
Hosting cultural events and their role in enhancing the image of the tourist destination

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Abstract:

This article examines the role of cultural events in enhancing the image of tourist destinations, as they are an effective tool to highlight cultural identity and enhance the attractiveness of tourism at the local and international levels. These events such to creating positive and lasting impressions of the destination, enhancing its competitiveness in the tourism market. Strategies have been developed to benefit from these cultural events, including collaboration with local communities, partnerships with stakeholders, and the article stresses the importance of measuring the impact of events to develop effective strategies that enhance the tourism image.

Keywords: cultural events, tourist destination image, tourism, strategies.

Jel Classification Codes : L83, Z32, Z11, M31, R58

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1. Introduction :

Cultural events are among the most prominent tools that tourist destinations rely on to enhance their image and introduce them to the world. They represent vital platforms for displaying the cultural and artistic heritage of the destination, which contributes to enhancing the cultural identity and demonstrating its uniqueness. Through various festivals, exhibitions and artistic events, destinations are able to attract visitors' attention and spark their interest in learning about new cultures and unique experiences.

In light of the intense competition between tourist destinations, cultural events have become an effective way to build a positive and sustainable image of the destination. Demonstrations are not just entertainment events, but rather an opportunity to provide live experiences that reflect the cultural diversity of the destination, which contributes to making it a favorite destination among tourists. These events also contribute to creating an emotional connection with the place, which enhances its reputation in tourism circles.

Despite the major role that cultural events play in improving the image of a destination, their success requires a set of generally considered efforts, whether in organizing the events, promoting them, or interacting with the local community. However, demonstrations may face some challenges that affect their actual impact on the image of the tourist destination.

1.1 Research Problematic :

What is the role of embracing cultural events in enhancing the Image of a Tourist Destination?

1.2 Research Aims :

The topic is the importance of cultural events as a main tool for improving and enhancing the image of tourist destinations. These events represent an opportunity to highlight the unique cultural identity of the tourist destination, which helps attract tourists and increase interest in the destination. Through cultural events, tourist destinations can distinguish themselves in the global tourism market, And enhance its reputation in a sustainable manner. In addition, the general strategies that are followed in organizing cultural events contribute to enhancing this image, despite the challenges they may face, such as logistical and financing issues.

2. Understanding Cultural Events and Tourist Destination Image :

Cultural events are effective tools in shaping the image of a tourist destination, as they contribute to highlighting the features of the region's cultural identity and enhance visitors' impressions of it, which greatly affects its general image.

2.1. Cultural Events:

2.1.1 Defining Cultural Events:

Interpreting cultural events involves various criteria and dimensions according to social, historical, artistic, and relational aspects of different phenomena and their cultural, social, and traditional consequences. There are

different definitions of the term 'cultural events' based on their cultural, historical, or touristic functions. Cultural events can be interpreted when several artists present different aspects of a program. Cultural events serve as platforms for expressions or for showcasing aspects of identity or ways of thinking in a real educational or entertaining program. When it comes to understanding cultural events, these events are primarily considered a social, expressive, and educational medium of creation. Hence, there are many different providers, including community workshop organizers, invited guests, employed artists, participants, and audiences. Similar to the variety of definitions of cultural events' effectiveness, there are also composers of the available arrangements. A reflection on the relationships between formal and informal norms developing among the stakeholders of cultural events enables one to analyze and interpret processes taking place within them. Nowadays, as processes of globalization and computerization occur, cultural events still attract significant attention from professionals in the fields of culture, tourism, and media. Defining cultural events provides the basis for analyzing their significance and important role in cultural phenomena and communications. The argumentation for defining cultural events aims to adapt these phenomena to present realities (Aziz, 2024).

2.1.2 The Significance of Cultural Events:

Cultural events are social happenings marked by shared meanings, practices, beliefs, and values. These events often reinforce notions of collective identities that hinge on community, faith, or the nation. Attending cultural events or festivals is an opportunity for participants to remember and re-enact their shared histories and traditions. These 'ephemeral rituals' keep memories current and part of the living present as people respond to these events by traveling huge distances and making significant financial commitments to return home. However, what is seemingly intangible about such cultural events is that these acts of memory do more than allow for an expression of ancient loyalty. They are tied up with other, often more practical struggles concerning issues of personal and collective identity, including public awareness in relation to tradition and a more general understanding of issues of world cultures (norris, 2023).

