

# 節慶活動行銷策略規劃之探討-以后里樂器節為例

黃國敏, 陳惠雯

行政管理學系

人文社會學院

edhwang@chu.edu.tw

## 摘要

Festivals seem to be the fastest-growing tourist events. A successful festival depends on a serious planning, outstanding marketing strategies, as well as a lively introduction of the event; it is especially important for a festival that is launched for the first time. Taichung County held the first Houli Musical Instrument Festival in 2006. Faced with a vast array of competing festivals around Taiwan, the Houli Festival attracts less than twenty thousand tourists every year. How a festival that receives little media attention can employ better marketing strategies and gain a greater economic return? This paper explores various theories of tourism and marketing. Houli Musical Instrument Festival as well as other cases had been discussed. Watt's (1998) 4P is introduced to form the framework for the study. It finds that Houli Musical Instrument Festival as a music-oriented festival creates an artistic image for the Taichung county and increases her visibility. The marketing campaign led by the public sectors successfully attracted media attention. But her lacks of cultural content, experiential activities, and coordination with other parts of the tourist industry limit the festival's sustainability and future development. Since Taichung City and County had merged, this study suggests that local culture should be highlighted, participation of people should be increased by including more experiential activities and forming alliances with other cities or counties. A long-term mechanism on tourism marketing, personnel training, fund raising and festival research and development should also be established.

**關鍵字：**Houli Musical Instrument Festival, holiday festival and celebration, marketing strategy tourism