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Effects of Cultural and Tourist Connotations on the Overall Satisfaction of Tourists and Their Intentions to Revisit: A Case Study on Festival Tourism



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ABSTRACT

Hosting festival activities have become a recent trend for industrial development; festival activities provide not only tourists with more diverse recreation opportunities but also local residents with various economic benefits. To promote the international status of and knowledge about Taiwan, the Tourism Bureau selected and promoted 12 major local festivals after 2001 (the year of Ecotourism in Taiwan) to develop Taiwan as an island of festivals. In addition, the Ministry of Transportation and Communications proposed the 2002 *Taiwan Double* projecting the administrative plan titled *Challenge 2008: National Development Plan*; the goal was to increase the number of tourists in Taiwan from 1 million to 5 million over 6 years. Festival tourism, which safeguards local cultural characteristics and facilitates the development of national tourism, has gradually become the preferred method for developing the tourism industry in Taiwan. Because short-term festival activities integrate local human resources and cultural assets, hosting these activities not only strengthens the allure of specific regions and generates a vital attraction for tourists, but also promotes local economic development through the consumer activities of tourists. According to the results of this study, if tourists consider that the festival activities they had experienced were satisfactory, they typically intend to participate in these activities again and recommend them to other people. Moreover, when tourists believe that their experienced festival activities featured various types of tourist activities, their satisfaction increases. Therefore, the degree of variety of festival activity connotations (e.g., religions, arts, and cultural industries) considerably influence the satisfaction of tourist participants. Decision-makers should consider the types of the festival activities that they host and promote the cultural characteristics of these activities. Additionally, festival activities provide diverse tourist attractions and thereby promote international exchange, integrate local and tourist resources, improve local cultural industries, and preserve and safeguard historical and cultural assets. These tourist approaches enable local residents and tourists to understand the cultures celebrated in festivals and deepen the public cognition of festival activities.



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INTRODUCTION

Festival activities have recently become understood as a means to market local industries. Hosting festival activities provide not only tourists with more diverse recreation opportunities but also local residents with various economic benefits. In 2002, the Tourism Bureau under the Ministry of Transportation and Communications published the project *Taiwan Double* in the administrative plan *Challenge 2008: National Development Plan*; the goal was to increase the number of tourists in Taiwan from 1 million to 5 million over 6 years. Therefore, festival activities became a focal point of tourist recreation. The attraction of festival activities includes natural landscapes (including the meanings conveyed through the featured human activities), which motivates tourists to stay in a region for longer and increases the income of local residents [1].

The Taiwanese government has been promoting Taiwan to the world to bring Taiwan to the attention of international visitors and to enable the Taiwanese people to actively participate in festival activities every month. It has done this to demonstrate to the Taiwanese people that their inherent folk customs can generate considerable tourist benefits. After the Year of Ecotourism in Taiwan in 2001, the Tourism Bureau selected and promoted 12 major local festivals to develop Taiwan into an island of festivals. To promote national tourism in Taiwan, expand the international visibility of Taiwan, and attract international tourists to visit Taiwan, the Taiwanese government has hosted numerous festival activities and combined them with local characteristics to deepen their connotations. According to statistics compiled by the Tourism Bureau, the 12 major local festivals hosted in 2001 attracted approximately 10.95 million participants and generated approximately NT\$3.2 billion in tourism revenue; in 2002, the 12 major local festivals attracted more than 10 million participants and generated approximately NT\$2.3 billion in tourism revenue. Therefore, hosting festival activities attract international tourists to visit Taiwan and generate considerable tourism revenues [2].

Festival tourism, which preserves local characteristics and promotes tourism development, has gradually become the preferred method for developing the tourism industry in Taiwan. Because short-term festival activities integrate local human resources and cultural assets, they strengthen the allure of specific regions and are the primary attraction for tourists. Additionally, consumer

activities associated with festival tourism induce local economic development [3]. In various Taiwanese cities and counties, extremely diverse festival activities such as religious activities, cultural festivals, tourist seasons, harvest festivals, and flower carnivals, have been hosted; particularly notable ones include the Yilan International Children's Folklore and Folkgame Festival, the Taipei Film Festival, the Yingge Ceramics Carnival, the Firefly Event in the Township of Neivan in Hsinchu, the Chuchian Glass Art Festival, the Pinghsi Lantern Festival, Taichung Tachia Jenn Lann Temple-related activities, the Tainan Paihe Lotus Festival, and the Bluefin Tuna Cultural Festival in Tungkang. According to city and county government data, more than 90 tourist festivals were hosted by regional governments in Taiwan in 2002; the actual number of tourist festivals hosted over the year was estimated to be more than 100. Therefore, Taiwan has attained the status as the island of festivals. These diverse special events and festivals have been critical for developing the international tourism of Taiwan and have been one of the most rapidly developed tourist attractions [4].

