

Local Festival and Culture Contents

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Abstract This research aims to inquire about local festival culture contents of France which are considered a successful case of cultural contents industry and will make a diagnosis regarding the applicability and concomitant problems in our country. It reviews French local festival and culture contents, represented by Bordeaux wine Festival. This research analyses the structure of storytelling and the emotional factors as communication and experience tool of historical and cultural resources in terms of cultural semiotics. The findings are as follows: First, it is about a strategy linked with historical and cultural resources as a package touristic product made of the tradition, history, cultural heritage, arts and winery experience. Second, it is about a storytelling strategy. The status of Bordeaux wine holds a splendid story originated in long historical background and benefits of nature. Third, it is about a strategy oriented to communication and experience. Fourth, it is about a strategy inducing fun and fantasy. A festival is a form of a play, and the play is the culture itself. The revitalization of local festivals which allow the increment of one's most personal happiness index is estimated to have the most crucial values and significance. Finally, the cases of European local festivals are considered to be worth benchmarking in many different domains in the sense that they create new contents by making interesting stories adapted from the past history.

• Key Words : Local festival, Cultural Contents Industry, Wine Festival, Brand Strategy, Semiotic Analysis, Storytelling, Culture-Convergence Contents

요약 본 논문은 문화 콘텐츠 산업의 성공적인 사례로 여겨지는 프랑스의 지방 축제 문화 콘텐츠에 대해 조사하고 우리나라의 적용 가능성 및 관련 문제에 대해 진단하고자 한다. 또한 본 연구에서는 스토리텔링의 구조와 감성적 요인을 의사소통 및 역사적, 문화적 자원의 도구로서 문화 기호학 측면에서 분석한다. 연구 결과는 다음과 같다: 첫째, 전통과 역사, 문화, 예술, 양조장 체험을 기반으로 한 패키지 관광 상품같이 역사적 자원과 문화적 자원을 연결하는 전략이 요구된다. 둘째, 스토리텔링 전략이 요구된다. 보르도 와인의 위상은 오랜 역사적 배경과 자연의 혜택에서 시작된 우수한 이야기를 담고 있다. 셋째, 소통과 경험을 지향하는 전략에 관한 것이다. 넷째, 재미와 환상을 유도하는 전략이다. 축제는 놀이의 한 형태이며 놀이는 문화 그 자체이다. 가장 개인적인 행복 지수의 증가를 허용하는 지역축제의 활성화는 가장 중요한 가치와 중요성을 가진 것으로 평가된다. 마지막으로 유럽 축제의 사례는 과거 역사에서 채택된 재미있는 이야기를 만들어서 콘텐츠를 창출한다는 점에서 여러 영역에서 벤치마킹 할 가치가 있는 것으로 고려된다.

• 주제어 : 지역 축제, 문화 융합 콘텐츠 산업, 포도주 축제, 브랜드 전략, 기호학적 분석, 스토리텔링

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1. Introduction

The 6T is often referred to representation of a main force leading the 21st century, the up-and-coming industry of the future[1]. They are IT(Information Technology), BT(Bio Technology), NT(Nano Technology), ET(Environment Technology), ST(Space Technology) and finally CT(Culture Technology). In this context, CultureTechnology, namely, Cultural Contents Industry has important significance as one of the up-and-coming “6T” industries of the future.

Cultural contents industry derived from Culture Technology is a combined form between cultural technology and cultural heritage. To this form, the image of entertainment and happiness search pursued by entertainment-oriented industry is added and it is expanding the range towards Entertainment industry and Happiness Industry. The definition and concept of entertainment vary according to each country due to the different vision of culture, but it derived from “to entertain” and it is a sort of fun-seeking play including not only joy but also the form of catharsis[1].

The era of creative economy is arriving, in which imagination becomes contents and culture becomes national power. The world is moving from the third wave as the society of information technology towards the fourth wave as the era of culture, creativity and imagination. We have already passed through the society of information and knowledge, and currently we are living in the era of the society of dreams and Experience Economy in which emotions and stories are considered competitiveness. The growth focused on manufacturing industry which used to sway the world economy has been evolving towards service industry and technology-dominant industry economy or economy based on information and knowledge. However, since the core source of competitiveness was changed into culture and creativity, the paradigm is going through transformation towards creativity and culture-predominant creative economy[2]. The following chapters will make a comparative analysis of local festival contents between France and Korea as a

concrete case of cultural contents industry in order to inquire into the current status and problems.

