



EXPLORING EVENT VISITORS' COGNITION, BENEFITS AND SATISFACTION

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Abstract

Currently, local governments using events to activate local tourism development and drive regional economic benefits have become a trend in Taiwan. This study aims to explore the perception of participating tourists on festivals, and then affect their personal benefits, local benefits and satisfaction with festivals by taking the Taroko Canyon Music Festival, one of the important tourism events in Hualien. A questionnaire survey method was adopted. A total of 350 questionnaires were distributed to tourists participating in the event, and 316 valid questionnaires were collected as valid samples for subsequent data analysis.

Through multiple regression analysis, the research results found that visitors' cognition of the Taroko Canyon Music Festival has a significant relationship with their personal benefits, path coefficient = .377, $p < .001$; visitors' cognition of the event was significantly correlated with local benefits, path coefficient = .472, $p < .001$; visitors' personal benefits and event satisfaction showed a significant relationship, path coefficient = .641, $p < .001$; visitors' local benefits were significantly positively correlated with event satisfaction, path coefficient = .388, $p < .001$. In addition, the factor analysis method shows that, in the cognitive dimension, the participating tourists have the lowest awareness of the event commissioning unit. In the aspect of local benefits, most visitors agreed that the handling of festival activities can enhance tourists' recognition of the cultural assets of the conservation of the Taroko National Park. Moreover, the personal benefit dimension showed tourists agreed that participating in the festival can effectively promote a harmonious relationship with friends. In addition, most tourists have a high evaluation of the overall satisfaction of the event, and the willingness to revisit is as high as 97.5%.

The results of this study can not only provide a reference basis for festival organizers when promoting activities, but also through strengthening the introduction of the commissioned organizers of the activities, so that visitors can learn more about the activity information when participating in the activities. Most importantly, awakening tourists' attention to the conservation of the natural and cultural assets of national parks, promoting interpersonal interaction, and deepening tourists' impression of

festivals are also beneficial to achieve the goal of increasing tourists' overall satisfaction with the festival.

Keywords: Event tourism; personal benefit; local benefit; festival awareness; satisfaction

Introduction

Since 2002, in response to the policy of promoting green silicon islands, Taiwan has begun to integrate tourism-related resources and selected twelve local festivals in Taiwan from its policy priorities. Hualien County also announced the establishment of a Tourism Promotion Committee in the same year to integrate tourism resources into the county. Hualien began to launch various sightseeing activities. The more well-known festivals include Summer Love Carnival, Aboriginal Joint Harvest Festival, Taroko International Marathon, etc. Among them, Taroko National Park began hosting the Taroko Gorge Marathon in 2000, followed by the Taroko Canyon Music Festival with the concept of "Sit and watch the canyon and listen to music" in 2002 and then successively held tribal concerts and cloud music festivals. Activities such as foot Tarokotrace to the source of the great river have enriched the cultural connotation of Taroko, which aroused the interest of local researchers who once lived in Hualien to this festival.

This research mainly discusses the Taroko Canyon Music Festival, with the goal of promoting the development of Hualien's tourism industry. The purpose is to understand 1) Factor analysis of tourists' perception of festivals, local benefits, personal benefits, and satisfaction; 2) Check whether the hypothetical relationship between the four dimensions presents a significant relationship with the multiple regression analysis.

Therefore, the research results of this study are expected to provide the event organizers and planners with a useful reference for planning an event.

Literature Review

Event Tourism

Event tourism is a kind of special activity that occurs infrequently or one-off in addition to the general routine activities under the mutual cooperation of fund sponsorship and organization operation. The activities are rich and diverse and become an important role in the prosperity of the local economy and the strengthening of tourism. (Getz, 1991; Jackson, 1997; Wang, 1999). Events are usually held at the same place every year or several years with a predetermined date in advance. The main purpose is to target a specific festival or exhibition. The event must have a theme. The event design is all-encompassing and allows the public to participate. (Getz, 1991).

In addition, Tsai (2005) divides Taiwan's emerging festivals into four categories, namely cultural festivals, industrial festivals, traditional festivals with new bottles, and creative festivals. Wu and Wang (2011) summarized five concepts based on the Weber concept, including the local industry innovation festival, the art, and cultural tradition festival, the traditional reproduction festival, the commercial festival combining the anniversary and the shopping carnival, and the niche carnival.

In a comprehensive study of Chen (2003) and Chen (2006), the types of festival activities include 1) traditional folklore, 2) religious beliefs, 3) aboriginal celebrations, 4) culture and art, 5) local specialties, and 6) special landscapes. Musical activities are included in culture and art. Therefore, to summarize the above research, the Taroko Canyon Music Festival that this research intends to explore can be classified as cultural and art. In Tsai (2005), it can be classified as a cultural festival, and in Wu and Wang (2011), it can be classified as art. Liberal arts section category.

