

Sustainable Development Indicators of Festival Activities Study of
Modified Fuzzy Delphi Theory

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Abstract

Culture deepens the meaning of the festival, festivals sustainable development is an important issue nowadays, if a festival activity is without culture, depth, then it is doomed to decline and eventually becomes a marketing tool. Therefore, the first phase of this study is to use governmental policy(government units), motivation of activity(organizer) and the professional knowledge of execute team and the view point of sustainable development to collect literature review to construct six dimension and 54 assessments. Second phase is to select 19 experts and use Delphi method plus Fuzzy theory to choose 6 dimensions and 17 assessments and contextualize the evaluation guidelines for sustainable development of festival activities. The six dimensions are government units, media, execute team, community residents, tourist groups and industry and create a guideline so that the sustainable development of festival activities in Taiwan could become more objective and be done is a more effective way.

Keyword : Festivals, Sustainable Development, Fuzzy Theory, Fuzzy Delphi Method(FDM)