2. Application case of Local Cultural Festival Contents in France

2.1 Characteristics and origin of festivals of the Western society

The characteristics of festivals of the modern-day Western society can be divided into four domains as follows:

Firstly, they are characterized by religious nature. In the countries with strong marks of Catholic tradition, festivals with religious inclination are maintaining the tradition. Secondly, they represent historicity and enjoying nature. The festivals have changed while symbolizing landowners of immense wheat cultivation, right-wing party and conservatives and have been added to some other elements of tradition, folklore and history. Up to now, the Catholic propensity is considerably emphasized while entertainment nature is also mixed making the scale bigger and bigger. Thirdly, the festivals demonstrate harmony among local people and national identity. People can be refilled with new energy in their daily lives in terms of feeling of solidarity, cultural identity and pride. Fourthly, festivals serve as efficient tools of spectacle, entertainment and publicity and promotion of the local area.

The festivals of the Western society originate in Carnival and Lent. Carnival is considered as an antipode of Lent. Carnival is a feast of eating and drinking heartily for the last time before going into the abstinence period called Lent. Ordinary people express their repressed desire through Carnival, and after the feast, they maintain their lives again following the norms of the strict society. Carnival plays a role in providing enjoyment cycle and opportunity of sharing funny, lewd and obscene talks. Carnival is held as the landmark of time, in which the most definite polarity

exists between a landowner and serf, priest and vulgus, winter and spring and death and life. By analyzing poems in Wine of 'Flowers of Evil' – The Wine of chiffoniers, The Wine of the assassin, The Wine of the solitary, The Wine of lovers – it can be seen that the intoxication of wine differs according to the categories of people. Several effects of wine as consolation of the people, criminal means, like the pride to God, aspiration to the unknown paradise are associated with the main attributes of Dionysus[3].

2.2 Application case of Bordeaux Wine Festival

Grapes or wine are used not only as biological values, but also as an active material of festival based on special area, this way, they are rapidly emerging as a representation of cultural values of the local area. The significance of cultural symbolism from positive perspective represented by wine is diversified. Wine holds diverse and complex meanings such as Christ's blood, miracle, life-giving water, health, longevity, beauty, dignity, elegance, nobility, culture and romance. Since wine is concretely linked with a wide range of classes and lives, it is often used as a material to explain features of social class. In other words, apart from presenting its physical feature as an alcoholic beverage discovered for the first time in humanity, wine has maintained its breath by playing a role as a former of human culture and values, simultaneously as a medium of spreading them.

In accordance with the reflection of these international and social tendencies, the Bordeaux Wine Festival was born in Bordeaux, the world's largest wine production region. The reason why the Bordeaux Wine Festival was able to rise to fame as a form of festival can be explained by its differentiated useful planning of contents. In the first place, it is based on storytelling strategy adapting long-lasting historical background of wine as an interesting story. In the second place, it is based on a variety of programs of Bordeaux Wine Festival. The cultural values of wine

that the Bordeaux Wine Festival intends to emphasize are not any longer within the cultural boundary of the past. Meeting the increased needs of leisure of tourism of modern-day people, varied experience programs and cultural understanding programs are composed. Also, diversified art genres such as music and arts are connected with wine. In other words, the connotative significance of wine of Bordeaux is enlarged and reproduced by way of adding contemporary cultural contents to the inherent historical facts of the region of Bordeaux. Stated in another way, hierarchical meaning which was inclined to religious and differentiated aspect represented by Bordeaux wine of the past arrives to expand in a more horizontal way and hold diversified cultural contents through interweaving modern taste, artistic popular appeal and leisure and tourism codes. The ultimate goal of the Bordeaux Wine Festival lies in boosting the sales volume of French wine and recovering the glory of the past time as high-class wine. However, the strategy used in the process of attaining the goal corresponds to cultural application and recreation of diverse local resources represented by Bordeaux and France in a broader sense[4].

