

A Study of Residents Perceived Benefit by 2014 Taiwan Taiping Loquat Festival

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Abstract—The main purpose of this study is to analyze local residents' cognitive benefits for the festival held by local government to promote local seasonal fruits. In the study, the author conducted qualitative methods to investigate local residents' cognitive benefits for the 2014 Taiping Loquat Festival, through the literature review, field observation and interviews. Furthermore, the author employed and analyzed the obtained effective data, the study has found the following: 1. Local residents believe that the sale for products can increase farmers' income. 2. Local residents think event can raise local visibility, contribute to the development of local industries. 3. Festival will attract nonlocal visitors to participate and support the development of local economic. 4. Enhance residents' understanding of their hometown, and gather local residents' consensus. 5. However, there are some respondents have the suspicion and opposition attitude toward if the event can bring the benefit. Based on the results of the above analysis, the study does not only provided references for local government agencies to promote local agriculture products, but also provided recommendations for researchers to devote to the study of the festivals in the future.

Index Terms—event, produce, Taiping Loquat Festival (TLF), benefit, identify

I. INTRODUCTION

In recent years, the use of a particular festival in Taiwan hold festivals have become a trend, especially purely produces sales activities by way of tourism product packaging, place in a short time become attracts crowds also active in the development of the regional approach. Because after Taiwan's accession to WTO, foreign competition in produces, Taiwan's agriculture is facing a severe test, so all levels of government in order to help farmers to expand the market to attract customers, so often organize promotional activities of local produces, in order of popularity at home and abroad started, and indirectly promote the development of local trade, transport, tourism and other related industries. The Taiping District is located in an altitude of 300-600 meters of hillside land, fertile soil, suitable topography climate, became the first successful cultivation of loquat homeland in Taiwan, there is currently an area of 256 hectares planted loquat, area of cultivate is highest in Taiwan, while there are have a "loquat homeland" good

reputation, but also one of the most important industries in Taiping.

In order to produces effective and relevant promotional loquat, Taiping District Office as well as in agriculture, since the 2003 opening of the "Taiping Loquat Festival (TLF)" to 2014 have been held for 12 years, on which a large number of sales of produces in Taiwan festivals are held effectiveness good one activity. In the festival research, relevant visitor's satisfaction [1] and held pattern [2] is often discussed as a researcher, as well as residents of the cognitive benefits of the recent attention has also been scholars; but still mostly quantitative research, the lack of depth of understanding [3]. Based on the above, the purpose of this study is intended to in-depth interviews, this paper analyzes the cognitive local residents apply for benefits celebrations, the findings offer hope to the local government department in reference to the festival.

II. LITERATURE REVIEW

Gaze [4] pointed out events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. Getz [5] defined the festival as "a routine in addition to general activities and funding organizations operate under the auspices of cooperation, the special one-time non-recurring events occurring form." And Jackson [6] explain the meaning of places activities "festival is a special, non-spontaneous, and through careful design brings people happiness and sharing, but also special affairs specialty products, services, ideas, information, and other advocate groups activities, which contains a wealth and diversity, and the need for volunteer support and services, but also need to rely on sponsor's assistance." Since TLF from mere selling local produce will, into a large-scale festivals, but some scholars study found that there are some problems, "loquat Festival" activities, such as Teng and Ni [7] findings indicate loquat festival activities on the need to improve the quality and content, and Wang [8] also pointed out that the results of research, to enhance TLF only local visibility, tangible benefits for farmers are not much help. But Chiang [1] study, they found that the activity of visitors to feel "satisfied", but it can be done in the hope that the activities of origin. Also held festivals; the most important is whether to support the activities of local residents, local residents found the cognitive benefits of festivals, according to Tseng [3]

studied the influenced identity through support activities, that sense of identity than the cognitive benefits compared with ability to predict the degree of support. Huang [2] study found TLF can enhance local awareness, increase farmers' income, the development of local tourism and leisure industry and agricultural industry transformation, inspired by local residents into local industrial development, enhance local residents identity, community and create new opportunities for sustainable business. But in the allocation of resources, division of labor, coordination mechanisms through the pipeline, problems and solutions, positioning and activities such as cognitive performance easier to produce varying circumstances.

