

**SPRING FESTIVAL 2024:
CULTURAL COMMODIFICATION
AND AUTHENTIC REVIVALISM
IN CHINA**

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Synopsis in English, [Chinese](#), [French](#) and [Spanish](#)

Chinese New Year (CNY) in China is no longer only about home celebrations and reunion dinners but also about travelling domestically and overseas. This shift has vast implications for local and international tourism, traditional cultural revival and consumer consumption particularly for countries in East Asia and other regions. The celebration also encourages the authentic preservation of folk customs and traditions while commodifying them. In 2024, more than RMB600 million (US\$83 million) in cultural and tourism consumption coupons had been dispensed for participation in CNY cultural activities such as cultural performances, traditional attractions and culinary culture. Ancient city relics like the ancient Pingyao city in northern Chinese Shanxi province with its 2,700 years of history are drawing niche customers such as history buffs, traditional costume cosplayers and ancient architectural admirers. Even ethnic minority groups are enjoying their own cultural revivalism. In eastern Jilin's Yanbian Korean autonomous prefecture, Korean culture has not only been revived but also conserved and commodified. Events such as the COVID-19 pandemic have heightened the desire for spiritual pursuits in the form of cultural experiences. However, staying away from the Spring Festival family reunion is gaining traction to avoid answering questions pertaining to one's economic and marital status.

Chinese:

2024年春节：中国的文化商品化和真正的复兴主义

中国的农历新年不再只是关于家庭庆祝和团圆饭，如今还包括国内外旅行。这种转变对本地和国际旅游业、传统文化复兴和消费者消费产生了巨大影响，特别是对东亚和其他地区的国家。庆祝活动还推广民间习俗和传统，同时将其商品化。2024年，已发放超过6亿元人民币（8300万美元）的文化和旅游消费券，用于参与文化表演、传统景点和烹饪文化等新年文化活动。中国北部山西省平遥古城等古城遗址拥有 2700 年的历史，吸引着历史爱好者、传统服装扮演者和古建筑崇拜者等小众客户。甚至少数民族也在享受自己的文化复兴主义。在吉林东部的延边朝鲜族自治州，朝鲜族文化不仅得到复兴，而且得到保存和商品化。COVID-19 大流行等事件增强了人们对文化体验形式的精神追求的渴望。然而，人们越来越倾向于减少春节家庭团聚，以避免回答有关个人经济和婚姻状况的问题。

French:

FÊTE DU PRINTEMPS 2024: MARCHANDISATION ET AUTHENTIQUE RENOUVEAU CULTUREL EN CHINE

Le Nouvel An chinois (CNY) en Chine n'est plus seulement une histoire de célébrations et de dîners de retrouvailles à la maison, mais également de voyages, en Chine et à l'étranger.

Ce changement a de vastes implications pour le tourisme local et international, la renaissance des cultures traditionnelles et les pratiques de consommation, en particulier dans les pays d'Asie de l'Est, mais aussi dans d'autres régions. Les fêtes encouragent également la préservation authentique des coutumes et traditions populaires, tout en les marchandisant. En 2024, plus de 600 millions de RMB (83 millions de dollars) de coupons de consommation culturelle et touristique ont été distribués pour la participation à des activités telles que des représentations culturelles, des attractions traditionnelles, ou encore des activités culinaires. Les reliques de cités antiques, comme la ville de Pingyao dans la province du Shanxi dans le nord de la Chine, avec ses 2 700 ans d'histoire, attirent des clients de niche tels que les passionnés d'histoire, les adeptes de costumes traditionnels et les admirateurs de l'architecture ancienne. Même les groupes ethniques minoritaires connaissent leur propre renouveau culturel. Dans la préfecture autonome coréenne de Yanbian, dans l'est du Jilin, la culture coréenne a non seulement été relancée, mais aussi conservée et marchandisée. Des événements tels que la pandémie de COVID-19 ont accru le désir d'activités spirituelles prenant la forme d'expériences culturelles. Cependant, rester à l'écart des réunions de famille lors de la Fête du Printemps pour éviter de répondre aux questions relatives à la situation économique et matrimoniale est également une pratique qui gagne du terrain.

