

CUSTOMER SATISFACTION IN THE FESTIVAL FOR TOURISTS

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ABSTRACT

For promoting the cultural industry, governments of every level exert efforts to find value-added activity. This study, from the tourists' perspective, evaluates tourists' satisfaction of festival activities, providing the Wind Chime Festival's activity evaluation, tourist characteristics, tourist satisfaction level, and practical marketing evaluation.

INTRODUCTION

While the ongoing process of economic globalization is made possible by the drive of capitalism to expand and grow, and by the pervasiveness of new technologies in communications and transport [6][1][4], local governments find their principal direction in the cultural industry's development. Particularly, they market places in order to discover and advertise the cultural elements in local areas, especially the characteristics of rural regions, through which local economic growth is boosted to a great extent. The fifth Wind Chime Festival is the first to be held among the year's 12 major festivals selected for promotion by the ROC Tourism Bureau. In pace with the development of Pingtung County's wind chime industry, this year's festival activities feature a wide variety of innovative displays and entertainment.

The purpose of this study is as follows: (1) to introduce the Wind Chime Festival in Kenting, (2) to better understand the characteristics of tourists who attend cultural festival activities, and (3) to provide marketing policy suggestions based on the results and findings in order to increase competitiveness.

CASE STUDY AND RESEARCH DESIGNS

The Kenting 2006 Wind Chime Festival

To give tourists a reason to come in winter, in 2001, the local government thought of making use of the Wind Chime Festival for Kenting's advantage. The local government combined the mountain tempest together with the wind chimes, thereby forming the Wind Chime Festival. It is an activity that increases the value of the cultural industry, and promotes international competitive ability through the image of the mountain tempest, the Hengchun Peninsula, and the Ocean. A diverse array of wind bells hanging throughout the park helps beautify the area and comfort the ears every winter.

This survey would provide an analysis of tourist characteristics and satisfaction criteria. We also tested revisiting commitment by proposing hypotheses (H) relating to the influence of sociodemographic characteristics (i.e., gender, age, place of residence, and occupation) and psychographics factors (i.e., an individual's opinion of taking a vacation, including the prior experience of repeat visit, and planned decision making).

Hypotheses

- H1: Tourists' gender (male/female) significantly influences the satisfaction with taking a vacation in the Wind Chime Festival.
- H2: Tourists' age is associated with the satisfaction with taking a vacation in the Wind Chime Festival.
- H3: Tourists' place of residence is associated with the satisfaction with taking a vacation in the Wind Chime Festival.
- H4: Tourists' occupation is associated with the satisfaction with taking a vacation in the Wind Chime Festival.
- H5: Tourists who planned their visit are more satisfied than those without any plans of taking a vacation in the Wind Chime Festival.
- H6: New visitors are more satisfied than repeat visitors when taking a vacation in the Wind Chime Festival.

Research Designs and Measure

Three major aspects were the focus of this study: tourist characteristics, satisfaction, and repeat visit. This study attempted to determine the satisfaction with the Wind Chime Festival of tourists who joined such festival in Kenting from January 21, 2006 to February 12, 2006. The random sample period was from January 30, 2006 to February 11, 2006.

RESULTS AND CONCLUSION

The Wind Chime Festival takes advantage of the famous Kenting National Park by promoting tourism and marketing the local winter mountain tempest. This study provided the Wind Chime Festival's activity evaluation, tourist characteristics, tourist satisfaction level, and practical marketing evaluation.

The 2006 Wind Chime Festival tourists were mostly female, about 20-40 years, mainly office workers and students from Pingtung and Kaohsiung, first-time visitors who came with their families, received information about the festival from the television and social networks, and planned their visit in advance.

Tourists' characteristics have a partial significant difference on tourist satisfaction and revisiting commitment (hypotheses 1~6). Tourists with different genders (H1) and places of residence (H3) do not have a different satisfaction level and intent of repeat visit ($P>0.05$), but the other hypotheses were significantly different results.

Moreover, a great deal of scholarly energy has been devoted to showing that the local industry is not and never was the passive, bounded, and homogeneous entity it is frequently assumed to be [2][3][5]. The freshening mountain tempest was before a damper on local tourism from December to March, but thanks to the wind chimes, the wind itself has become a reason to visit. The Wind Bell Festival showcases Pingtung County's linking of humans and natural resource. In fact, the Kenting Wind Chime Festival inspired other locales in Taiwan to follow and sponsor festivals emphasizing their own particular natural endowments and cultural traits.

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