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The Effect of Regional Festival Image, Festival Performance And Visitor Satisfaction

Tai-Gi An[1]
[1]Dept. of hotel Tourism management,
Gwangju University, Korea
tgan@gwangju.ac.kr

Abstract

Background/Objectives: This study aims to improve the performance of local festivals and increase visitor satisfaction by holding a differentiated regional festival by collecting the image, festival performance and visitor satisfaction of visitors to the 2017 World Youth Festival. The purpose of this study is to provide implications that can be contributed.

Methods/Statistical Analysis: After the event, visitors were asked to participate in the festival. After the event, the purpose of the study was fully explained and a souvenir was provided. A total of 600 questionnaires were distributed from September 21, 2017 to September 23, 2017, and 538 copies were collected, and 510 copies of the questionnaire were used for statistical analysis. The analysis tool was the SPSS 20.0 statistical package and AMOS 20.0.

Findings: The results of this study were as follows: First, social capital factors and local people factors had a significant effect on local festival performance and four components of regional image factors. Second, all regional image factors showed no statistically significant effect on visitor satisfaction Third, economic factors and social factors influenced visitor satisfaction. Based on the results of this study, we suggest strategic implications for local autonomous entities and organizations that want to hold local

festivals, considering local image, local festival performance, and visitor satisfaction. In addition, This will be a precedent study.

Improvements/Applications: This study can contribute to improve the performance of local festival and increase visitor satisfaction by holding regional festival that differentiated from local image, festival performance, and visitor satisfaction.

Key Words : Local Festivals, Local Image, Festival Performance, Visitor Satisfaction, World, Youth Festival.

1 Introduction

Recently, local festivals are attracting attention due to rapid growth in the field of tourism. The growth rate is accelerating with the expectation of regional economic development through improvement of local image and attracting foreign tourists and expansion of cultural tourism [1]. As the significance of regional images has become more important in relation to local festivals, we are going to examine the relationship between local image and visitor satisfaction. At present, the most important factor in the reality of local festivals is the quality improvement of local festivals [2,3]. In order to do this, it is necessary to perform integrated and systematic analysis considering not only the influence relationship between local image and visitor satisfaction but also the effect on local festival performance [4]. In addition, it is necessary to establish differentiated strategies through these analysis results. Therefore, based on the recognition of the above problems, this study examines the integrated influence relationship between local image of region where festival is held, local festival performance and visitor satisfaction. Furthermore, based on the results of this study, we aim to provide differentiated and effective strategic implications for planning and hosting local festivals [5].

2 Materials and Methods

When we look at the concept of image first in understanding local image in relation to local image and local festival performance,

image can be said to be the total of beliefs, thoughts, and impressions that we have about a place or destination[6,7]. In addition, the local festival has a positive effect on the regional image of the sightseeing of the area, and positively affects the social culture and economic performance of the region [8]. In the relationship between local image and visitor satisfaction, the local image influenced the overall visitor evaluation of the area, and the higher the perceived image of the visitor, the higher the satisfaction. and the effect of local image on visitor satisfaction was investigated and local image was presented as a leading variable of visitor satisfaction[9]. The results of this study are as follows. First, there is a positive relationship between perceived performance and visitor satisfaction [10].

2.1 Collecting Data

The empirical analysis procedure of the data is as follows. First, frequency analysis was conducted to identify the demographic characteristics of the respondents. Second, to confirm the internal consistency and factor suitability of the scale, the scale was established through the reliability analysis and the exploratory factor analysis of the conceptual unit constituent items [11,12]. In addition, construct validity, mean variance extracted, and square root of the mean variance extraction and the correlation matrix of the concepts are examined using the factorial witness and error variance statistics presented through the confirmatory factor analysis results. Respectively. Third, structural equation modeling was conducted to verify the structural model and pathway significance of the theoretical variables.

2.2 Research Model and Hypothesis Setting

Hypothesis 1: Local image will have positive (+) effect on regional festival performance.

Hypothesis 2: Local image has a positive (+) effect on visitor satisfaction.