Yen and Tseng [9] studied Sanyi Township Hakka Tung Blossom Festival, the interview result shows that the Tung Blossom Festival has brought the highest visitors and the highest turnovers in addition to the Spring Festival holidays, and also increased the awareness of Sanyi. It has promoted economic development and the importance of Hakka culture and both locals and foreigners' willingness to increase investment, but it also brought traffic problems and the problems of life quality. Jhang [10] studied effects of Taimali County Daylily Flower Season of the local tourism industry, and found Flower Season For Taimali have a great economic impact, it will not only attract tourists to visit, but also increase sales of local agricultural products. Chiu, Liao and Fu [11] studied 2007 Mituo Township; Kaohsiung County Milkfish Cultural Festival (MCF) the main purpose is to investigate the identity of visitors MCF of satisfaction and sense of identity, and local residents for MCF impacts. The results showed that the activities of visitors are satisfied, and most of the residents are very much agree to do processing activities. In addition, through interviews that the relevant units, industry, farmers and fishermen agreed to continue to hold MCF, but organizers believe that innovation activities should strengthen advocacy activities and to provide more funding for grants, hoping to improve the quality of activities. Tseng [12] studied New Taipei City Shulin red yeast research strategy and benefit culture festival, and found:. The strategies are establishment of local identity, education for culture, building brand image and both immediate and sustainability the effects are continuation and preservation of the cultural identity, enhancing the residents' understanding, product promotion and tourism linking. The difficulties are lack of physical platforms, marketing integration difficulty of cultural history collection and lack of integration of resources.

III. METHODOLOGY

A. Overview of the Study Area

Taiping District is located in the southeast of the city of Taichung, Taiwan partial area, the fourth highest population of Taichung City, about 17.8 thousand people, second only to Beitun District, Xitun District and Dali District; area is the city's second largest area (maximum as a Heping District), approximately 120.7 square

kilometers. Most of the area is hilly; the population is concentrated in the western edge of Taichung basin, along the north and west of the mountain is most intensive. The main crops are loquat, longan, litchi, banana, etc., among which the most famous loquat, held annually in April has loquat festival. The sign on the main street, Taiping uniform application of Taiping badge with upright signs, and the neighboring district of Taiwan's signature cultural Wufeng District more neatly region [13].

B. Interview Manuscripts

In this study, the locations of the interview were handled loquat festival locations Taiping District Stadium (30 March, 2014). Manuscripts were based on interviews and research purposes related to the preparation of literature [1] [2] [3] [9] [10] [11], so for interviews on different objects, the content of the interviews are different, it is described as follows: Do you know that Taiping have hold loquat festival activity? Are you identifying this activity? And how do you evaluate this activity? Do you thank hold loquat festival activity that have help on local produce sale, and increase famer income?

C. Data Collection Methods

In this study, the case study method of qualitative research conducted on the data collection method has the following steps: 1. Collect the Taiping Loquat Festival DM, television report, newspapers, and magazines. 2. Collect and record Taiping District Office loquat festival website announcements and reports about loquat Taiping Farmers Festival website announcements and reports. 3. Researcher personally to the TLF, and will be off-street merchants, field interviews Tiaping District residents. In an interview with the venue, the researchers will first ask respondents whether or not Tiaping District residents, such as answering "yes" was asked whether the interview will.

TABLE I. RESPONDENTS PROFILE

Respondent	Explanation
RE (Residents)	RI1, female, 65, homemaker; RI2, female, 40, public functionary; RI3, male, 62, general manager; RI4, male, 33, supermarket staff; RI5, female, 26, smartmobile shop assistant; RI6, female, 19, student; RI7, male, 46, worker; RI8, male, 22, student RI9, female, 52, service manager; RI10, female, 28, service staff; RI11, male, 48, convenience staff; RI12, female, 34, homemaker

D. Data Analysis Methods

1. In this study after the interview, the first interviews with the respondents in accordance with the order of the data collation. 2. Then the contents of the interview recordings into text draft based on interviews outline detailed records of interviews, as subsequent data analysis. 3. According the purpose of the study data and classified so as to simplify the data easy to read, and to be analyzed in the next step. 4. Interview data from this study, the list issued by the representative of the views, but the views expressed do not repeat selected to present

the study expressed the actual experiences and feelings. 5. After analyzing and sorting data summarized by the authors discuss, modify, sorting out the analytical framework and the fact that the results clarify the relationship between the content of the interviews and analyzed compared with other relevant documents, and then be discussed separately to complete the analysis of results.

E. Reliability and Validity for Interview Data

1. Field investigator to Taiping Loquat Festival three events were observed scene; 2. To compare Taiping Loquat Festival propaganda materials with activities handled the situation consistency; 3. In the event the actual interview stakeholder, for example, the organizers of business contractor personnel, co-organized by contractors, farmers and tourists and so on. 4. All researchers to discuss the results of the analysis, in order to study the results of consistency.

