

# The Impact of Event Tourism on Urban Tourism and Its Countermeasures: Take Shanghai World Expo as an Example

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**Abstract:** Event tourism has a positive impact on the development of urban tourism, which can not only enhance visibility, enrich tourism projects, improve tourism layout, but also bring negative impacts on urban construction planning, residents' lives and tourism carrying capacity. Therefore, while vigorously promoting event tourism, attention should also be paid to the planning and environmental assessment of event tourism, the follow-up development of event tourism, and try to integrate event tourism with other forms of tourism.

## 1. Introduction

Taking the Shanghai World Expo as an example, this paper explores the impact of event tourism in promoting and promoting urban tourism and the corresponding strategies, hoping to play a role in promoting the development level of event tourism.

## 2. The Positive Impact of Event Tourism on Urban Tourism

Since the 1990s, many domestic cities have begun to take event tourism as an important driving force for the development of urban tourism, because event tourism has positive effects on improving the popularity of cities, enriching urban tourism projects and improving the layout of urban tourism.

### 2.1 Incident Tourism Enhances the Visibility of Urban Tourism.

At present, how to enhance the visibility of the city tourism market through major events is an important way to develop the city tourism industry, and attracting and attracting a large number of tourists is an important manifestation of the development of the city tourism industry driven by the exhibition industry. As one of the most important exhibitions in the world, the World Exposition attracts the attention of the whole world with its huge scale and influence. It can greatly enhance the visibility of the host city and play a positive role in the development of its tourism industry.

For example, the number of visitors to the Shanghai World Expo reached 73 million, which not only created huge economic profits for Shanghai, but also provided an unprecedented opportunity for its tourism development, and became an important force to further promote Shanghai's urban tourism to the international stage.

### 2.2 Event Tourism Enriches Urban Tourism Projects.

The quality and level of a city's tourism economic development is positively related to the richness of its tourism projects to a large extent. Event tourism, as a new force in the development of tourism industry, plays an increasingly important role in promoting the richness of tourism projects in the city.

For example, driven by the World Expo, Shanghai's urban tourism projects continue to enrich, industrial tourism, exhibition tourism, urban tourism and so on have been well developed and promoted. With the success of the World Expo, Disney, a famous international theme park, and other international tourism brands have also been completed and opened in Shanghai. The presence of these international tourism brands also reflects that event tourism plays an important role in

enriching urban tourism projects and the overall development level of urban tourism.

### **2.3 Event Tourism Improves the Distribution of Urban Tourism Resources.**

From the point of view of development experience, cities that have hosted the World Expo will greatly improve their overall layout of tourism resources. On the one hand, the functional subdivision of different tourism regions will be more clear and scientific; on the other hand, relying on the Expo venues and related facilities to promote the utilization and development of urban tourism resources will be further enhanced.

For example, Shanghai has systematically improved the layout of its urban tourism resources by taking advantage of the opportunity of hosting the World Expo. The green belt built on both sides of the Huangpu River complements and connects the tourism resources of the whole city. There are many such things.

## **3. The Negative Impact of Event Tourism on Urban Tourism**

In a sense, event tourism is also a double-edged sword. It not only promotes the development of local tourism economy, but also has a negative impact on the local urban construction planning, residents' lives and ecological environment.

### **3.1 The Negative Impact of Event Tourism on Urban Construction Planning.**

Although event tourism has a positive impact on urban tourism, it does not mean that it adapts to all cities, and some cities do not have very mature conditions for event tourism. This not only affects the development quality of event tourism, but also affects the overall planning of urban tourism construction to a certain extent.

For example, when holding some international exhibitions, some related venues will need to be built. And breaking the original urban pattern and building related venues will inevitably result in a series of negative impacts on urban construction. When undertaking large-scale exhibitions, some cities even demolished the historic landmarks in the cities. In order to meet the needs of the development of event tourism, some historic old cities have been transformed on a large scale, and some cities have even pushed the whole old city downwards and rebuilt to promote the development of event tourism. From a certain point of view, these practices belong to the negative impact of event tourism on urban tourism.

A basic foothold of urban tourism planning is to fully tap the existing tourism resources to achieve sustainable tourism development. Therefore, it is necessary to make a comprehensive analysis and judgment from the long-term level of urban development on how to organize event tourism and how to carry out event tourism.

### **3.2 The Negative Impact of Event Tourism on Urban Residents' Life.**

Event tourism not only has a negative impact on urban construction planning, but also has a negative impact on the lives of urban residents.

First of all, due to the influx of a large number of foreign tourists, residents' daily life will inevitably be affected. For example, during the event tourism period, the influx of foreign tourists has reduced the living space of urban residents, caused the supply pressure of catering, transportation and other cities, and had a certain negative impact on the lives of urban residents.

Secondly, from the perspective of public welfare development, event tourism will occupy local public resources to a certain extent. For example, in order to vigorously develop event tourism, some cities will invest a larger proportion of funds at the level of relevant tourism facilities, which will inevitably have a negative impact on the development of local residents' public welfare.