Hypothesis 3: Regional festival performance will have positive (+) effect on visitor satisfaction. [Figure 1]

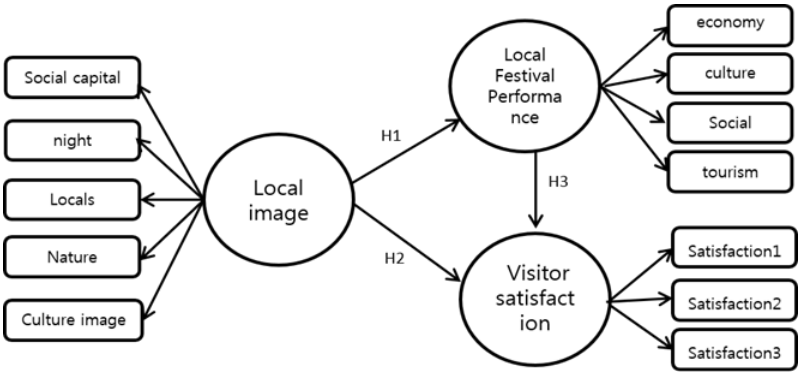

Figure 1: Research Model

3 Results and Discussion

Table 1: Demographic characteristics of the sample

Item	Contents	(%)	Item	Contents	(%)
gender	Male	148(29.0)	career	Agriculture, fishery	2(0.4)
	Female	362(71.0)		Office administration	72(14.1)
age	10 years	127(24.9)		General Profession	47(9.2)
	20 years	231(45.3)		Service self-employed	35(6.9)
	30 years	70(13.7)		student	279(54.7)
	40 years	63(12.4)		housewife	40(7.8)
	50 years	14(2.7)		Etc	35(6.9)
	Over 60 years	5(1.0)	income	Less than 1 million won	172(33.7)
Education	high school graduation	163(32.0)		Less than 1 million won - 200 won	74(14.5)
	Attending university	156(30.6)		200-300	95(18.6)
	University graduation	150(29.4)		300-400	64(12.5)
	Attending graduate school	23(4.5)		400-500	46(9.0)
	Graduate school graduation	18(3.5)		More than 5 million won	59(11.6)
Sum		510(100)	Sum		510(100)

As Table 1 shows, reliability and validity analysis of regional images as for the demographic characteristics of the sample, 362 (71.0%) were female and 148 (29.0%) were male. The age group of 20s was the largest with 231 (45.3%), followed by, Followed by teenagers (127.9%), 30 people (70.7%), people in their 40s and 63 people (12.4), people in their fifties (14.2%) and people in their 60s and above (1.0%).

3.1 Reliability and Validity Of Measurement Items

Table 2: Reliability and Validity of Local Image

Factor name/Variable name		Exploratory factor analysis		Confirmatory Factor Analysis			
		Factor loading value	Eigenvalue (α)	Standardized coefficient	CR	SMC	CCR (AVE)
Social capital	α=.941		4.837 (26.87)	.666		.444	.896
	The festival hall has excellent local transportation system.	.825		.769		.591	.894 (.586)
	The festival hall has good amusement facilities.	.851		.845	24.864	.714	
	The Festival Hall has indoor recreational activities	.831		.894	22.156	.800	
	The festival hall provides good tourist facilities and services.	.759		.840	20.534	.705	
	The festival hall has various recreational activities.	.836		.928	23.154	.861	
	The Festival Hall has a good bus system.	.714		.796	21.083	.634	
night	α=.935		2.496 (13.87)	.437	8.385	.252	.881 (.712)
	The festival hall has various night activities.	.813		.920		.846	
	The festival hall can enjoy entertainment at night.	.813		.941	35.211	.886	
	The Festival Hall has many things to do in the evening.	.767		.870	29.944	.757	
Locals	α= .945		2.777 (15.43)	.877	8.227	.400	.914
	The festival is friendly to the locals.	.831		.913		.591	.894 (.586)
	The festival is kind to local resident	.862		.913	24.864	.714	
	Festivals are willing to help tourists.	.828		.894	22.156	.800	
Nature	α= .941		1.758 (9.77)	.632	8.258	.769	.932
	The festival has a beautiful mountain.	.700		.900		.809	.931 (.818)
	The festival has beautiful nature.	.742		.978	38.642	.956	
	Festivals have natural landscapes and tourist attractions.	.666		.909	33.036	.826	
Culture image	α= .963		3.773 (20.96)	-502	8.836	.191	.953
	The festival has a long history.	.908		.927		.859	.953 (.872)
	The festival has a beautiful culture.	.939		.969	44.653	.940	
	The festival has a brilliant cultural heritage.	.930		.946	41.249	.896	
EFA : KMO=.922 Bartlett 10407.946(.000) Total dispersion explanatory power=86.90% Model Fit : x2 =309.138(df=117, p<.01) GFI=0.940 AGFI=0.913 RMR=0.063 NFI=0.971 TLI=.976 CFI=0.982 RMSEA=0.057 Normed x2=2.642							
a : second order factor							

As shown in Table 2, the reliability and validity of regional images the reliability of the measurement tools was measured using the Cronbach's alpha coefficient, and verified the reliability, validity, and suitability of the indicators that constitute the lower dimension of each concept. First, exploratory factor analysis was conduct and confirmatory factor was confirmed through confirmatory factor analysis. As a result of analyzing the reliability of local image, social capital .941, nighttime .935, local people .945, nature .949, cultural

image .963 all had high internal consistency. Next, exploratory factor analysis was conducted to verify the validity of the scale.

