

節慶活動經濟效益發展之縱向研究

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摘要

This study assesses the longitudinal economic impact of tourism on the Hsinchu City Rice Noodle and Meat Ball Festival using an input-output analysis. The objectives of this study are to determine multiplier effects on the local economy, to characterize distributive issues regarding the economic impacts on different stages. The results suggest that certain sectors in the Festival are more positively influenced than others because of their relationship with tourism. Only those tourism-related sectors (retail trade, food and beverage services, transportation, hotel services and recreation services) receive direct economic benefit. Few non-tourism-related sectors in the economy are positively affected by Festival in both output and per-capita personal income. The longitudinal study finds that the rankings in the two stages are very similar and the average income on each sector in 2009 is higher than that in 2007. The results indicate that the Festival needs to be developed and integrated into the local economy so that the whole community benefits.

關鍵字：festival, economic impact, input-output analysis, longitudinal study