IV. RESULTS

The following numbered according to the respondents, the order will be important to answer summarized as follows:

For sales of Taiping produces, very effective, I think this event is very good, providing a good opportunity for understanding of Taiping local people and local farmers or help;, they also by the activities of our living in a deep understanding, I think there is the effect of educational activities on; ...many people buying produces, it should be for us to help the local farmers' income, but the positive impact should be short-term it;.....I still think longer continue to be held (RI1).

I very much agree with handling this event, because for us Taiping produces sales helpful, but also helps to improve the visibility of Taiping in Taiwan, and help our local industry development;let us understand more Taiping residents agro-ecological areas, local culture and customs of the people, etc. (RI2).

Because of this activity has been hold for several years, and we all know this event, I feel good, local residents can gather centripetal force, we are also supported; I think by such activities to attract other place visitors to visit, there is a contribute to the economic development of our Taiping (RI3)

I know loquat festival,, I was the first to participate in the event of the loquat origin-Toubiankeng feels more appropriate, feeling the atmosphere is relatively good; hold in the stadium (third festival),because the handle basketball game,,....., the loss essential of loquat festival's activities; I think the promotion of local produces is helpful, but also see the media coverage of the activities of loquat festival, local visibility upgrade is still valid; as to whether there is an increase farmers' income,, because a lot of people to buy loquat (RI4).

I see a lot of other place people to participate in this event, but the situation is very enthusiastic to buy loquat, this should be a feature of our agricultural Taiping District of it;, but think it has to help the

development of local industries; this event makes me a better understanding of the cultural and agricultural characteristics of the place we live, and so many other place visitors to participate, should be to help the development of local (RI5).

I was participating in basketball game of festival loquat, loquat festival feeling game with nothing connected,; think it is the right place to do this activity help it,, and a lot of people buy loquat and agricultural products; When it comes to the value of education, I think it is a sport competitions, activities to offer everyone a fair chance to compete; some agricultural exhibition site of the sale,, I think there is an increase for some knowledge on agriculture (RI6).

What benefits does not hold for this event, just a waste of taxpayers' money, even people who are handling the activities of corruption; of course, spend so much money, and they do quite a few years, should enhance the visibility of Taiping, there are still help; but I personally think that this activity should no longer do, the people handling the funds to subsidize the activities of the lower middle class is more important (RI7).

I know loquat festival this event, is not it will increase the visibility of Taiping, I do not know, as to effectiveness, Maybe, to do this kind of activity is probably only loquat farmers to help farmers to seed other crops does not help; I personally do not do this activity any suggestions, do not want to see,feel this activity was the main reason to spend money just now, I heard that to do for several years (RI8).

I know loquat festival activities are hold three places, this is the third on stadium, as in previous years, a lot of people who participate in this activity, merchants and street vendors near the stadium, on sales of goods today, many are selling Taiping associated with agricultural; I very much agree with hold such events contribute to the sales of local produces, but the feeling in the stadium do not so deep, because the first is to do in loquat origin; loquat I think has become a representative of Taiping, so that produces are other places not comparable and imitational (RI9).

My kids have participated in on-site DIY activities, but also enable them to understand the local culture and produces, as well as the government's decree advocacy, there is the value of education; But personally think that after all this activity is short for produces and help is just a short sale, for increasing the income of farmers, probably confined to the plant loquat farmers; since June to August, and into the production of Litchi(a kind fruit) and Longan(a kind fruit), why not do promotional activities, but also personally do not know place; but no matter what, There do not have to do a better event than let other people know about local places, but also a way of marketing it (RI10).

I lived Taiping so many years, through this event, to know where I live there are so many crops, previously only know litchi, longan, and banana, but do not know the loquat is an important agricultural areas and is Taiwan's most good; there is also participating in this event through, just know there are a lot of attraction can

go tourism on the place, and I very much support the festival's hold (RI11).

I know loquat festival has been hold for many years, a lot of government propaganda way, so many people are aware hold time, in addition to DM and television publicity, so I was most impressed by the cleaning squad's car working, collect garbage in the streets when the individual both sides of the car are hung event Date and Time of publicity cloth, so that everyone can understand hold event; before I did not go to live events, this year I have to go to the venue, this event makes me more understanding Taiping, I very much agree with this event, I hope every year continue to hold; do this event, I personally think that the produces promotion help, as well as to enhance the visibility is helpful (RI12).