In addition to reinforcing community, faith, or national identity, there are many other functions that these events have. In terms of other functions, some events have as one of their functions the raising of public awareness of culture. Many festivals include ceremonies and rituals that explain who the people are and what they are doing, especially festivals that open up certain sacred spaces to the public. So, the observant audience obtains knowledge about others and reframes knowledge about themselves. Cultural events and festivals provide opportunities to parade spectators into ritual vehicles so that they may be privy to classified information, and the proceedings of the event reveal aspects of the culture in terms of beliefs, values, and ways of life while also giving insights into the wider community of which it is a part

(Robinson, 2020).

The preservation of cultural heritage has become a focal point, especially in the current wave of globalization. Cultural diversity is rethought and re-established in light of local variations; traditions are invented, revitalized, and recalibrated. One important means of heritage preservation is the educational and edifying aspects of organizing cultural events. Exercises, practices, and lessons where self-grown culture manifests are carried out as an instance of 'living heritage', rituals, or tell-tale stories linked to the tradition bearers themselves. Narratives, reflections, and smoothing comments are also part and parcel of the event-staging of the past. In addition to the renewal of the spirit of the place, the economy, or the public and private surroundings in urban or rural localities, exhibits, material remnants, collection pieces, texts, and artifacts are recollection instruments. In this regard, so much of our excesses have been documented, marked, and stored (Qin & Leung, 2021).

2.2 Tourist Destination Image:

2.2.1 Definition of Tourist Destination Image:

A tourist destination image is a fragment of a total image that evokes a set of associations reflecting the attitudes, feelings, preferences, and beliefs of an individual or a group of people as an expressed image. It is an idea, impression, or notion that tourists have in their minds regarding the personality of a destination. But the question arises: how does the traveler form perceptions of one or many destinations without experiencing them first? Images are perceptions of an object that are formed by a perceiver from their mental filters and sensory impressions. There are two aspects of image formation: an external aspect, a set of happenings over which a destination marketer holds control in terms of the planned promotion mix, and the informational content; and an internal aspect, the receiver's filters where attitudinal factors are at work.

Tourist images in the psychological or internal aspect can be classified as organic or inductive images. A third image, a root image, also exists, unique in the sense that it challenges both the information disseminated by a destination and the internally formed tourist images. Direct or induced images, consequently, are those images developed via the percolation of information that is somewhat controlled or intended and for which the provider generally receives compensation. However, free of charge, organic images may be induced or formed deliberately; usually, tourist images are developed by chance based on sources of information that neither the destination nor travel marketers control (Coutinho, Sousa, & Santos, 2024).

Tourist destination image is the most critical and frequently discussed concept in tourism research. The theoretical background of the destination image as the management subject of marketing is based on the model developed in social psychology, particularly on mental and psychological constructs that are very difficult to measure in empirical research. The research of the destination image has very complex

dimensions connected to perception, memory, and representation of postmodern society. Destination images could change along with the experiences made by tourists and the new information brought-back social networks and media, in a continuous process of reconstructions of realistic and evoked tourist destination images. Besides these processual and sociological aspects developed with phenomenology, interpretivism, and constructivism, it is possible to find a sum of concepts and models developed during the history of destination image and related research, in order to consider the destination image as biased to cognitive and affective dimensions and to a conative field of the so-called "personal factors" that involve previous tourist personalities and motivations towards tourist behaviors. In destination image research, it is often manifested and recognized that it is possible to talk about: destination image as it is; destination image as perceived; and destination image as it should be. A careful reading of the definitions shows that one of the main relationships is between the destination attributes and the destination image as it should be (the desired image for a destination). Some have recognized how destination brand and the country brand are the starting points of the development of conceptual destination images that influence tourist thoughts in choosing a destination. In these cases, destination image is used as a crucial input for destination management (Guzman-Parra, Trespalacios Gutierrez, & Vila-Oblitas, 2021).