Connotations are the basis for a culture to distinguish itself from other cultures. Connotations are expressed in the forms of cultures, arts, folk customs, handicrafts, and history. Connotations evolve through the integration of human factors, nature, materials, spirits, and daily living [5]. Chiang and Kuo (2008) [6] indicated that the integration of cultural resources of a region and the participation of its local residents strengthens the cultural characteristics of the region and the satisfaction of its visitors. In other words, cultural activities contribute toward the overall satisfaction of tourists through the integration of local characteristics and the development of tourists' cultural cognition. Chiang, Li, and Chiang (2008) [7] claimed that consumers' cognition toward the cultural characteristics of products affects their intentions to purchase the products again. Additionally, this cognition influences consumers' intentions to purchase products as well as introduce them to other people. Chu (2008) [8] reported that tourists' cognition toward the characteristics of military community cultures positively influences their intentions to revisit these communities. Therefore, this paper adopts the perspective of cultural connotations to discuss the effects of cultural characteristics of festival tourism and tourists' cognition on the satisfaction of tourists and their intentions to revisit.

Sun (1994) [9] defined tourism as a type of recreational activity in which people freely utilize their time and money for purposes other than work. In addition, tourism is considered a type of

material, cultural, spiritual, and social behavior, in which people voluntarily leave their habitual residence and temporarily reside in travel locations before returning to their habitual residence. Chen (2002) [10] indicated that the processes of tourist activities affect the satisfaction of tourists. Specifically, procedural designs of tourist activities influence the overall satisfaction of tourists. After investigating the procedural designs, information, and strategies of festival tourism in Taiwan, Wang (2007) [11] reported that the procedural designs of tourist activities influence the satisfaction of tourists most profoundly. After employing the perspective of experiential marketing to explore the effect of lodging experience on the future intentions of tourists to consume and recommend products, Lin, Tsai, and Chiu (2007) [12] indicated that emotional experience has the strongest influence on the intentions of tourists to consume products again, and relational experience has the strongest influence on the intentions of tourists to recommend products. Yang (2005) [13] reported that festival tourism is a short-term, concentrated, and highly variable form of tourist activities; therefore, festival tourism generates a greater extent of cultural and economic benefits than the other forms of tourist activities do and can improve the intentions of tourists to revisit a region. This paper explains the effects of the tourist experience, benefits, and procedural designs of festival tourism with the satisfaction of tourists and their intentions to revisit with a focus on tourist connotations.

The topics examined in the current studies on festival activities include the types of festival tourism hosted [14], the characteristics of participants featured in festival activities [15], the benefits of festival activities [16], and the marketing strategies of festival activities [17].

LITERATURE REVIEW

Glossary

Festival activities

Festival activities are broadly defined as a type of short-term cultural activity that is not solely oriented toward profit, as special regional activities with cultural properties, and as activities hosted to establish the positive image of a region and preserve traditional cultures. Wu (1995) [4] indicated that festival activities require properly utilizing the unique culture and landscape characteristics of a region; appropriately packaged and streamlined, innovative, and traditionally-based festival activities can establish the image of a region and highlight its core characteristics.

Yeh (1999) [18] maintained that festival activities can be the principal or affiliated tourist activities, exhibit unpredictable charm, feature and adjust seasonal tourist effects, and facilitate lively crowd atmospheres.

Cultural connotations

Cultures are the integration of spiritual and material creations facilitated through the long-term survival and reproduction of human groups and continuously influence the evolution of human societies. Cultural connotations are the basis for a culture to distinguish itself from other cultures. Connotations are expressed in the forms of cultures, arts, folk customs, handicrafts, and history. Connotations evolve through the integration of human factors, nature, materials, spirits, and daily living [5]. Shaw (1994) [19] indicated that refined cultures are narrowly defined as featuring the most vibrant parts of culture, such as literature and arts, and broadly defined as being the lifestyle of local residents.

