

Exploring the Effect of Environmental Cues of Food Festival on Visitor Satisfaction

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Abstract : As the competition of all kinds of festival events becomes more and more fierce, more and more event organizers try to design a blended festivalscape by integrating multifaceted environmental cues in order to raise the service quality of festival events and then raise visitors' satisfaction. As the main type of festival events, food festivals are popular in all over the world. The organizers' of food festivals also try to mix food with multifaceted environmental cues (e.g., music, stage, light, dance) to design a blended festivalscape. However, until now little studies explore the environmental cues of food festivals and their relationship with visitors' satisfaction. Therefore, the aim of this study is to ascertain the environmental cues of food festival and their relationship with visitors' satisfaction by using the blended festivalscape theory. Using convenient sampling method, this study investigated 1,000 food festival visitors in Macau. Factor analysis showed there are mainly six environmental cues (i.e., food, atmosphere, program, staff, facility, and information). All six environmental cues are positively related with visitors' satisfaction, while the most influential factors are food, atmosphere, and program. This study showed that festival event organizers' should focus on the topic of their festival event, build festival atmosphere, and create interesting programs in order to design a blended festivalscape and then raise visitors' satisfaction.

Keywords : environmental cue, event, festival, satisfaction

Conference Title : ICHL 2017 : International Conference on Hospitality Leadership

Conference Location : Kuala Lumpur, Malaysia

Conference Dates : August 24-25, 2017