Event Cognition

Yan (2001) explained that cognition refers to the psychological process of an individual's knowledge and understanding of things through conscious activities. Complex mental activities such as perception, cognition, imagination, judgment, reasoning, memory, learning, and thinking are all cognitive processes. In addition, Wang (2003) also proposed that cognition is an individual's knowledge, opinions, or beliefs about the surrounding environment, self, or behavior. It can be an element that regulates motivation and motor behavior, and it can also be a mental process of perception, memory, and information processing. Obtaining knowledge, solving problems, planning for the future, abstract and complex mentality and activities including perception, imagination, reasoning, recognition, judgment, etc. are all "cognition." Based on the literature narrative as the criterion, this study used the evaluation of the benefit of large-scale leisure activities held in national parks-taking the Taroko National Park International Marathon and Canyon Music Festival as an example

(Huang, 2010) as the reference basis for the questionnaire item design.

Benefits

The benefit is divided into economists used to measure the economic gains of money and explain the improvement of individuals, groups, and society in positive aspects (Diver, Brown, & Peterson, 1991). Verduin, McEwen, Douglas, and Osgood (1984) believe that when tourists engage in recreational tourism activities, they will produce the following six benefits: 1) Physiological benefits: tourists are engaged in moderate recreational sports activities, thereby improving the quality of life. 2) Social benefits: Make like-minded friends, get along with family members, share fun, and become the lubricant of social life. 3) Relaxation benefits: relieve worries, restore energy, achieve the purpose of relaxation, and maintain a balanced development of body, mind, and spirit. 4) Educational benefits: learn new things from the process, stimulate creative desire, and satisfy curiosity. 5) Psychological benefit: It is a kind of adjustment behavior that can moderately cushion the mentality after undergoing drastic changes. 6) Aesthetic benefits: by engaging in activities such as listening to music, paintings, and dancing clocks to observe natural landscapes and artistic properties, to achieve emotional and spiritual enrichment.

Furthermore, benefits produce different results depending on the type of object. Chang (1999) believes that the benefits of festival activities cover four levels of culture, tourism, industry, and communities, including 1) revitalize local industries; 2) implement cultural roots; 3) stimulate local spontaneity; 4)

establish cultural and historical groups; 5) increase locality A sense of identity; 6) the development of tourism characteristics; 7) the establishment of urban charm. Driver et al., (1991) proposed that leisure and recreation will bring personal and social benefits including personal development, social cohesion, the pursuit of freedom, and satisfaction of nostalgia. According to the above literature, it can be concluded that the local benefits of festivals in this study are divided into three parts: economy, culture, and community development, and personal benefits are personal feelings and social interactions.

Satisfaction

The concept of customer satisfaction was first proposed by Cardozo (1965) and believed that consumers have expectations before they feel the product, that is, When the individual actually feels that the product falls short of expectations, it will become a feeling of dissatisfaction. Satisfaction experience may occur because of personal preferences, expectations, motivations, and perceptions (Dorfman, 1979). In addition, Anderson and Sullivan (1993) defined customer satisfaction as "the result

obtained by consumers after evaluating the quality of the product after purchasing according to their expectations before purchasing the product". Moreover, Kotler (2000) integrates the opinions of scholars and proposes that satisfaction is the degree of pleasure or disappointment between the two perceptions and expectations. In Taiwan, satisfaction is widely used in the literature on consumer behavior and marketing management (Chang, 2011). Tsai (1986) addressed that satisfaction is determined by the difference between personal perceptions and expected, that is, total satisfaction is affected by differences in all dimensions. Meanwhile, Hou (1990) proposed that tourist satisfaction can be divided into total satisfaction and sub-satisfaction, of which sub-satisfaction can be divided into three concepts: environmental satisfaction, activity satisfaction, and management satisfaction. Thus, according to the literature, this study places satisfaction as the last item in the research framework and intends to explore the relationship among all dimensions.

Methods

Research Framework

Figure 1. Research framework

The research framework (shown as Figure 1) is based on the research on the obstacles to the participation of the people in the musical performing arts festivals in Taiwan (Hong, 2002); the research on the attractiveness, satisfaction, and loyalty of festivals, and the willingness to pay the price-a case of Chiayi International Wind Music Festival (Chen, 2006); Comparison of motivation and satisfaction of participating in musical festivals-Taking Taichung Jazz Festival as an example (Lan & Huang, 2008).

Research Hypothesis

The hypotheses proposed in this study based on the research framework were as follows.