Tourist connotations

Sun (1994) [9] defined tourism as a type of recreational activity, in which people freely utilize their time and money for purposes other than work. In addition, tourism is considered a type of material, cultural, spiritual, and social behavior, in which people voluntarily leave their habitual residence and temporarily reside in travel locations before returning to their habitual residence. Tourism is broadly defined as a type of social behavior that involves various complex connotations such as cultures, economies, academics, and other specific tourist behaviors.

Overall satisfaction

Driver and Toucher (1970) [20] reported that satisfaction is determined by the difference between the expectations of tourists and their actual perceived experience, and overall satisfaction is defined by the sum of all levels of related difference. Dorfman (1979) [21] reviewed previous studies on tourists' satisfaction and formulated eight conceptual bases and operational model definitions of satisfaction, which include the actual perception of each recreational experience factor, the preliminary expectations for some of the factors, the preliminary preferences for some of the factors, the importance of the factors, the satisfaction toward each factor, and the overall satisfaction.

Intentions to revisit

The intentions of tourists to revisit a region are formed by their subjective assessment of the future or the actions and behaviors consumers may take toward certain products [22]. In other words, intentions indicate the possible behavioral tendency of an individual and can be used to predict the behavior of the individual. Folkes (1988) [23] addressed intentions as the possible future action tendencies of individuals as a result of their subjective assessments.

Literature about the Effect of Cultural Connotations on the Overall Satisfaction of Tourists

Chen (2009) [24] claimed that the traditional cultural essence of festival activities and their perception by tourists affects the satisfaction of tourists toward them. Hsu (2006) [25] investigated the Hakka culture from the perspective of cultural activities and indicated that the cultural characteristics of local industries have been used to create economic values for the local traditional cultures and improve the perception of tourists toward the local industrial cultures. Chiang and Kuo (2008) [6] indicated that the integration of the local cultural resources of a region and the participation of local residents enhance the local cultural aspects of the region and the satisfaction of its visitors. The overall satisfaction of tourists is established through the improvement of their perception of local cultures and characteristics in cultural activities. Accordingly, this paper presents the following hypotheses:

H₁: The incorporation of cultural aspects significantly influences the overall satisfaction of tourists.

H₂: The promotion of cultural cognition significantly influences the overall satisfaction of tourists.

Literature about the Effect of Cultural Connotations on the Intentions of Tourists to Revisit

Ruan (2008) [26] reported that tourists' cognitions toward religious festival activities influence their intentions to participate in the activities and recommend them to other people. Chiang et al. (2008) [7] indicated that consumers' perceptions of the cultural aspects of products affect their intentions to purchase products as well as recommend them to other people. Chu (2008)

[8]maintained that tourists' perceptions of military community cultures are positively associated with their intentions to participate in these communities. Accordingly, this paper presents the following hypotheses:

H₃: In incorporation of cultural aspects significantly influences the intentions of tourists to revisit.

H₄: The promotion of cultural cognition significantly influences the intentions of tourists to revisit.

Literature about the Effect of Tourist Connotations on the Overall Satisfaction of Tourists

Lee (2010) [27]indicated that the satisfaction of tourists is crucial to successful scenic spot marketing and affects tourists' intentions to revisit specific scenic spots. Satisfaction involves tourists' psychological comparison between their perceived outcome and actual outcome[28]. Chen (2003) [10]reported that the procedures of tourist activities affect the satisfaction of tourists; specifically, the procedural designs of tourist activities affect the overall satisfaction of tourists toward tourist products. After exploring the procedural designs, information, and strategies of festival tourism in Taiwan, Wang (2007) [11]reported that the procedural designs of festival activities influence the satisfaction of tourists the most profoundly. Accordingly, this paper presents the following hypotheses:

H₅: Showcasing cultural connotations significantly influences the overall satisfaction of tourists;

H₆: Introducing procedural designs significantly influence the overall satisfaction of tourists; and

H₇: Presenting cultural benefits significantly influence the overall satisfaction of tourists.