2.2.2 Importance of Tourist Destination Image:

It is widely acknowledged that the image of a tourist destination affects travelers' decision-making processes. A positive image helps to attract tourists and create a favorable first impression about the destination. Portraying a destination in a positive way, through effective communication management, can help marketing organizations attract more visitors, support public relations strategies, and help attract investment. The growth of the Internet and the use of social media and blogs has made it easier for people to exchange information and have more influence over others. Information on social media and online travel reviews plays an influential role when making a trip. Word-of-mouth that was previously heard from close friends has an impact among new generations as a guide to making a trip. A brand is defined as the emotional and psychological relationship you have with the destination; brands are beliefs and values in a place, products, or organizations. A brand is what people believe in, feel, and think. When examined in terms of concept, image, and identity have taken the interest of researchers as an important determinant. Tourist destination image has recently taken the interest of researchers as an important determinant of the tourist's decision-making process. In proposing a model about destination image formed in the tourists' minds, it is also advisable to focus directly on the study of destination image elements. The evolution of this image is the representation of a complex system of social, cultural, and economic elements. The positive image of a place is a valuable asset for its economic present and future. Some of the most attractive destinations in the world

have gained their prestige due to their image. A positive image enhances the tourist attraction force and gives sustainability to a tourist destination. Understanding the link between tourists' choices and the image of a place is necessary for image management (Pan, Rasouli, & Timmermans, 2021).

3. The Relationship Between Cultural Events and Destination Image:

Cultural events play a pivotal role in shaping and enhancing the image of a tourist destination, as they contribute to improving visitors' impressions. Through effective strategies, these events can overcome challenges that may come in their way to enhance the mental image of the destination.

3.1 The Relationship Between Cultural Events and Destination Image:

Cultural events can significantly contribute to the overall image of a tourist destination, affecting the perceived place image, while accessibility and support services represent its components. If an event leaves an identifiable trace in the place image, it creates more vivid and memorable destination images. Such places are more likely to become popular and trendy, as strong and interesting images can attract more attention. Destination branding, in a general sense, is about storytelling. Regarding cultural events, they can create a well-structured and interesting story that makes them ideal symbolic tools for supporting a place brand or creating a sub-brand within the larger framework of the city or region image (Rasoolimanesh, Seyfi, & Hatamifar, 2021) .

The role of such events was stressed in studies that showed how they can provide tourists with 'a good reason' to visit a destination, specifically during the low season for tourism. Cultural events contribute to a destination's visibility, especially in a highly competitive tourist market, because they significantly influence the image of the tourist experience that the destination potentially offers. These intangible consumer experiences greatly influence the attractiveness of a destination. Attractiveness has emerged as synonymous with destination competitiveness, which involves successful differentiation and positioning, impacting overall image. Therefore, a cultural event effectively positions the hosting destination in the tourist eye. This positioning can be positive or negative. Here, it seems that the role of communication in managing the place image of a destination is essential. The visibility generated by, or around, a cultural event is essentially a result of the special interest or value that the event creates in a specific social community. Such value prompts a lively debate and the dissemination of the event by media and word of mouth. Furthermore, the world of social media makes everyone a potential 'reporter' of interesting things that happen. More intriguing and vivid happenings can generate instant word-of-mouth recalling the event to an international public, while traditional media can usually provide in-depth and articulate messages on relevant happenings. Overall, visibility could contribute to a repositioning of the destination (and even of the event) as a cultural brand. Even if the event creates a positive impact in the selected social community, the host destination cannot

automatically expect a rise in tourism flows. In an overcrowded tourist market, increased awareness of the destination is not, in itself, able to influence the travel behavior of tourists. The destination needs to associate a significant (and most of all relevant) image with the tourist community that shows an interest in the attracted values. Cultural narratives need to be integrated elements in the brand architecture of a destination, identifying, differentiating, and positioning the destination towards its target markets. In this sense, the culture of a specific place should be presented in conjunction with a set of potential experiences, making use of elements of culture or events that are placed in time, as hooks to start telling the story of a culture-based destination (Zaman, 2023).

3.2 .Key Cultural Events that Impact Destination Image:

Based on tourists' preferences, which could be related to culture, emotions, history, or identity, events play a significant role in enhancing the image of a place. With this in mind, events are insightful in understanding the attractiveness of a location as a tourist destination. Other situational characteristics, such as appealing natural scenery or especially favorable climatic conditions, as well as infrastructural factors, such as cheap flights, may also heavily influence people's perceptions and ultimately shape their decision-making process when choosing their next travel destination. For instance, if visitors choose to fly, they may be more inclined to explore the local museums and immerse themselves in the rich cultural heritage, even if they may not initially have a profound interest in such attractions. However, it is worth highlighting that certain types of events can have a profound and lasting impact on the overall place image—an image that, in the eyes of potential tourists, is synonymous with culture, authenticity, and unique experiences that cannot be easily replicated elsewhere. These events act as powerful magnets, drawing travelers from all corners of the world, yearning to witness and participate in these extraordinary moments that breathe life into the very soul of a destination. Whether it's a vibrant street festival pulsating with rhythmic music, dazzling fireworks illuminating the night sky in celebration of a significant historical milestone, or a thought-provoking cultural exhibition showcasing the mesmerizing tapestry of art and tradition, each event contributes to the tapestry of memories that tourists weave during their explorations. As they traverse the streets and landmarks, their senses are heightened by the infectious energy and palpable aura that defines these captivating events. The resonance of heartfelt laughter, the mingling aromas of delectable street food, and the vibrant hues of traditional costumes merge harmoniously, leaving an indelible mark on the hearts and minds of all those who bear witness to these extraordinary spectacles. Through the lens of these transformative events, the true essence of a place shines forth, bringing to life its unique story and igniting a sense of belonging among both locals and visitors alike. Within the fabric of these enchanting experiences, travelers forge connections that transcend cultural boundaries, fostering a profound appreciation for the diversity of our world and instilling a

deep-rooted desire to continue exploring the vast tapestry of human heritage that spans across the globe. So, it is clear that beyond the mere allure of beautiful landmarks or affordable travel options, it is the pulsating heartbeat of these remarkable events that sets a destination apart, captivating the hearts and imaginations of travelers, and sealing its place in their cherished memories for years to come (Al saed, Upadhya, & Abu Salah, 2020) .

In particular, among tourism events, there are three types that have an especially strong influence on a place as a destination. The first concerns festivals, as local people's celebrations attract tourists. This means that visitors are able to experience the entertaining ceremonies, local traditions, communal atmosphere, and conviviality during these periods. In general, they are events characterized by a festive nature that attract large crowds, have a joyous nature, and last for several days. The second includes exhibitions and fairs. In these cases, events are generally organized in tourist destinations to exhibit and sell local crafts, and sometimes even gourmet products, as well as to communicate cultural identities. The last strongly influential type of event regarding place image is performances and shows. Often the reason people visit a place is to attend performances or shows, in order to experience an emotional and fully immersive representation of culture or historical events (Gilman, 2020).

3.2.1 Festivals:

Festivals are the events that most directly channel the identity of the socio-systems that manage - or ought to manage them. A good festival manages to archive and exhibit tradition and memory, proving to the country and the visitor that it not only historically happened but also that it is certainly "useless" today or for the future. To provide this broad, truthful view of the social system, it is often necessary to merge with scientific aspects, often with humanistic culture. In the vast majority of cases, this yields good results for the evolution of the targeted center of the festival and the enhancement produced by it (Phelan, Ruhanen, & Mair, 2020).

3.2.2 Exhibitions and Fairs:

Exhibitions and fairs are significant cultural events that have a direct impact on destination image. They have many forms, such as art exhibitions, art competitions, book fairs, pottery fairs, and vintage fairs. In effect, the increasing number of events that take place in a destination or as separate attractions in themselves has contributed even more to the destination's cultural narrative. Exhibitions offer the visitor a chance to catch up on all the latest products, services, forums, and innovations within a specifically defined interest group. For the seller, it is a chance to educate the end user about their culture and the potentials of the market, and for the visitor, it is a way to become informed about a new lifestyle (Stylidis, 2022).

3.2.3 Performances and Shows:

Performances and shows, in general, are typical cultural events in tourism. They not only give tourists an enjoyable experience but also allow them to become personally involved in the differences and emotions of the event. This type of performance is also a form of storytelling, in the sense that performers communicate cultural messages to the spectators through an interdisciplinary form such as music, song, dance, and theatre (Chi & Han, 2021).

