

The Strategy of Traditional Religious Culture Tourism: Taking Taiwan Minhsiung Infernal Lord Festival for Example

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Abstract : The purpose of this study is to explore strategies for integrate Minhsiung environments and cultural resources for Infernal Lord Festival. Minhsiung Infernal Lord Festival is one of the famous religious event in Chia-Yi County, Taiwan. This religious event and the life of local residents are inseparable. Minhsiung Infernal Lord Festival has a rich cultural ceremonies meaning and sentiment of local concern. This study apply field study, document analysis and interviews to analyze Minhsiung Township's featured attractions and folklore events. The research results reveal the difficulties and strategies while incorporating culture elements into culture tourism. This study hopes to provide innovative techniques for the purpose of prolonging the feasibility of future development of the tradition folk culture.

Keywords : Taiwan folk culture, Minhsiung Infernal Lord Festival, religious tourism, folklore, cultural tourism

Conference Title : ICCHT 2015 : International Conference on Cultural Heritage and Tourism

Conference Location : Paris, France

Conference Dates : January 23-24, 2015