Literature about the Effect of Tourist Connotations on the Intentions of Tourists to Revisit

Ideal experiential procedural designs contribute toward the intentions of tourists to revisit specific regions[29]. Lin et al. (2007)[12] employed the perspective of experiential marketing to explore the effect of lodging experience on the intentions of tourists to consume again and recommend tourist products, and revealed that emotional experience affects tourists' intentions to consume the products again the most profoundly, and relational experience predicts the intentions of tourists to recommend the products the most accurately. Serrato, Tello, Díaz,

García, and Castillo (2010) [30] reported that the procedural designs of tourist industries profoundly affect the intentions of tourists to revisit specific regions. Chang (2008) [31] indicated that festival tourism is a short-term, concentrated, and highly variable form of tourist activities; therefore, festival tourism generates a greater extent of cultural and economic benefits than the other forms of tourist activities do and can improve the intentions of tourists to revisit specific regions. Accordingly, this paper presents the following hypotheses:

H₈: Showcasing cultural connotations significantly influences the intentions of tourists to revisit a region;

H₉: Introducing procedural designs significantly influence the intentions of tourists to revisit a region; and

H₁₀: Presenting cultural benefits significantly influence the intentions of tourists to revisit a region.

Literature about the Effect of the Overall Satisfaction of Tourists on Their Intentions to Revisit

Jang and Feng (2007) [32] reported that tourists' satisfaction is directly and positively related to their intentions to revisit a region. Additionally, Chen and Chen (2010) [33] determined a substantial association between the satisfaction of tourists and their intentions to revisit recreational areas. When tourists are satisfied with their recreational experience, they may intend to revisit the related recreational areas. Ryu, Han, and Kim (2008) [34] indicated that among all the dimensions of satisfaction toward recreational experience, the product, dining, and personnel services as well as landscape factors in a region influence the intentions of tourists to revisit the region the most profoundly. Williams and Soutar (2009) [35] reported that when tourists are satisfied with a recreational area, their intentions to revisit the area increase considerably. Accordingly, this paper presents the following hypothesis:

H₁₁: The overall satisfaction of tourists influences their intentions to revisit a region.

MATERIALS AND METHODS

Structure of the Research

The eleven hypotheses are shown in Figure 1.

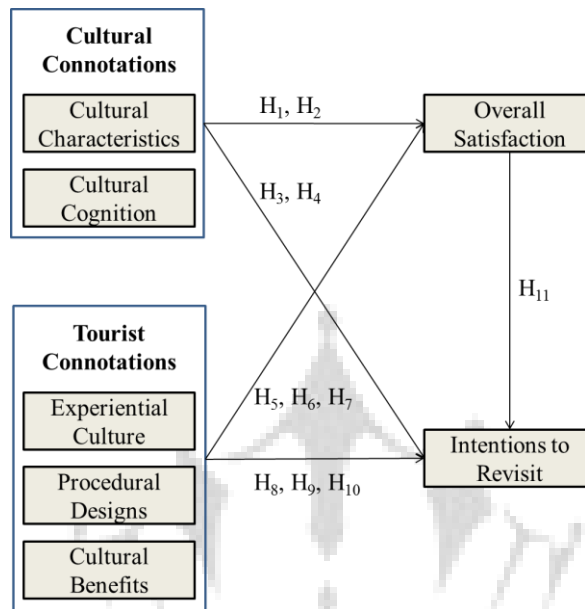


Figure 1. The study framework

Sampling Method

The scope of this study involved five types of festival activities, namely traditional festivals (e.g., the Taichung Lantern Festival and the Taichung First Full Moon Festival), folk festivals (e.g., the Penghu Thousand-Turtle Prayers), religious festivals (e.g., the Peikang Chaotian Temple Matsu Cultural Festival and the Taichung Tachia Jenn Lann Temple), cultural festivals (e.g., the Taiwan Rice Culture Festival and the Taitung Austronesian Cultural Festival), and special industry festivals (e.g., the Kaohsiung Lantern Festival and the International Ceramics Festival). The research interviewees were tourists who had participated in any of the aforementioned types of festival activities. The convenience sampling method was applied in this study. The entire research project was explained to each interviewee. Upon the interviewees' consent, a questionnaire survey was conducted through face-to-face interviews.

Questionnaire Design

The questionnaire was divided into five parts, namely cultural connotations, tourist connotations, overall satisfaction, intentions to revisit, and demographic data of the interviewees.