3.3 Strategies for Leveraging Cultural Events for Destination Image Enhancement:

A number of strategic options in terms of cultural destinations can be identified, and some of them are related specifically to the image enhancement of a tourist destination. Furthermore, there are various avenues to explore when it comes to bolstering the allure of a locale to visitors. One such avenue is the continuous development of cultural events, which can serve as a powerful strategy for destination image enhancement. The advantages and merits of utilizing cultural events for this purpose are currently the subject of extensive debates and discussions among experts in the field. This approach is mostly predicated on the active involvement and engagement of local communities in the conceptualization, planning, and organization of such events. By actively participating in these activities, local communities can lend their distinct perspectives and insights, infusing the events with a genuine and authentic local flavor. As a result, the products showcased at these events become imbued with a particular local essence and resonate deeply with both residents and potential visitors alike. In addition to the participation of local communities, numerous scholars highlight the significance of involving businesses within the service sector in the organization of cultural events. By forging partnerships and collaborations with these businesses, it becomes possible to provide essential amenities and facilities for tourists attending these events. This synergy between the service sector and cultural events can offer visitors a seamless and immersive experience, where their needs and desires are not only met but exceeded in spectacular fashion. The provision of high-quality facilities and services not only enhances the overall visitor experience but also contributes to the positive perception and image of the destination as a whole (Jeong & Kim, 2020).

3.3.1 Collaborations with Local Communities:

Those working in the tourism industry are beginning to realize that in order to effectively develop and promote any type of event that is culturally based, the help of the local community is required. Communities clearly have an important role to play in such endeavors. This collaboration is typically found in the following configurations: (1) developing the community event for tourists/visitors; (2) communities hosting tourists with tourism serving as the motivation and focus of the event; and (3) communities staging a community event in an effort to revitalize, sustain, diversify, or otherwise enhance life within local communities.

Generally, involvement of the community is believed to be crucial in forming successful and popular events (Vandenberg, Berghman, & Schaap, 2021) .

3.3.2 Marketing and Promotion Techniques:

The promotion of a destination and its image is what will make a cultural event and the destination appealing for visitors. To make an event and a destination known, communication activities are usually planned. The planning of communication campaigns that focus on promoting the event and its content is essential. Relevant actions are carried out both before the event in order to involve potential visitors by increasing brand awareness and enthusiasm and after the event, in order to keep the brand alive and recall the event. As part of promotion planning, communication managers mainly focus on who, how, and what the communication activities will be. A good way to promote an event is to activate various communication channels, including social media, brochures, posters, influencer collaborations and partnerships, traditional advertising, etc. Adopting integrated communication is a good strategy to also attract and reach a national and international tourist target. A marketing program should therefore be developed to attract the target audience. Optimizing attendance may involve developing promotions or products to attract different target demographics for events. Several organizations are also integrating digital tools into their promotion strategies, such as online ticketing and event apps. Digital tools can help not only to evaluate the effects of the promotion but also to have a more direct and effective relationship with the public, before, after, and during the event to provide live updates, useful information, etc. Research also focuses on measuring success, evaluating the strengths and weaknesses of a promotional strategy through visitor feedback and analytics (Orunbayev, 2023).

3.3.3 Sponsorship and Partnerships:

Strategic sponsorship between a business or other organization, such as a funding organization or a local government, and an event can serve a number of purposes. The partner can commit financial resources to an event, which then enables its successful execution. They can commit resources that are essential to the delivery of the event, such as intellectual input in the form of skilled personnel or resources such as facilities. Additionally, the host destination may provide resources in terms of infrastructure that would otherwise be too costly for the event's administrators to obtain. Partnerships can be formed between businesses or events, and between businesses and local governments or local cultural organizations. An event partnership or sponsorship arrangement increases the credibility of the event in the eyes of the consumer and adds value to both the sponsor or partner and to the event by increasing business and public interest in the event, as well as increasing audience attendance and related spending. Usually working within the context of a formal contract, sponsors or event partners agree to provide either financial or in-kind support to the event in return

for a range of benefits (Morgan, Taylor, & Adair, 2020).