Table 3: Reliability and Validity of Local Festival Performance

Factor name/Variable name		Exploratory factor analysis		Confirmatory Factor Analysis			
		Factor loading value	Eigenvalue (α)	Standardized coefficient	CR	SMC	CCR (AVE)
Economy a	α=.917		3.064 (23.57)	.951		.905	.896
	I think it contributes to revitalization of local economy.	.810		.863		.712	.897 (.685)
	I think it contributes to attracting tourists.	.797		.931	27.380	.688	
	I think that it contributes to income improvement of the local people.	.831		.830	22.181	.867	
culture	α=.920		2.702 (20.79)	.868	17.937	.753	.888
	I think that the festival has increased the opportunities for leisure activities.	.799		.878		.733	.887 (.724)
	I think that the festival contributes to the self-esteem and awareness of local residents.	.860		.939	29.451	.882	
	I think festivals contribute to the preservation and succession development of Korean culture.	.783		.856	26.065	.771	
Social	α=.911		2.576 (19.82)	.152	3.173	.023	.822
	You think festivals increase environmental pollution such as garbage.	.918		. 875		.706	.822 (.606)
	You think festivals increase traffic congestion.	.932		.925	27.499	.856	
	You think festivals increase noise.	.901		.841	24.550	.765	
tourism	α=.934		2.712 (20.87)	.797	16.761	.635	.912
	I think festivals contribute to the tourism industry.	.823		.863		.815	.911 (.774)
	I think festivals increase the number of visits to tourist attractions.	.862		.962	31.296	.926	
	I think festivals contribute to the expansion of tourist facilities.	.796		.903	28.735	.744	
EFA : KMO=.903 Bartlett 5960.937(.000) =85.04%							
Model Fit : x2=169.880(df=59, p<.01) GFI=0.953 AGFI=0.927 RMR=0.064 NFI=0.972 TLI=.975 CFI=0.981 RMSEA=0.061 Normed x2=2.879							
a : 2 : second order factor							

As shown in Table 3, Culture .920, society .911, and tourism .934, all of which had high internal consistency. Secondly, the validity of the scale was confirmed by the factors that explained each factor, and the convergent measurement model was very well supported by the data. All of the measured items showed a significant CR value at the level of $p < 0.01$ And SMC were all over 0.3.

Table 4: Validity and reliability of visitor satisfaction

Factor name/Variable name		Exploratory factor analysis		Confirmatory Factor Analysis			
		Factor loading value	Eigenvalue (α)	Standardized coefficient	CR	SMC	CCR (AVE)
	α=.901						

Visitor satisfaction	I am generally satisfied with this festival.	.901	2.506 (83.54)	.831		.759	.861 (.675)
	This festival has increased interest in Korea.	.926		.902	23.876	.813	
	This festival will improve the image of Korea.	.916		.871	23.251	.691	
EFA : KMO=.749 Bartlett 963.273(.000) =83.4%							
Model Fit : GFI=1.000 NFI=1.000 CFI=1.000							
a : 2 : second order factor							

As shown in Table 4, a high internal consistency was obtained, and all the measured items had a significant CR value at the level of $p < 0.01$ And SMC were all over 0.3. In addition to the above analyzed results, construct validity and convergent validity were examined through construct reliability and average variance extracted.

Table 5: Correlation analysis result

		Local image					Local festivals result				Visitor satisfaction
		1	2	3	4	5	6	7	8	9	10
Local image	1	1									
	2	.741***	1								
	3	.584***	.550***	1							
	4	.405***	.280***	.569***	1						
Local festivals result	5	.306***	.202***	.420***	.770***	1					
	6	.490***	.377***	.505***	.519***	.475***	1				
	7	.586***	.500***	.519***	.441***	.407***	.748***	1			
	8	.181***	.188***	.028	-.030	-.021	.125***	.114**	1		
	9	.517***	.386***	.481***	.480***	.469***	.718***	.649***	.218***	1	
Visitor satisfaction	10	.448***	.351***	.455***	.501***	.466***	.660***	.591***	.001	.551***	1
Average		4.76	4.62	5.23	5.74	5.97	5.44	5.25	4.61	5.49	5.46
Standard Deviation		1.174	1.311	1.201	1.122	1.104	1.053	1.136	1.374	1.113	1.111
AVE		.766	.844	.883	.904	.934	.828	.851	.778	.880	.822

**p<.05, ***p<.01

As shown in Table 5, the average of each factor is the average of 5 points or more except social capital and nighttime. On the other hand, correlation coefficient of all variables showed high correlation between social and local residents, nature, cultural image, visitor satisfaction and social factors.