- a) **Cultural connotations:** This part was developed based on the questionnaire items devised by Chen (2006) [36] on cultural connotations and employed a Likert scale;
- b) **Tourist connotations:** This part was developed based on the questionnaire items devised by Chen (2006) [36] on tourist connotations and employed a Likert scale;
- c) **Overall satisfaction:** This part was developed based on the questionnaire items devised by Cronin and Taylor (1992) [37] on overall satisfaction of tourists and employed a Likert scale;
- d) **Intentions to revisit:** This part was developed based on the questionnaire items devised by Dodds, Monroe, and Grewal (1991) [38] on the intentions of tourists to revisit and employed a Likert scale; and
- e) **Demographic data of the interviewee:** This part detailed the sex, age, marital status, education level, occupation, and travel partners of the interviewees as well as the types of festivals they participated in.

RESULTS AND DISCUSSION

Data Analysis

Descriptive Statistics

A total of 305 questionnaires were distributed. All the questionnaires were returned for a valid return rate of 100%. The results of the questionnaire analysis are listed in Table 1. A brief descriptive statistical analysis was conducted on personal variables. As shown in Table 1, most of the interviewees were female (60.7%); the greatest majority of the interviewees were aged 21–30 years (44.3%); most of the interviewees were single (50.8%); the greatest majority of the interviewees indicated universities as their highest education level (50.2%); the greatest majority of the interviewees traveled with their families (44.9%); and the greatest majority of the interviewees worked in the service industries (24.9%).

Table 1. Descriptive statistical analysis

Variable		Number	%	Variable		Number	%	
Sex	Male	120	39.3	Marital Status	Single	155	50.8	
	Female	185	60.7		Married	150	49.2	
Age	21–30	135	44.3	Education Level	Junior High	24	7.9	
	31–40	77	25.2		Senior High	64	21.0	
	41–50	69	22.6		College	51	16.7	
	51 and over	24	7.9		University	153	50.2	
Partners	Friends	109	35.7		Graduate school	13	4.3	
	Family	137	44.9		Student	55	18.0	
	Colleagues	38	12.5		Business	59	19.3	
	N/A	21	6.9		Service	76	24.9	
					Occupation	Military, Police, Public, or Teaching Personnel	65	21.3
						Other	50	16.4

Model Reliability and Validity Verification

The partial least square (PLS) software applied in this study was PLS Graph 3.0. The bootstrap resampling method (500 resamples) was applied to test the level of significance of the paths in the structural model. The total number of valid questionnaires returned was 305, exceeding the minimum required number of samples (30) as suggested by the PLS software. Therefore, this instrument was thoroughly used to verify the model. The means, standard deviations and factor loadings in the model are listed in Table 2. The factor loadings of all the items exceeded .6.

Table 2. Verification results of the measurement model

Construct	Mean	SD	Factor Loading
Cultural Characteristic			
Festival activities exhibit religious connotations	3.597	0.931	0.656
Festival activities exhibit artistic connotations	4.046	0.696	0.823
Festival activities feature cultural values	4.134	0.682	0.785
Cultural Cognition			
Festival activities contextualize local history as cultural assets	4.046	0.691	0.852
Festival activities enable preserving cultural values	3.718	0.888	0.799
Festival activities establish unique ethnological cultural styles	4.151	0.691	0.731
Cultural Experience			
Tourism broadens people's horizons	4.233	0.614	0.875
Tourism increases people's knowledge levels	4.154	0.688	0.909
Tourism promotes people's cultural connotations	4.213	0.610	0.871
Procedural Design			
Tourism should be founded on the voluntary participation of people	4.102	0.725	0.720
Tourism should focus on promoting the self-improvement of a community	3.980	0.756	0.703
Tourism should focus on improving cultural tourist marketing	4.098	0.686	0.720
Tourism methods should be diversified	4.308	0.620	0.761
Tourism should involve integrating local tourist resources and improving local cultural industries	4.256	0.644	0.732
Cultural Benefit			
Tourism promotes international exchange	4.220	0.712	0.758
Tourism revitalizes local cultures	4.289	0.650	0.858
Tourism improves people's understanding of local cultures	4.249	0.671	0.870
Tourism promotes people's consciousness for protecting historical relics	4.174	0.752	0.775
Overall Satisfaction			
I am satisfied with selecting the festival activities	3.836	0.688	0.897
I believe I made a correct decision for selecting the festival activities	3.852	0.708	0.922
I am satisfied with the overall festival activities	3.833	0.736	0.898
Intention to Revisit			
I will dedicate myself to participate again in festival activities	3.702	0.702	0.920
I will continue to attend festival activities	3.820	0.686	0.924