Thirdly, from the perspective of market economy, the relationship between supply and demand is the key factor affecting the overall price. For the city where the event tourism is located, the price of consumer goods will rise in varying degrees due to the stimulation and driving role of tourism demand. The rise of commodity prices will increase the consumption pressure of local residents and affect their stability and harmony.

Finally, event tourism needs the construction of tourism-related facilities. The noise, dust and the entry and exit of engineering vehicles will also have some negative effects on the daily life order and living environment of local residents.

### **3.3 Negative Impact of Event Tourism on Urban Tourism Carrying Capacity.**

Event tourism has a certain group focus, that is, a large number of tourists influx into the tourist destination in a relatively short time, which will bring serious challenges to the tourism carrying capacity of the city and the tourism ecological environment.

First, the influx of a large number of foreign tourists will test the tourism carrying capacity of the city. For example, from scenic spots to transportation, from accommodation to catering, tourist reception capacity of event tourism cities will tend to be saturated or supersaturated, and many aspects of tourist reception capacity will face greater challenges.

Secondly, the influx of large numbers of tourists will affect the development of local tourism ecology. For example, event tourism will increase the pressure of local public transport, causing urban road congestion; will cause the increase of PM2.5 content in local air, affecting the physical and mental health of residents; some tourists spit everywhere, loud noise and other uncivilized behavior, will also affect the beauty and harmony of the overall environment of the event tourism city.

## **4. Strategies for Promoting Tourism Development by Event Tourism**

As event tourism will have some adverse effects in promoting the development of urban tourism, how to formulate a scientific response strategy will be an important work in the operation and management of event tourism.

### **4.1 Planning and Environmental Impact Assessment of Event Tourism.**

In the process of vigorously developing event tourism in the future, we should do a good job of scientific planning and environmental assessment of event tourism from the macro level in preparation work.

In planning event tourism, it is necessary to integrate urban development orientation, tourism spatial layout and tourism ecosystem into a comprehensive system. At present, China is making every effort to build a large ecotourism country. In the planning of event tourism projects, we should fully consider its impact on the urban ecological environment. At the same time, in the event tourism planning, we should fully mobilize social forces, attach importance to the formulation of urban environmental protection laws and regulations, and improve the quality of urban residents.

Specifically, when applying for undertaking an important event, we should fully consider the many effects behind the event tourism and grasp a proper principle. That is to say, event tourism activities are held without affecting the urban ecological environment. In addition, in the whole process of event tourism, experts in relevant fields should be used to carry out environmental impact assessment, and corresponding plans and measures should be taken to promote the harmonious development of event tourism according to the development process of event tourism.

### **4.2 Do a Good Job in the Follow-up Development of Event Tourism.**

One prominent feature of event tourism is timeliness, that is to say, with the end of tourism events, the tourism fever created by event tourism will gradually decrease. Therefore, how to do a good job in the follow-up development of event tourism is an important issue to be considered in order to achieve sustainable development of event tourism.

Generally speaking, the follow-up development of event tourism should be carried out in the following two directions. On the one hand, we should make good use of the original event tourism related resources. For example, after the end of event tourism, we should actively recycle and utilize the related venues resources. Many permanent venues built during the Shanghai World Expo have now become well-known local urban tourist attractions, which is a good model for recycling tourism resources. On the other hand, we should develop the original event tourism resources in a

moderate way to further improve and enhance the clothing of its tourism infrastructure. Business and functionality can better promote the overall development and upgrading of the local tourism economy. For example, through scientific and reasonable follow-up development, Shanghai World Expo effectively links and matches with exhibitions, business talks and comprehensive tourism, which lays a good foundation for the sustainable development of Shanghai tourism.

#### **4.3 Organic Integration of Event Tourism and Other Forms of Tourism.**

From the perspective of tourism economic development, event tourism has certain contingency, such as the possibility of failure in bidding for an international exhibition or event. Therefore, if excessive reliance on event tourism brings fresh vitality to urban tourism economy, there is a certain risk. Therefore, on the basis of giving full play to the positive impact of event tourism on urban tourism, it should be organically combined with other forms of tourism activities.

For example, event tourism can be properly combined with urban tourism and red tourism. On the one hand, it can promote the diversified development of local tourism economy. For example, either relying on event tourism to build theme parks and carry out related tourism projects, or starting from their own customs and cultures to develop a series of tourism projects with local characteristics; on the other hand, it can also avoid the idleness caused by tourism economic "vacuum zone" caused by the failure of relevant event tourism activities to carry out as scheduled. Placement and waste. Through the pursuit of diversity, urban tourism projects can show a more diversified development trend.

### **5. Conclusion**

In short, event tourism plays an important role in promoting the development of urban tourism, but it also brings many social problems. Urban tourism planners should improve their adverse effects with the concept of sustainable development on the basis of giving full play to the advantages of event tourism. Only in this way can event tourism play a greater role in promoting the steady development of urban tourism.

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