

Research on the Current Situation and Countermeasures to the Predicament of the Development of Car Carnival Business Activities

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Abstract

With the step-by-step advancement of the automobile power strategy, the integrated development trend of the automobile industry has continued to advance in-depth. The status and role of automobile culture have improved significantly. The successful attempt of the business model of the carnival takes the creation of the model of "professional events + carnivals" as the core, providing more possibilities for recreational car events that consumers can deeply participate in. This article intends to sort out the research results of the academic circle through the field of automobile culture and use the car carnival activities as a representative. On this basis, this article explores the business path for the development of the car carnival, builds a new format, promotes mutual benefit and Win-win, and provides suggestions and countermeasures for this.

Keywords

Carnival; Mutual Benefit; Win-win Professional Events.

1. Literature Review on the Business Path of Car Carnival

1.1. Literature Review on the Business Path of Domestic Car Carnivals

The domestic business path for car carnivals is still in its infancy. The academic community mainly focuses on the automobile industrial park's development path and the automotive aftermarket's business model.

In terms of the development path of automobile industrial parks, Zhao Guangbo (2016) summed up the following three business models: a business model dominated by automobile manufacturing culture, a business model dominated by automobile sales culture, and a business model dominated by automobile entertainment culture. He believes that the country should focus on developing a business model dominated by automobile entertainment culture and stimulating the consumption potential of the main body of the family [1]. However, Yan Liqin (2020) takes the concept of green development as the starting point and proposes eight optimization strategies to transform traditional automobile industrial parks. A complex ecological green building and a healthy life combined with building industry and culture. Furthermore, they used the Nansha Toyota Automobile Industrial Park project to verify his strategy [2].

In terms of the business model of the automotive aftermarket, He Junchao (2017) studied the theory related to the value network, and divided the business model of the automotive aftermarket into the O2O maintenance business model, the automobile spare parts simple B2C business model, and the automobile spare parts B2B business model. Mode and other auto finance, auto tools, and auto social [3]. Zou Junfeng (2017) put the automotive aftermarket in the context of the Internet and proposed an Internet-based after-care service platform to build

steps and operation methods. He believes that an open, equal, collaborative, and shared application platform for the automotive aftermarket promotes ecological prosperity and development through the ecological self-cleaning function [4].

1.2. Literature Review on the Business Path of Foreign Car Carnivals

Foreign scholars' research on the automobile industry started relatively early. Most of the research on the development path of automobile business activities started from analysis methods, built a theoretical framework for business model analysis, and then analyzed and verified through typical cases. Some foreign scholars start with research on the business path of developing new energy vehicles. For example, Kley et al. (2011) tried to construct the form of new energy vehicles and batteries, infrastructure, and system services from the value proposition, value chain structure, and profit model. We used the Better Place business model to test this morphological matrix [5]. For example, Alexander A. Khokhlov (2017) analyzed the automobile industry in Russia. He believed that the development of the automobile industry requires the joint efforts of diversified subjects such as automobile manufacturers, small and medium-sized enterprises, other parts manufacturers, and industry organizations. Forming regional and production clusters based on the Russian Federation's green economy model is viable for future development [6].

1.3. A Review of the Research Literature on the Business Path of Domestic and Foreign Auto Carnivals

Foreign scholars, mainly from the perspective of economics and based on the development status of the local automobile industry, put forward the development strategy of the car carnival activities and provided case support for the subsequent research related to the car carnival. Compared with each other, it is relatively late in China to study the business path of automobile carnivals. However, with the continuous evolution of automobile power, the industrial transformation is developing deeper. Experts and scholars have been highly concerned the business activities with automobile culture as the starting point. It has become a significant breakthrough in shaping the brand image and driving innovation and change. At present, domestic research mainly focuses on the development path and business model of car carnival activities, and these researches have achieved excellent results. At the same time, the current research results also have certain limitations. Most of the theoretical frameworks of these research results are still the extension and application of Western sociological and economic theories. These research results lack innovative and truly suitable current national conditions. Analysis framework the applicability of these research results to China's auto industry needs to be further improved. From this point of view, how to build an analytical framework for the business path of car carnival activities suitable for the Chinese cultural environment based on the specific characteristics of China's automobile culture and how to rely on multiple subjects will become the meaning of the title of the dream of building a solid automobile country.

2. The Development Status of the Business Activities of the Car Carnival

2.1. Research on the Commercial Activities of Foreign Car Carnivals

Among the commercial activities of foreign car carnivals, the Goodwood Speed Carnival is the most typical event. It enjoys the reputation of being "the greatest motorsports event globally," It is also the most significant event with the largest number of participants in Europe. The Goodwood Future Lab displayed its latest cutting-edge technology in an interactive form of technological innovation. The Goodwood Future Lab carries the most innovative and forward-looking future technology vision. The Goodwood Festival of Speed is a gluttonous feast for car fans in terms of audience. It is also the ultimate playground for every family, where children

can interact with racers, engineers, and designers and operate CAT excavators and VR racing to cultivate interest. The Goodwood Future Lab has set up car events such as hill climbing races and forest rally races and set up classic models of different eras such as rare antique cars, F1 racing cars, and concept cars. A display platform for different themed models; the theme sculptures, electric vehicles, and future concept cars on the Electric Avenue at the Goodwood Festival of Speed also represent the will of the Goodwood Festival of Speed to keep pace with the times and to be environmentally friendly. The setting of the Wood Future Lab not only demonstrates the profound automotive culture but also integrates a high degree of commercialization and social network publicity. The Goodwood Future Lab provides valuable lessons for car carnival activities.