V. DISCUSSION AND SUGGESTION

A. Discussion

The following interviews for the purpose and focus of this study, itemized discussed below:

Results of the analysis showed that respondents generally agreed that TLF for the local sale of produces to help, and help to improve local visibility. The same result as the above analysis, and Chiang [1] and Wang [8] findings, their study also found that people generally believe TLF can drive sales of local produces, and to enhance the visibility of local help sales of other agricultural products. Respondents also believe that through such activities to attract other places visitors' to visit is to help local economic and industrial development. The results of the analysis, and Jhang [10], Chiu, Liao and Fu [11], the same result Tseng [12] and Yen and Tseng [9] study of celebrations, which is festival can promote the development of local economies and industries. In particular, the respondents pointed out that a lot of people to participate in this activity, merchants and street vendors near the stadium, at the event held on a lot of sales of goods that day, so the high activity benefits. But TLF was held a month's time, residents surveyed also think the impact is relatively short-term, but long-term local development in terms of handling due to continued TLF, so that to enhance the visibility of the local, but also help sell other produces.

Interviews found that respondents who are aware of this activity TLF, also know has hold several years, but did not know how many years the event has been handled, but also that residents have learned from this activity is in promotion loquat. Respondents believed that hold TLF has effect on the value of education that allows them to understand the local agro-ecological, agricultural knowledge, local culture and customs of the people and other attractions. And respondents also believe that, TLF's handling centripetal force can unite local residents, but residents also are support and recognition. The above results, and Huang [2] studied the marketing strategy TLF and found TLF enhance local awareness, increase farmers' income, the development of local tourism and leisure industry and agricultural industry transformation, inspired by local residents put into the development of

local industries, as well as enhancing residents same local identity. Also in a related study, also found that local festivals hold, can contribute to the recognition of local residents, as well as feelings of benefit [1] [3]. But in the third stadium hold TLF promotional activities, due to the activities handled the basketball game, the respondents thought that has nothing to do with the theme of the event, which is the organizer of the need to think about improvement. And respondents still believe, TLF continues to be handled in loquat origin (Touubianmeng), but also more in suit with the event marketing purposes. The above results and Chiang [1] findings the same, that is, residents surveyed do still believe in loquat TLF origin is more appropriate. In addition respondents (workers) may be due to the relationship between the work environment and job income, apparently not satisfied with the government, for TLF's handling situations were given negative positive attitude.

Since this study is based on interviews in respondents subjective cognitive perception to understand TLF organized farmers' income increase for the situation. Residents interviewed pointed out that see many people buy produces, should be to help the local farmers' income, but they think that only short-term impact. Besides those surveyed also pointed out that although this activity to do once a year, but they still think longer continue to be held. But the interviews also found that the people interviewed, that only benefit farmers loquat seed, planting other crops farmers did not benefit. According to Wang [8] findings also pointed out that only the local organizing TLF enhance visibility, tangible benefits for farmers are not much help. So from the above results, the organizers units should think about how TLF driven by sales of other agricultural products, not just limited to farmers by planting loquat. Then from the point of view of other festival studies, Yen and Tseng [9] study also found that short-term effectiveness of the activities organized festival of government agencies should develop a long-term view to planning.

B. Suggestion

Based on the results of this study, suggestions for future intention to apply for promotion of local produces, refer to the section apply loquat mode. Brief description of the researchers conducted as follows:

- a. From the results of this analysis in terms of the local population can be found to support TLF, and let them have the opportunity to learn Taiping, and identify. So from the above, the organization of this event is a good benefit. But there is a small part of the population that should be held in TLF loquat production, so as to meet the purpose of the activity. Therefore recommended that the organizers, next year when the handle TLF activity, try again pondering the venues can handle in loquat production, but also the way to drive sales of other produces.
- b. From the results of this study found that some of the respondents to hold TLF though understood, but did not agree, but also questioned the activity funds, the

majority have been abused. There is also the respondents said it was not clear hold TLF benefits for handling some questioned the effectiveness of the activities. Based on this, the researchers suggested that government departments, apply for TLF's effectiveness should be (for example, schools at all levels of publicity) through the mass media and interpersonal communication, to inform residents of the effectiveness of activities in all areas of handling, enhance residents recognition and support for TLF .

- c. Due to capacity constraints researcher on the study, analysis Taiping TLF feelings for local residents, failed to further re-analysis and co-organized by unit personnel, agricultural sales, events contest participants, as well as tourists. It is suggested that future research could explore in depth the activities of non-residents apply for TLF recognition and support, to take more concrete understanding of the effectiveness of the activities. Since loquat festival is divided into three weeks holiday with, once for festival, the other two for promotional activities, is not hold in loquat planting areas. The researchers therefore suggest that the future, in the case of research capabilities permit, comparing the effectiveness of three places handling activities, take a clear understanding of the overall effectiveness of TLF.

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