- H1:* Visitors' cognition of events has a significant relationship with their personal benefits.
- H2:* Visitors' cognition of events has a significant relationship with local benefits.
- H3:* Visitors' personal benefit of events has a significant relationship with satisfaction.
- H4:* Visitors' local benefit of events has a significant relationship with satisfaction.

Research Instruments

This study used questionnaires as a research instrument and adopted the convenience sampling method. For participants over 16 years old, the survey was conducted at the Taroko Railway Station in Hualien during the festival activities in September 2014. A total of 350 questionnaires were dis-

tributed. After excluding invalid questionnaires, 316 valid questionnaires were actually obtained for further statistical analysis. The questionnaire consists of two parts. The first part is the basic information of the participants, and the second part is the 40 questionnaire items. The direction of the questionnaire construction mainly refers to the evaluation of the benefit of large-scale leisure activities held in national parks (Huang, 2010), the development of cultural tourism in Hakka townships (Lu, 2011), and the attitudes of residents in Hualien toward tourism events (Yan, 2011). The scoring item is based on The Likert Scale, with 5 points for "very satisfied/very agree/very understanding" and 1 point for "very dissatisfied/very disagree/very unaware". Trained investigators answered participants' questions in a face-to-face manner at the scene.

Additionally, In order to improve the validity of the questionnaire survey, this study first conducted a 30 pilot test before the actual survey took place, and conducted the semantic adjustment of the questionnaire items and the reliability and validity analysis of each aspect. Nually (1978) believes that Cronbach's α value should be at least greater than .5, and it is best to be greater than .7 for practical use. This study uses SPSS v.18.0 to first comprehensively analyze all the items, and the Cronbach's α value is as high as .94, which achieves a good degree of reliability. The cognitive aspect Cronbach's α value is .82; the local benefit aspect Cronbach's α value. 89; Cronbach's α value of personal benefit dimension is .92; Cronbach's α value of satisfaction dimension is .89.

Results

Descriptive Statistical Analysis

A total of 316 questionnaires were collected for basic descriptive analysis by using SPSS v.18.0. Among the participants, women accounted for 69.3% while men accounted for only 30.7%. The top three age groups of the participants were 1) age between 31 and 40 accounting for 24.1%; 2) 41-50 years old, accounting for 20.9%; 3) 51-60 years old, accounting for 19.3%. In terms of education levels, most of the participants have a university degree (38.3%), followed by a master's degree (inclusive) accounting for 21.2%, and 19.3% of the participants graduated from a community college. In addition, participants' monthly income was NT\$50,000 or more (30.1%), followed by non-recurring income (24.4%), followed by monthly income between NT\$30,000 and 39,999, which accounted for 14.6%. In terms of occupation, a total of 22.2% of participants were military, civil servants, and teachers, followed by business (15.8%), and students (14.6%). For the partici-

pants who filled out this questionnaire, the difference between married (55.4%) and unmarried (44.6%) was only 10%, which shows that marriage has little effect on participating in this event.

Furthermore, the places of residence of visitors participating in this festival are the east (54.4%), the north (33.2%), the south (7.0%), and the central (5.4%) in order. Data analysis results showed that more than 40% of the participants had participated in this festival (41.5%), and most were first-time visitors (58.5%). The results also showed that even if it was the first time to participate in this activity, up to 97.5% of the participants were willing to revisit.

Factor Analysis

This study collected 316 questionnaires and conducted a factor analysis to understand the most representative factors in the four dimensions of activity awareness, personal benefits, local benefits, and satisfaction. Then KMO and Bartlett's tests were used to exam the relevance and significance.

Table 1. KMO and Bartlett Test

KMO sampling adequacy		.93
Bartlett Test	Approximate Chi-Square Distribution	8136.30
	<i>df</i>	780
	<i>p</i>	.000

A KMO of 0.8 or more is considered good (Kaiser, 1974). It can be seen from Table 1 that both the KMO value and Bartlett's test in this study reached a significant level, which is suitable for factor analysis. Then use the principal component analysis method to extract

the main variables, and use the maximum variation method to perform the orthogonal rotation to make the results easier to interpret. According to Xiao (2013), suitable items are extracted: 1). The feature value of the factor is greater than 1;

Table 2. Factor Analysis Item List (n=316)