2.2. Research on the Commercial Activities of Domestic Car Carnivals

In the commercial activities of the domestic car carnival, the Alexa Hero Club is a representative case. The Alexa Hero Association is an annual gathering initiated by the off-road e family in 2006. The Alexa Hero Association has grown from a small event with only 5,000 vehicles and more than 16,000 people to car culture and aviation culture. , off-road events, music festivals, special tourism in one desert tourism event. In 2013, Alexa Left Banner, Inner Mongolia, was identified as the permanent venue for the Cross Country E Heroes Association. After the spontaneous activities of off-road enthusiasts - audience participation - intervention by the government and investors, the venue of the Alexa Heroes Association has initially established as a desert park tourist attraction with the theme of off-roading. The Alexa Heroes Club venue has improved the infrastructure and supporting service facilities of the tourist attractions. The products of the tourist attractions have also changed from traditional tourism products for viewing events to innovative experiential tourism products. The venue of the Alexa Heroes Club has a subculture. With sex, group, explosive and cross-regional characteristics, Alexa Heroes Association provides a localized reference experience for car carnival activities.

3. The Development Predicament of the Carnival Business Activities

With the rapid development of the automobile culture industry, various issues related to the carnival also emerged:

The first problem is technical and conceptual barriers—many complex factors such as operation mode and consumer market limit the development of car carnival. The most advanced technology and Internet marketing concept of Auto Carnival's business activities are still only in the hands of a few companies. Therefore, whether the automobile carnival activities can develop rapidly in the automotive aftermarket is closely related to the strength of the partners. The external market environment may restrict the rapid development of the automobile carnival activities in the automotive aftermarket for a long time.

The second problem is that of information and data barriers. The service terminal of Auto Carnival lies in the customer group. The service of Auto Carnival needs to be centered on the needs of consumers, which requires a large amount of consumer data to be supported. Since the practical support of industry think tanks cannot be obtained, we want to obtain massive data. It is more complicated than before.

The third problem is the lack of voice. The concept of automobile cultural activities has not been proposed in China for a long time, and the development trend of automobile cultural activities is not clear. In this process, some rule-makers will inevitably be needed, and the rule-makers will point out the direction for the development of automobile carnival activities. Those who make the rules provide long-term planning. Due to the characteristics of the auto industry being government-led, most of the traditional business partners in the auto industry lack the right to speak. That makes it difficult for the operation mode of car carnival activities to connect with

the company's event experience, and there will be a deviation between the intended target and the actual state of the development of the car culture market.

4. Countermeasures for the Development of the Business Activities of the Automobile Carnival

From the previous research and analysis, the author believes that the future of automobile culture carnival business activities should start from the following aspects:

The first aspect is to increase the intensity of brand promotion. If carnival business activities want to develop, they should demonstrate the influence of car culture. The venues of automobile cultural activities increase the propaganda of industrial culture, folk culture, and ecological culture, and the venues of automobile cultural activities produce targeted publicity materials. Publicity through conferences, industry forums, etc. The venues where car cultural events are held expand the popularity and influence of car carnivals. In Shenyang Auto City, layout some challenging environments such as road signs, buildings, sculptures, and gardening landscapes that can reflect automobile culture, hold rich cultural activities in Shenyang Auto City to attract popularity and hold rich cultural activities in Shenyang Auto City The event will create an excellent soft environment, create a car culture tourism project with regional characteristics, and create new profit points for Shenyang Auto City.

The second aspect is to optimize supporting services. In order to develop car carnival business activities, it needs to provide support and service support. Specifically, it provides one-stop services for the participants of the auto carnival activities. The auto carnival activities strengthen cooperation with related enterprises such as auto business, trade, financial institutions, and catering enterprises. The auto carnival activities set up traffic management, taxation, The offices of banks, insurance, and other departments have attracted the customer service centers, training centers, and conference centers of automobile enterprises to become high-quality business partners. Car carnival activities strive to provide a comfortable and humanized activity environment to achieve a "Win-win economic" and "social value. ".

The third aspect is to induce knowledge interaction. If the carnival business activities want to develop, they need academic support. The carnival business activities promote the gathering of talents and the development of intermediaries by introducing relevant policies, promoting the positive interaction between various types of knowledge, accelerating the accumulation of knowledge and technology, and promoting the transformation of scientific and technological achievements related to various automobile cultural activities. Carnival business activities strengthen the protection of technology patents and formulate various relevant industry standards, including modified cars, as soon as possible. In addition, the carnival business activities should also clarify the rights and responsibilities of each participant in the carnival activities to ensure a clear division of labor, open up the lifeline of mutual benefit and Win-win results, to drive the formation of regional technology agglomeration effect, and achieve healthy development.

The fourth aspect is to build a membership club. If the carnival business activities want to develop, and information platform must be developed. Carnival business activities should increase third-party information services, such as software development. The information platform should fully play science and technology's leading and supporting role: rescue and other online services. Auto Carnival regularly organizes activities for car enthusiasts, such as visiting car museums, visiting car theme parks, participating in car tourism, participating in motorsports races, participating in driver training, participating in car enthusiast gatherings, and so on, through activities to stimulate the vigorous development of car culture-related service industries.

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