3. Analysis of the festival contents in method of cultural semiotics

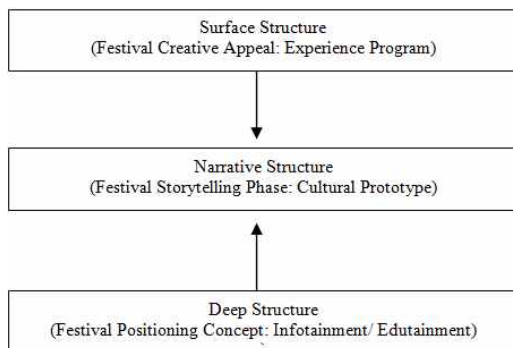
The planning of the local festival contents in method of cultural semiotics takes an important role in program of cultural contents studies. This is a process of cultural semiotics which aim is to make students get interested in the vision and orientation of the festival planning[5]. Recently Paris Semiotics scholars interested in research methodology utilize their structural analysis methodology of Levi Strauss to identify cultural contents. His myth analysis is worth to analyze the process of creation and destruction of cultural trends which are formed differently depending on cultures. In the myth analysis used in local festivals, it shows a tendency to pursue an edutainment value

inherent in basic values of human, Homo Ludens that play. The fun and edutainment concept of the intrinsic value of education has been rapidly spreading along. Therefore, it is necessary to renew the function of the local festivals fit the trend changes in social and cultural rules[6].

The meaning of cultural semiotics generation model is a useful analytical tool to set up the concept of contents that make up the local festivals.

- First, the edutainment value which implies the education and the entertainment elements and the infotainment value which implies the information and entertainment factors are implied in deep structure for the participants to enjoy the festival.
- The next step is the storytelling process due to the structure circle with narrative structure of the festival.
- The last step, surface structure appears to actively participate in economic and marketing.

Meaning generative model of cultural semiotics shows logically that the festival is being created in the visual image and the narrative. Meaning generative model is useful to derive the values to be passed to consumers through a signification system and the festival. That means generation model is an efficient scheme to derive the concept of the festivals. The applied local festival can be shown in the following figure[Fig. 1].



[Fig. 1] Generative Model of Signification for Local Festival

4. Local festival contents of Korea and their problems : Analysis of the festival contents in method of cultural semiotics

In front of Bordeaux Wine Festival of France, there is Wine Festival of Korea in Yeong Dong called Yeong Dong Grapes Festival. Most of Grape Festivals held in our country are designed to augment sales volume of grapes and they are not closely related with wine. It is because there are not many places with their unique brand names. However, Yeong Dong Grapes Festivals are held focusing on a production company with its own brand called Wine Korea located inside Yeong Dong County. This event is supported by the local government. This Festival is considered to remain in a marketing strategy level focused on the primary value of grapes as an agricultural product. Now it is urgently needed to expand its values as a festival of which cultural values of the grapes production area are equally combined. Currently, Yeong Dong Grapes Festival holds the position as a family-unit festival linking grapes with wine. However, considering a more enlarged applicability of wine festival contents, it will be required to reorganize the festival as a solid and stereoscopic festival program encompassing wine and the cultural endemism of Yeong Dong County[7].

This study aims to inquire into the current status of local festival contents of our country as well as their concomitant problems, by looking into Yeong Dong Grapes Festival which can be compared closer, though relatively minor, with Bordeaux Wine Festival of France among many other local festivals of our country so far presenting. The significance and importance of local festivals in the local area based on the region is getting bigger and bigger, not to mention the increasing interest of tourists from another regions and countries. In particular, the influences of local festivals are getting greater day by day, since the local residents are considered as the protagonists of the event and the festivals contribute to strengthening solidarity based on spontaneity and community spirit and to promoting

leisure and health of the local people[8].