Factors	Items	Commonality	Factor Loading	Eigenvalues	Cumulative explained variance (%)
Personal Benefits	Relieve life pressure	.72	.79	1.73	39.74%
	Immerse the mind	.70	.78		
	Relax	.69	.76		
	Promote relationships with friends	.67	.75		
	Happy mood	.66	.74		
Satisfaction	Overall event planning	.72	.76	2.88	49.67%
	Guide and explanation are simple and easy to understand	.68	.74		
	Satisfaction with other visitors	.64	.72		
	Overall satisfaction	.70	.72		
	Performance venue	.64	.71		
Local Benefits	Promoting the economic development of the park and surrounding communities	.73	.84	2.32	57.69%
	Promote awareness and identity in the park and surrounding communities	.73	.82		
	Preserve the cultural assets of Taroko National Park	.65	.77		
	Marketing and promotion of natural and human resources in Taroko National Park	.64	.72		
	Modeling the image of Taroko National Park	.60	.70		
	Increase the revenue of local industries	.52	.70		
Event Cognition	Attracting people to visit Taroko	.72	.83	11.52	63.65%
	It used to be held in autumn	.68	.81		
	Hosted by Taroko National Park	.68	.80		
	Held annually	.67	.77		

2). The factor load is greater than .7 after the axis of the maximum variance method. After analyzing the conditions listed above, delete those that contain only one question, two questions, and duplicate items in the factor, and perform five extraction analyses to obtain the most important items in the four factors. Thus, the result of factor

analysis showed that five items were extracted from the personal benefit dimension, and the cumulative explained variance was 39.74%. The most important item was "Relief of Life Stress", with a factor load of .79. Five factors were extracted from the satisfaction dimension, and the cumulative explained variance was 49.67%.

The "overall event planning" obtained the highest factor loading (.76) of the satisfaction dimension. In addition, there are six factors extracted from the local benefit dimension, and the cumulative explained variance was

57.69%, of which the factor of "promoting the economic development of the park and surrounding communities" had the highest factor loading (.84). A total of four factors were extracted from the event cognitive

Figure 2. Multiple regression analysis verification
Note: *** $p < .001$

dimension, the cumulative explained variance was 63.65%, and the factor loading of "attracting people to visit Taroko" was the highest (.83). As shown in Table 2.

Multiple Regression Analyses

Using multiple regression analysis to examine the significance of the four hypotheses, the path coefficient was between .38 and .64 ($p < .001$) (shown in Figure 2). The results of multiple regression analysis can verify the hypotheses of this study. Visitors' cognition of the event was significantly correlated with their personal benefits, path coefficient = .377, $p < .001$; visitors' cognition of the event was significantly correlated with local benefits, path coefficient = .472, $p < .001$; visitors' personal benefits and event satisfaction showed a significant relationship, path coefficient = .641, $p < .001$;

visitors' local benefits were significantly positively correlated with event satisfaction, path coefficient = .388, $p < .001$. Most importantly, satisfaction can be explained the most by personal benefits, path coefficient = .641. Thus, all research hypotheses were found.

Conclusions

This research aims to verify the four research hypotheses, and through factor analysis to identify the most important items that affect event cognition, personal benefits, local benefits, and satisfaction dimensions. Generally speaking, visitors were most satisfied with the overall planning of the event. In the event cognition aspect, the general perception among participants was that holding this music festival can attract numerous tourists to visit Taroko. Most visitors believed that participating in the Taroko Canyon Music

Festival allowed them to "Relieve life pressure". In addition, all participants can agree that participating in this festival can promote the economic development of the Taroko National Park and surrounding communities. In addition, multiple regression analyses were used to verify the research hypothesis.

The research results showed that a significant relationship among the four dimensions was found. The visitors' cognition of the event and their benefits, the visitors' cognition of the event and local benefits, the visitors' benefits and satisfaction, and the visitors' local benefits and satisfaction were significantly correlated, indicating that the visitors were highly affirmed the overall performance of the event, particularly visitor's benefit have the greatest impact on satisfaction.

Furthermore, the results of the study showed that visitors had considerable knowledge of the events. However, the visitors could not answer the year in which the Taroko Canyon Music Festival was held for the first time. Therefore, it is recommended that the organizer use storytelling increase the origin and history of the Taroko Canyon Music Festival on its official website.

In addition, it is recommended that event organizers can strengthen the advocacy of the theme of the annual event. More importantly, it is necessary to strengthen the promotion of the organizer to plan a convenient operation for free connection. The Taroko Gorge Marathon is also a large-scale event held in the autumn of Taroko. In comparison, the result of factor analysis for "This event can increase the popularity of Taroko Na-

tional Park" showed that the results of the factor analysis were not significant, indicating that the host Units need to strengthen the promotion of the event and update relevant information in advertisements, electronic billboards, the Internet and official websites in advance, to attract more domestic and foreign tourists to participate in this extraordinary event experience. In addition, it is recommended that the event organizer can strengthen publicize the theme of the annual event. More importantly, inform the participants that the organizer provides free transportation services. The research results also showed that visitors were dissatisfied with the convenience of transportation or connection to the event venue. Therefore, it is recommended that the event organizers can post the transportation timetable on the event notice board and Taroko railway station.

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