Testing the internal consistency of a construct involves assessing the component and composite reliability of a variable. According to Fornell and Larcker (1981) [39] and Nunnally (1978) [40], the composite reliability should be higher than .7 to confirm the internal consistency of the measured variable. The convergent validity indicates whether all the tested variables belong to the same construct. The average variance extracted from each construct should exceed .5 to confirm the convergent validity of the construct [39]. If the factor loading of a variable to a construct is sufficiently high (>.5), it confirms the convergent validity of the construct [40]. Table 3 lists the internal consistency and convergent validity of this study. The composite reliability of all the constructs was higher than the threshold value (.7), indicating that the internal consistency of the measurement instrument in this study was satisfactory.

Table 3. Phase-one convergent validity analysis

	Composite Reliability	AVE	Cronbach Alpha
Cultural Characteristics	0.823	0.540	0.697
Cultural Cognition	0.849	0.529	0.774
Experiential Culture	0.889	0.667	0.829
Procedural Designs	0.932	0.820	0.890
Cultural Benefits	0.915	0.783	0.861
Overall Satisfaction	0.838	0.633	0.698
Intentions to Revisit	0.919	0.850	0.824

The discriminant validity indicates the discrimination level of a measured variable among different constructs. The correlation coefficients among the variables used to test the same construct should exceed those of the variables used to test different constructs. To fulfill the discriminant validity verification, the square root of the average variance extracted from an individual construct should be larger than the covariant relationships of the construct to the other constructs in the model [41]. Table 4 shows the correlation matrix among the constructs, in which the values listed diagonally are the average square roots of the constructs. As revealed in Table 4, the correlation coefficient between each pair of constructs was smaller than the average square roots of the measured variables. This indicated that the variables of each construct did differ with one another, and a major part of the questionnaire exhibited sufficient discriminant

validity.

Table 4. Phase-one discriminant validity analysis

	Cultural Characteristics	Cultural Cognition	Experiential Culture	Procedural Designs	Cultural Benefits	Overall Satisfaction	Intentions to Revisit
Cultural Characteristics	0.735						
Cultural Cognition	0.549	0.738					
Experiential Culture	0.400	0.530	0.885				
Procedural Designs	0.390	0.463	0.607	0.727			
Cultural Benefits	0.399	0.505	0.500	0.474	0.817		
Overall Satisfaction	0.411	0.422	0.426	0.415	0.401	0.905	
Intentions to Revisit	0.410	0.313	0.386	0.372	0.376	0.720	0.922

Note: The values listed on the diagonal are the average square roots of the constructs.

Model Verification

The PLS method does not support significant tests or the estimation of the confidence intervals of path coefficients. To estimate the significance of the paths and verify the aforementioned hypotheses, the bootstrap method proposed by Bollen and Stine (1992) [42] was applied. Moreover, the PLS method does not involve estimating goodness-of-fit indices. Chin (1998) [41] indicated that goodness-of-fit indices are only related to the fitting of the estimated parameters to sample covariance; these indices are not related to potential variable prediction capabilities. Therefore, Chin (1998) maintained that R² is the primary index to determine the quality of a model. As revealed by this study and illustrated in Figure 2, the cultural

characteristics, cultural cognition, experiential cultures, procedural designs, and cultural benefits explained 28.9% of the variance of the overall satisfaction; all the aforementioned six constructs explained 52% of the variance of the intentions to revisit. Because the explanatory power exceeded 50%, the constructs exhibited a considerable level of influence.