3.4 Measuring the Impact of Cultural Events on Destination Image:

While cultural events are thought to work as image enhancers, research measuring the impact of an event on the destination image from the visitor's perspective is still in its infancy. A qualitative way of assessing the success of an event has focused on aspects of immediate tourist satisfaction. Including the views of both the local residents and the event visitors, ways of enhancing the local community attitude and providing experiences that improved the destination image through the development of an evaluation framework were outlined. Another way of evaluating the event's success is by using quantitative indicators. Surveys and econometric methods have confirmed that different events provide boosts to hotel performance in the areas where they are held. Quantitative approaches have been used to assess cultural tourism strategies based on visitor satisfaction, recommendation, and return intention from observation, survey data, and social media analytics. Several stress the importance of evaluating the intended impacts of an event in the planning and management process. A survey of event visitors has provided insight into measuring the impact of and attraction to communities created by anthropological and cultural tourism experiences through festivals provided as roadside attractions. Interviews with participants of other festivals made large impressions on the sense of place and identity that extended to larger communities or national sense of pride. When urban agenda events are the agents for place-based development of a cultural or event precinct, it is suggested that performance indicators will often revolve around the economic and social development goals of place. Information was randomly collected through the administration of electronic surveys at various stages of the event. A large majority of study participants had motivations for traveling to the event based on the potential impacts that they would experience, including social impacts, social interaction, and cultural impacts. A comprehensive list of indicators based on a set of attributes and principles that communities and planners should consider when developing and evaluating festivals and events was developed. The big picture components included spatial proximity and push-pull factors, community impacts, individualistic behavior impacts, and an understanding of full impacts in terms of venues, festivals, and environments (Weru & Njoroge, 2021).

3.5 Challenges and Limitations in Using Cultural Events for Destination Image Enhancement:

Cultural events have become a rapidly growing and highly significant area of study in the expansive field of tourism and event management literature. Extensive research in this domain has yielded compelling arguments that demonstrate the immense impact of these events in various aspects. Not only do they serve as a powerful mechanism for enhancing a profound sense of local distinctiveness within a community, but they also possess the remarkable ability to attract a diverse range of visitors to a particular area. Moreover, the

significant role of events in engaging and enlivening a community with its inherent tourism potential has recently emerged as a pivotal area of exploration. One of the primary reasons behind the escalating focus on events and festivals is their exceptional potential in effectively conveying the vibrant and captivating tapestry of local culture to both tourists and residents. As marketing and place marketing discourses increasingly underscore the paramount importance of embracing and celebrating cultural diversity, the significance of events has been revitalized. With the burgeoning centrality of the concept of culture in these discourses, an undeniable renewal of interest has unfolded in comprehending the instrumental role that events play in the realm of place marketing.

On the other hand, there may be several reasons why cultural festivals and events on their own, or as a group, may not effectively impact a positive location image for destinations. Manifestations of the local culture may be merely superficial and adjusted to meet and exceed visitor expectations. This essentially signifies that these particular characteristics may be – and without a doubt often are – adapted to align with the criteria set by metropolitan residents and event organizers in order to provide an experience that they believe should be offered to esteemed guests. The purposeful alteration and adjustment of cultural events significantly reinforce the fact that locations are diligently managing and manipulating the impressions of their culture for potential political, social, and economic advantages. This reimagined and refined form of culture, or rather, cultural event, may, in fact, prove to be a source of confusion and misrepresentation for tourists, as the repackaged event tends to convey less about the genuine integrity, rich tradition, and/or the deeply-rooted history of the host culture but instead primarily focuses on showcasing the exceptional capabilities and expertise of the event organizers (Pasanchay & Schott, 2021).

4 .Conclusion:

It is clear from this article that cultural events represent an important strategic tool in enhancing the image of a tourist destination, as they contribute to highlighting the cultural and heritage aspects of local communities, which enhances the attractiveness of the destination and contributes to improving its mental image among tourists and potential visitors. In this context, we have discussed a comprehensive definition of both cultural events and the image of the tourist destination, With an explanation of the importance of the complementary relationship between them. The strategies that can be adopted to achieve the desired impact were also highlighted, in addition to the challenges that may hinder the achievement of these goals.

4.1 Results:

- Cultural events are an effective way to promote a tourist destination by providing distinctive cultural experiences that contribute to improving the mental image.
- These events can strengthen cultural and social ties between local communities and visitors, reflecting

added value to the tourist destination.

- Cultural events face multiple challenges, such as lack of financial and logistical support and poor planning, which requires careful interventions to overcome these obstacles.

4.2 Recommendations:

- The necessity of adopting effective planning strategies to develop and organize cultural events in a manner commensurate with the specificity of the tourist destination.
- Strengthening partnerships between the public and private sectors to support these events financially and organizationally.
- Focus on media marketing of these events to highlight their cultural and tourism value, which enhances visitor attraction.
- Work to create specialized competencies in organizing cultural events, to ensure making the most of their potential in enhancing the image of the destination.
- Evaluate the impact of cultural demonstrations periodically to identify strengths and weaknesses and work to improve them.

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