%)        | 28 (12.50%)  | 57 (25.54%)  | 66 (29.46%)  | 55 (24.55%)    | 3.50          |
| Sound, light and electricity design are beautiful, and the performance is full of artistic atmosphere | 21 (9.38%)        | 26 (11.61%)  | 67 (29.91%)  | 55 (24.55%)  | 55 (24.55%)    | 3.43          |
| The creation team is excellent, and the story is tight. The actors are excellent                      | 30 (13.39%)       | 25 (11.16%)  | 58 (25.89%)  | 46 (20.54%)  | 65 (29.02%)    | 3.41          |
| Total   | 102 (9.11%)       | 147 (13.13%) | 306 (27.32%) | 269 (24.02%) | 296 (26.43%)   | 3.46          |

**Table 5 Analysis of environmental service factors**

| Factor composition   | Very dissatisfied | Dissatisfied | General      | Satisfied    | Very satisfied | Average score |
|--|-------------------|--------------|--------------|--------------|----------------|---------------|
| 180° panoramic landscape stage, and exquisite design                       | 21 (9.38%)        | 30 (13.39%)  | 67 (29.91%)  | 47 (20.98%)  | 59 (26.34%)    | 3.42          |
| The performance is well equipped, and the audiovisual effects are stunning | 27 (12.05%)       | 33 (14.73%)  | 71 (31.70%)  | 55 (24.55%)  | 38 (16.96%)    | 3.20          |
| Performance venue location is good, and shuttle bus pick-up is convenient  | 18 (8.04%)        | 41 (18.30%)  | 72 (32.14%)  | 53 (23.66%)  | 40 (17.86%)    | 3.25          |
| Tickets are reasonably priced and easy to exchange                         | 32 (14.29%)       | 38 (16.96%)  | 57 (25.45%)  | 48 (21.43%)  | 49 (21.88%)    | 3.20          |
| The staff is very helpful, and warm coats are provided at night            | 33 (14.73%)       | 29 (12.95%)  | 75 (33.48%)  | 38 (16.96%)  | 49 (21.88%)    | 3.18          |
| Total  | 131 (11.70%)      | 171 (15.27%) | 342 (30.54%) | 241 (21.52%) | 235 (20.98%)   | 3.25          |

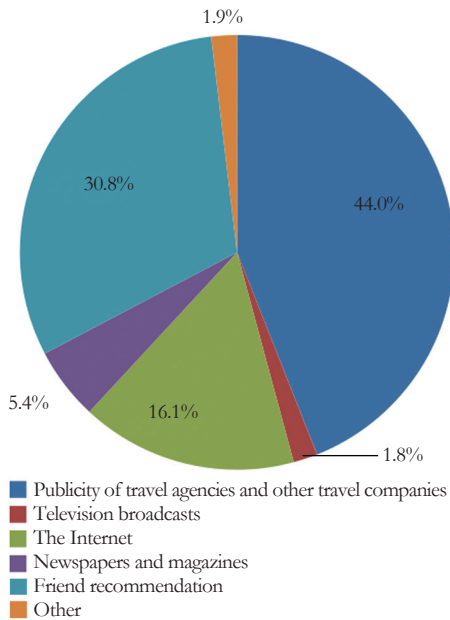


Fig.1 Publicity channels

high. As a result, the service quality was low, and it is necessary to strengthen the service skill training of employees.

### 3 Strategies for the development of tourism performance products in Tai'an City

#### 3.1 Improving the level of the creative performance team and enhancing the attractiveness of performance products

With the development of tourism performances, more and more people choose to enter tourist attractions to watch performances. The number of tourism performances is increasing year by year, but their quality can not be improved simultaneously. Hence, scenic areas need to add new artistic creativity and performance presentation methods, and establish the central character and a complete story line. As a result, visitors choose a central character after entering the situation, and follow him to explore the character's story line. The story lines of all characters can piece together the complete story of the whole play. This can not only reduce problems such as the confusion of tourists, and being unable to understand the content of the work, but also greatly satisfy the curiosity of tourists, increase the motivation of tourists to consume many times. Besides, the creative

team needs to break away from the shackles of traditional scripts, and take into account both history and reality to create some original stories with new ideas. The stories created should not only have a deep historical background, but also have a profound meaning and cultivate people's hearts. In the end, the whole play should not be narrated directly. It can refer to the expression technique of a film to improve the artistic level, so that tourists will not be anticlimactic.

#### 3.2 Strengthening the training of staff service skills and improving the service experience of tourists

The service attitude of the staff has a direct impact on tourists' experience. The service staff of the performance venue of "Chinese Taishan · Fengshan Grand Ceremony" are mostly villagers from the surrounding countryside, and lack professional skills. Therefore, professional training should be conducted for the staff, and their working procedures and service methods should be strictly managed, so that they can provide tourists with high-quality services to enhance the tourist experience during the performance.

#### 3.3 Increasing interactive participation and enhancing the experience value of the product

At this stage, the biggest selling point of live-action performance products is to allow tourists to immerse themselves in the experience, that is, tourists really integrate into the plot. However, many performances just attract more tourists to watch them, and the interaction is insufficient. Thus, in the process of developing live-action performance products, Tai'an City must grasp the internal needs of tourists, provide tourists with rich sensory experience and cultural experience, let tourists deeply feel the highlights of tourism performance products, and improve the added experience value of products.

#### 3.4 Increasing cultural connotation mining and highlighting Taian local characteristics

As people's demand for spirit and culture is getting higher and higher, more and more tourists want to feel the local culture and increase their knowledge through tourism instead of "only seeing the mountains, and enjoying the water and scenery". Presently, although some performance products are under the banner of "local charac-

teristics culture", in fact, there are serious problems of homogenization. In addition to digging deep into Fengshan culture, the performance activities of Tai'an can also properly integrate shadow play culture, paper cutting culture, and Dawenkou culture into performance activities, so that tourists can personally operate and experience them, which can enhance the attraction of scenic spots. Finally, referring to the practice of well-known scenic spots at home and abroad, tourism performances of Tai'an can develop more high-quality and distinctive cultural and creative products, tourist souvenirs, etc. to attract tourists to buy them and increase the income of scenic spots. By adhering to the excavation of cultural connotation, adhering to differentiated development, and focusing on prominent characteristics, the needs of tourists can be met, and tourists be retained to promote local economic development.

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