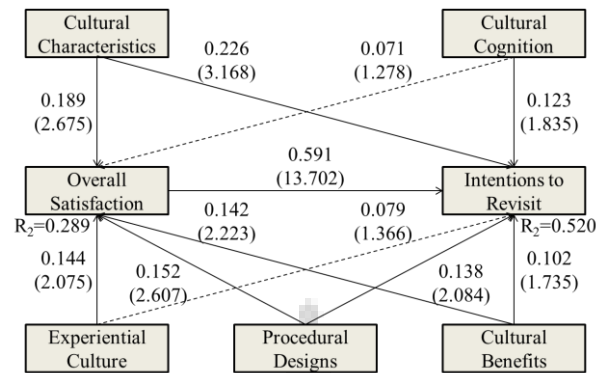


Figure 2. Model analysis results

Verification of Research Hypothesis

Table 5 lists the path coefficient test results for cultural festivals, which are described as follows:

- a) Effect of cultural characteristics on overall satisfaction (H₁)

As shown in Figure 2, the path coefficient of incorporating cultural characteristics to overall satisfaction was .189 ($t = 2.675$), supporting the hypothesis. Therefore, when festival tourism involves varying connotations such as religious, cultural, and art festivals, tourists are satisfied with their selection of festival activities;

- b) Effect of cultural cognition on overall satisfaction (H₂)

As shown in Figure 2, the path coefficient of promoting cultural cognition to overall satisfaction was .071 ($t = 1.278$), rejecting the hypothesis;

- c) Effect of cultural characteristics on intention to revisit (H₃)

As shown in Figure 2, the path coefficient of incorporating cultural characteristics to intention to revisit was .226 ($t = 3.168$), supporting the hypothesis. Therefore, when festival tourism involves varying connotations such as religious, cultural, and art festivals, tourists dedicate themselves to

participating in festival activities and intend to revisit specific regions;

d) Effect of cultural cognition on intention to revisit (H_4)

As shown in Figure 2, the path coefficient of promoting cultural cognition to intention to revisit was .123 ($t = 1.835$), supporting the hypothesis. Therefore, when tourists understand the origins of festival activities, they dedicate themselves to participating in festival activities and intend to revisit specific regions;

e) Effect of cultural connotations on overall satisfaction (H_5)

As shown in Figure 2, the path coefficient of showcasing cultural connotations to overall satisfaction was .144 ($t = 2.075$), supporting the hypothesis. Therefore, when tourists believe that festival activities expand their horizons, cultural knowledge, and understanding of cultural connotations, they are satisfied with their selection of festival activities;

f) Effect of procedural designs on overall satisfaction (H_6)

As shown in Figure 2, the path coefficient of procedural designs to overall satisfaction was .152 ($t = 2.607$), supporting the hypothesis. Therefore, when tourists believe that festival activities enable strengthening and diversifying tourist approaches, integrating local and tourist resources, and improving local cultural industries and cultural marketing, they are satisfied with their selection of festival activities;

g) Effect of cultural benefits on overall satisfaction (H_7)

As shown in Figure 2, the path coefficient of cultural benefits to overall satisfaction was .142 ($t = 2.223$), supporting the hypothesis. Therefore, when tourists believe that festival activities encourage international exchange, revitalize local cultures, enhance their understanding of local cultures, and ensure the heritage of historical relics, they consider their selection of festival activities meaningful;

h) Effect of cultural connotations on intention to revisit (H_8)

As shown in Figure 2, the path coefficient of showcasing cultural connotations to intention to revisit was .079 ($t = 1.366$), rejecting the hypothesis;

i) Effect of procedural designs on intention to revisit (H_9)

As shown in Figure 2, the path coefficient of procedural designs to intention to revisit was .138 ($t = 2.084$), supporting the hypothesis. Therefore, when tourists believe that festival activities enable strengthening and diversifying tourist approaches, integrating local and tourist resources, and improving local cultural industries in cultural marketing, they intend to participate in festival activities again;

j) Effect of cultural benefits on intention to revisit (H_{10})

As shown in Figure 2, the path coefficient of cultural benefits to intention to revisit was .102 ($t = 1.735$), supporting the hypothesis. Therefore, when tourists believe that festival activities encourage international exchange, revitalize local cultures, enhance their understanding of local cultures, and ensure the transmission of historical relics, they intend to participate in festival activities again; and

k) Effect of overall satisfaction on intention to revisit (H_{11})

As shown in Figure 2, the path coefficient of overall satisfaction to intention to revisit was .591 ($t = 13.702$), supporting the hypothesis. Therefore, when tourists believe that the festival activities they select are satisfactory and proper, they intend to participate in the festival activities again.