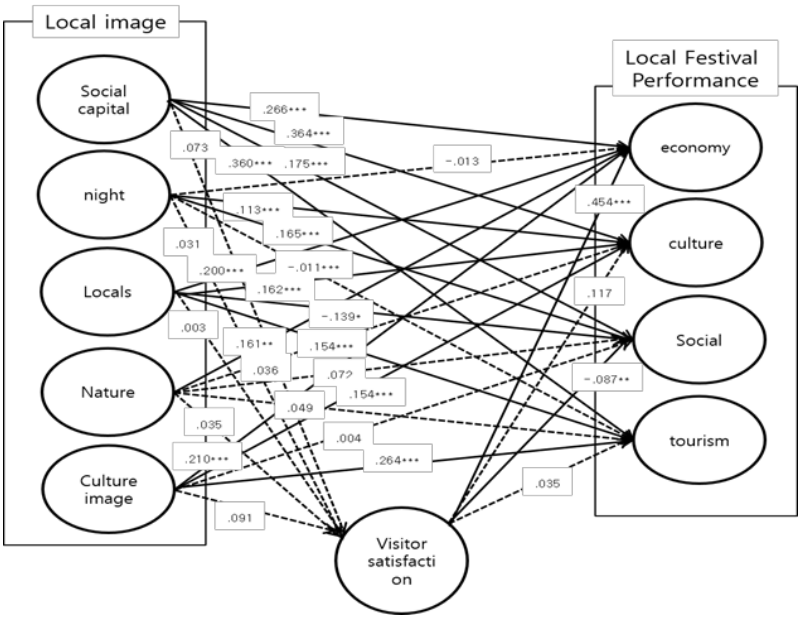

Figure 2: Path Coefficient Of The Research Model And Summary Of The Verification Result

As shown in Figure 2, the nighttime factor of the local image was significantly influenced by cultural factor (path coefficient .113, t value (CR) 1.723, p <0.1) and social factor (path coefficient .165, t value (CR) 1.951. And economic factors and tourism factors were not statistically significant. And the results of this study are as follows: 1) Local factors were the economic factors (path coefficient, 200, t, CR, 3.485, p <0.01), cultural factors (path coefficient, (P <0.01), t-value (CR) -1.941, p <0.1), tourism factor (path coefficient, the results of this study are as follows. Natural factors have a significant effect on economic factors (path coefficient .161, t value (C.R.) 2.119. P <0.05), and the remaining cultural factors, social factors, and tourism factors are not statistically significant and Cultural image factors were economic factor (path coefficient .210, t value (CR) 3.164, p <0.01), cultural factor (path coefficient .184, t value (CR) 2.848. 264, t value (CR) 3.986, p <0.01), and it was found that tourism factors were the most influential factors. Second, Hypothesis 2 on the relationship between local image (so-

cial capital factor, night factor, local factor, natural factor, cultural image factor) and visitor satisfaction revealed that all regional image factors are not statistically significant for visitor satisfaction appear. Third, the hypothesis 3 on the relationship between the regional festival performance (economic factor, cultural factor, social factor, tourist factor) and visitor satisfaction showed that the economic factor (path coefficient, .464, t - value $p < 0.01$) and social factors (path coefficient - 0.87, t - value (CR) -2.360, $p < 0.05$) showed a significant effect on visitor satisfaction.

4 Conclusion

Based on the results of the above hypothesis verification, it is necessary to pay more attention to the efficiency and cleanliness in the transportation system and enjoyment from the planning stage to the regional image, festival performance and visitor satisfaction. Also, it is necessary to improve the kindness of local residents through service education. Based on these conditions, the region's cultural and natural elements are actively If it is developed, it will reduce the social adverse effects such as environmental pollution and traffic congestion while improving the economic performance through the festival, and it will be a strategic festival that will satisfy the visitor even if the theme of the festival does not match the image of the region. I suggest some implications.

5 Acknowledgment

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