

The Study on Tourist's Satisfaction in Xinshe Flowers Festival

Authors : Yashan Liu, Yu-Chen Chien

Abstract : In the past few years, a global trend to hold sightseeing festivals has prevailed. For the purpose of attracting more tourists, the Taiwan government has not only organized a considerable number of international activities, but also provided guidance to counties and cities in organizing festivals which reflect a collaboration of culture and humanity. These festivals have also assisted in the development of local industry and the promotion of their unique characteristics. The purpose of this research is to analyze the influences and relationships between tourist satisfaction and the revisiting willingness of visitors at the Xin-she Flower Festival.

Keywords : Flowers Festival in Xin-she, Tourist Satisfaction, Festival, Revisiting Willingness

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