Table 5. Hypothesis verification results

Hypothesis	Description	Verification Result
H ₁	Effect of cultural characteristics on overall satisfaction	Supported
H ₂	Effect of cultural cognition on overall satisfaction	Rejected
H ₃	Effect of cultural characteristics on intention on revisit	Supported
H ₄	Effect of cultural cognition on intention to revisit	Supported
H ₅	Effect of experiential cultures on overall satisfaction	Supported
H ₆	Effect of procedural designs on overall satisfaction	Supported
H ₇	Effect of cultural benefits on overall satisfaction	Supported
H ₈	Effect of experiential cultures on intention to revisit	Rejected

Hypothesis	Description	Verification Result
H ₉	Effect of procedural designs on intention to revisit	Supported
H ₁₀	Effect of cultural benefits on intention to revisit	Supported
H ₁₁	Effect of overall satisfaction on intention to revisit	Supported

Path Analysis

Asher (1983) [43] indicated that the total influence among variables is the sum of direct, indirect, and virtual effects. When independent variables affect dependent variables without the presence of mediating variables, the effects are direct. When independent variables affect dependent variables through mediating variables, the effects are indirect. When a third variable or a set of variables simultaneously influence two variables directly or indirectly, the effects are virtual. Although virtual effects are a part of the causal relationship, the influence is considerably small. Therefore, the path analysis focused on the direct and indirect effects, which influence the variables considerably.

a) Overall Satisfaction

Cultural characteristics, cultural connotations, procedural designs, and cultural benefits directly affected the overall satisfaction; particularly, cultural characteristics defined the overall satisfaction the most significantly (.189). In other words, when tourists determine that their festival activities involve various types of tourist activities, their satisfaction increases.

b) Intention to Revisit

Cultural characteristics, cultural cognition, procedural designs, cultural benefits, and overall satisfaction directly affected the intentions of tourists to visit; particularly, overall satisfaction affected the intentions to visit the most significantly (.591). In other words, when tourists consider the festival activities they participate in are satisfied, they intend to participate again and recommend the activities to others. Furthermore, cultural characteristics, experiential cultures, procedural designs, and cultural benefits indirectly affect the intentions of tourists to visit; particularly, cultural characteristics affect intentions to revisit the most significantly (.112). In other words, when tourists determine that their festival activities involve various types of tourist activities, they intend to participate in the activities again.

Table 6. Effect analysis

Effect Path	Direct Effect	Indirect Effect	Total Effect
		Overall Satisfaction	
Effect of cultural characteristics on overall satisfaction	0.189		0.189
Effect of cultural characteristics on intention to revisit	0.226	0.112	0.338
Effect of cultural cognition on intention to revisit	0.123		0.123
Effect of cultural cognition on overall satisfaction	0.144		0.144
Effect of procedural designs on overall satisfaction	0.152		0.152
Effect of cultural benefits on overall satisfaction	0.142		0.142
Effect of cultural connotations on intention to revisit		0.085	0.085
Effect of procedural designs on intention to revisit	0.138	0.090	0.228
Effect of cultural benefits on intention to revisit	0.102	0.084	0.186
Effect of overall satisfaction on intention to revisit	0.591		0.591

CONCLUSION

This study investigated the correlation between the satisfaction of tourists with festival tourism experiences and their intentions to participate in the festivals again. The overall satisfaction of tourists with festival activities influences their intentions to participate in the activities again the most significantly, consistent with the arguments by Jang and Feng (2007) [32] and Ryu et al. (2008)[34]. In other words, when tourists believe that the festival activities they participate in are

satisfied, they intend to participate in the activities again. The showcasing of cultural characteristics affects the overall satisfaction of tourists the most significantly, consistent with the findings by Hsu (2006) [25] and Chen (2009) [24]. In other words, when tourists believe that their festival activities involve various culturally-based activities, their satisfaction increases.

According to the results of this study, festival activities exhibit various connotations (e.g., religions, arts, and cultural industries), which are one of the factors that affect the satisfaction of the tourists participating in them. Therefore, decision-makers should consider the characteristics of the festival activities they host and showcase the cultural characteristics and features of these activities. Additionally, festival activities provide diverse tourist attractions, which promote international exchange, integrate local and tourist resources, improve local cultural industries, and thereby preserve and safeguard historical and cultural assets. Therefore, decision-makers should integrate these tourist approaches (i.e., various types of festivals) to enable local residents and tourists to understand and experience the cultures celebrated by festivals and thereby strengthen the public cognition of festival activities.

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