Since the local festivals started in earnest in Korea over a decade of errors and trials, it will be proper to say by now that the local festivals are taking root in the regions. If interesting program is added to the festival of local people, the event can start to attract attention of external visitors, this way; the festival can be an object of pride for the local people and an attractive cultural product for external tourists[9]. Finally, local festivals can change into a profitable product for regional revitalization, beyond the community identity of local people[10].

It is important to establish a thorough strategy plan if the purpose is attracting as many as visitors possible and creating income of the region, by widely promoting the inherent image of the local area through making local festivals based on main materials such as unique specialty products or natural resources. The key point of the principled strategy lies in how this can be applied and employed in the separate areas in a proper way.

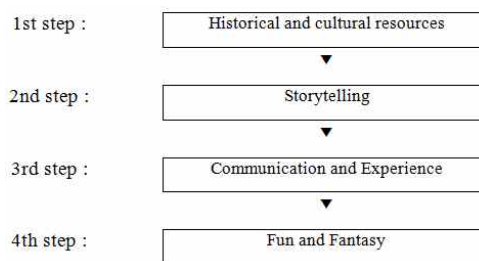
Firstly, it is about a strategy linked with historical and cultural resources. Bordeaux succeeded in attracting numerous tourists from all over the world, by promoting the festival through selling high-class wine from Bordeaux as a package touristic product made of the tradition, history, cultural heritage, arts and winery experience. Namely, they applied a strategy maximizing the added value of agricultural products by putting emphasis not only on the functional characteristics of agricultural products but also on the extensive cultural features of the region from which the products are.

Secondly, it is about a storytelling strategy[11]. The status of Bordeaux wine holds a splendid story originated in long historical background and benefits of nature. When the princess of Principality of Aquitaine, which is an ancient toponym of Bordeaux, gets married to the king of England, Aquitaine belongs to English royal family. Since then, Hundred Year's War broke out between England and France by the conflict of wine

industry, and Joan of Arc and the French people restored Aquitaine. However, the English people, who dominated Aquitaine for about three centuries could not forget the flavor of wine from Bordeaux, this way, England turned into a main wine consumer of Bordeaux wine[12].

Thirdly, it is about a strategy oriented to communication and experience. For instance, Rice Festival of Icheon emphasizing the solidarity of festival participants as well as Ginseng Festival of Geumsan allowing the memory of experiences bridging the gap between the participants and ginseng through digging out the ginseng roots from ginseng field in practice[13].

Fourthly, it is about a strategy inducing fun and fantasy. A festival is a form of a play, and the play is the culture itself. This is a strategy allowing humans of free spirit who want to be separated from routine reality to feel imagination and fantasy in which they play together becoming one with nature[14]. And the brand strategy of local festival is represented as follows[Fig. 2].



[Fig. 2] Brand Strategy of Festival Contents

5. Conclusion

Until now, this study has classified cultural contents industry composed of culture contents fusion. In addition, this study inquired about Bordeaux Wine Festival among other local festival culture contents of France which is considered a successful case of cultural contents industry and made a diagnosis regarding the applicability and concomitant problems in Korea. The European local festivals are characterized

by their preservation of historical cultural values of the local area without limiting them only within the cultural resources of the past. What is most important is making a unique interesting story of the region. The cases of European local festivals are considered to be worth benchmarking in many different domains in the sense that they create new contents by making interesting stories adapted from the past history, setting promotional marketing strategy combining the desire of modern-day people “leisure and tourism” and fusing the required technological elements.

Among the cultural contents industry serving as a driving force to shift from the third wave of information technology society to the fourth wave of the era of culture, creativity and imagination, the happiness of humans can be found from the festival, the authentic play. The revitalization of local festivals which allow the increment of one’s most personal happiness index is estimated to have the most crucial values and significance.

Finally, the fun and edutainment concept of the basic value of education has been rapidly spreading along. Therefore, it is necessary to renew the function of the local festivals fit the trend changes in social and cultural rules. The meaning of cultural semiotics generation model[15] is a useful analytical tool to set up the concept of contents that make up the local festivals.

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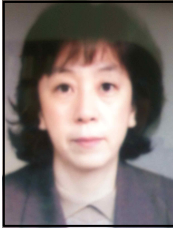
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