

地方節慶的觀光吸引力、遊客滿意度與重遊意願之研究

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摘要

In the past few years, a global trend to hold sightseeing festivals has prevailed. For the purpose of attracting more tourism, the Taiwan government has not only organized a considerable number of international activities, but has also provided guidance to counties and cities in organizing festivals which reflect a collaboration of culture and humanity. These festivals have also assisted in the development of local industry and the promotion of their unique characteristics. To this day, the Hsinchu International Folk Drum Festival is a representation of the Hakka culture and spirit, as well as a symbolic demonstration of small scale international art activities in Hsinchu. The purpose of this research is to analyze the influences and relationships between the levels of tourism attractiveness, tourist satisfaction and the revisiting willingness of visitors at the Hsinchu International Folk Drum Festival. The methodology for this research is based upon a random sampling of surveys, distributed in the form of questionnaires. The data obtained totaled to 340 effective questionnaires. From the sample of surveys, it was discovered that four variables of age, occupation, number of visiting times and duration of stay, had a significant influence on the

level of tourism attractiveness in 'themes and its distinguishing features' . The age of visitors was a major influence in the level of tourism attractiveness in 'transport and location' . It was also discovered that the means of transportation had a remarkable influence on the level of tourist satisfaction in 'transport to site establishments and facilities' , and the duration of stay played a key influential role in the level of tourist satisfaction with 'contents of activities and facilities' . The estimated duration of stay also had an influence on the degree of 'revisiting willingness' . From the above findings, it has been established that there is a positive correlation between tourism attractiveness and tourist satisfaction, tourist satisfaction and revisiting willingness, and lastly, tourism attractiveness and revisiting willingness. This means that an increase in the level of tourism attractiveness will result in an increase in the degree of tourist satisfaction; a higher level of tourist satisfaction results in a higher likeliness of revisiting willingness; and an increase in the level of tourism attractiveness consequently results in a increase in the extent of revisiting willingness.

In accordance with the results of this research, it can be suggested to future management and organizing units that the during the festival, factors such as scenic connections and availability of parking areas should receive more detailed planning. This will not only facilitate in the enhancement of tourism, but will also fulfill the needs of tourists.

關鍵字：Festival, Tourism Attraction, Tourist Satisfaction,
RevisitingWillingness