

應用kano模式探討宜蘭國際童玩藝術(蘭雨)節之服務品質屬性

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摘要

ABSTRACT

International Children's Folklore & Folkgame Festival, Yilan is an annual summer event in Yilin, also, is the most representative of local festival. The festival is the first one activity for the government self-financing. Therefore, this paper is aimed the international Children's Folklore & Folkgame Festival Yilin in sustainable Development to discuss about its customers' satisfaction in service quality in order to get the customers' loyalty.

關鍵字：International Children's Folklore & Folkgame Festival, Yilan, service quality, customers' satisfaction, Kano's two dimensions model