Spanish:

FESTIVAL DE PRIMAVERA DE 2024: MERCANTILIZACIÓN CULTURAL Y REVIVALISMO AUTÉNTICO EN CHINA

El Año Nuevo Chino (CNY) en China ya no se trata sólo de celebraciones en el hogar y cenas de reunión, sino también de viajes dentro y fuera del país. Este cambio tiene enormes implicaciones para el turismo local e internacional, el resurgimiento cultural tradicional y el consumo de los consumidores, particularmente en los países del este de Asia y otras regiones. La celebración también fomenta la auténtica preservación de las costumbres y tradiciones populares al tiempo que las mercantiliza. En 2024, se entregaron más de 600 millones de RMB (83 millones de dólares estadounidenses) en cupones de consumo cultural y turístico para participar en actividades culturales en CNY, como espectáculos culturales, atracciones tradicionales y cultura culinaria. Las reliquias de ciudades antiguas, como la antigua ciudad de Pingyao en la provincia de Shanxi, en el norte de China, con sus 2.700 años de historia, están atrayendo clientes especializados, como aficionados a la historia, cosplayers con trajes tradicionales y admiradores de la arquitectura antigua. Incluso los grupos étnicos minoritarios están disfrutando de su propio resurgimiento cultural. En la prefectura autónoma coreana de Yanbian, en el este de Jilin, la cultura coreana no sólo ha sido revivida sino también conservada y mercantilizada. Acontecimientos como la pandemia de COVID-19 han aumentado el deseo de búsquedas espirituales en forma de experiencias culturales. Sin embargo, mantenerse alejado de la reunión familiar del Festival de Primavera está ganando terreno para evitar responder preguntas relacionadas con el estado económico y civil de uno.

Executive Summary

1. The 2024 Chinese New Year (CNY) celebrations during the Spring Festival public holidays in China was a showcase of Chinese cultural soft power both within China and outside. CNY celebrations have taken a shift from celebrating it at home to travelling and touring.
2. Mainland Chinese tourists (particularly its middle class consumers and wealthy individuals) are a significant source of tourism revenues for many countries, especially in East Asia but increasingly in other parts of the Global South as well.
3. The Spring Festival celebrations serve to conserve Chinese cultural traditionalisms/customs, revive Chinese culture, promote commodification of culture, disseminate cultural soft power and enhance social familial bonding.
4. China's Ministry of Culture and Tourism had dispensed more than 600 million yuan (US\$83 million) in cultural and tourism consumption coupons for cultural consumption activities like participating in CNY cultural performances, going to CNY cultural/traditional attractions and enjoying culinary culture.
5. China had also turned its Spring Festival events into tourists draw in 2024 showcasing its ice-and-snow culture and folk and culinary traditions, and granting visa-free incentives for travellers from Japan, the United States, South Korea, Malaysia, Australia, the UK, Canada, Vietnam, Germany and Thailand.
6. History buffs were also identified as one of the main cultural consumers of CNY local tourism. The ancient Pingyao city in northern Chinese Shanxi province is the top choice for history buffs due to its more than 2,700 years of history, conserved ancient architecture and cosplay opportunities in traditional costumes.
7. In eastern Jilin's Yanbian Korean autonomous prefecture, the Korean culture of an ethnic minority has been revived along with Korean traditions like the lantern festival and folk customs.

8. There appears to be cultural shifts in China since the COVID-19 pandemic. Zheng Changling, secretary-general of China Folk Culture Innovation and Development Centre and research fellow at the Chinese National Academy of Arts, articulated that the surge in Chinese tourism is a result of mainland Chinese's heightened desire for spiritual pursuits.
9. Some younger Chinese individuals, however, are bucking the trend of cultural revivalism and avoiding the Spring Festival family reunion. In cyberspace, hundreds of youngsters (some of them retrenched of late) took to Xiaohongshu and Weibo to declare that they would not be going home for the festival.
10. Chinese tourists are taking advantage of the visa-free travel policy to take direct flights from regional Chinese cities like Chongqing to Singapore (as short as five hours). Cheng Chaogong (chief researcher at Tongcheng Research Institute associated with a main internet-based travel firm) noted that Singapore and Thailand have become tourist hot spots for Chinese tourists.