

影響遊客參與大型節慶活動意願的因子探討-以台北燈會為例

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### 摘要

Due to the change of people's life style, recreation and sightseeing activities have been an essential part for the modern people's life. Past research indicates that the festival activities have become a fast-growing sightseeing type or trend. City governments from all over the world hope to get substantial profits by holding of festival activities; therefore, festival activities play an important role in the tourism marketing field. Based on the push and pull theory and past research, this study developed a questionnaire for exploring important factors influencing tourists' intention to attend big festival activities. Data were mainly collected from February 8 to February 22, 2010, and the number of valid responses was 373. Through rigorous analysis, we found three categories of pull factors: facilities propaganda service, novel experience and relations influence, and four categories of push factors: physiology & psychology cause, area habit, education benefit and culture meaning. We hope the result of this study would be beneficial for academic and practical organizations to promote a festival activity, establish the expansion strategy and market a specific festival destination.

關鍵字：Big festival activities, intention, Taipei lantern festival, push-pull theory