

國立澎湖科技大學應用外語系

英文實務專題

A Study of the Interrelationship between Visitors'
Satisfaction Rate and Revisit Willingness on Penghu
International Fireworks Festival

澎湖花火節的顧客滿意度及重遊意願調查

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摘要

澎湖，座落於台灣海峽的一個美麗小島，擁有菊島之佳譽，構成菊島意象的要素，不外乎是由陽光、沙灘、煙火等夏日風情代表所組成，聞明全台的絢爛煙火背後，源自於一場重創旅遊生態的重大事故：澎湖空難（2002）。澎湖縣政府為提振此低迷氣息，開辦首屆「澎湖海上花火節」，「澎湖海上花火節」更成為澎湖最具代表性的盛事之一。

澎湖海上花火節舉辦至今，已邁入第 15 個年頭，舉辦期間成功替澎湖帶來觀光商機，然而，近年部分民眾與學者提出反對花火節延續之議題，故本研究將以花火節產生之效益與民眾滿意度之問卷調查之結果，探討澎湖海上花火節是否舉辦得當，並提出改善建議。

關鍵字：觀光的定義、節慶的功能與效益、滿意度、重遊意願

A Study of the Interrelationship between Visitors' Satisfaction Rate and Revisit Willingness on Penghu International Fireworks Festival

Abstract

Penghu, a beautiful island located in Taiwan Strait, which regard as "Pulchella Island." The elements of the Puchella Island are nothing more than sunshine, beaches and the Penghu Ocean Fireworks Festival, which bring this island a unique tropical lifestyle. However, the beginning of the Fireworks Festival is not a beautiful story.

In 2002, a plane crushed in northern Penghu, known as the China Airlines Flight 611 Accident. For fear of the decline tendency, the county government held the 1st "Penghu Fireworks Festival." The festival became one of the most iconic festivals in Penghu.

Enter the 15th "Penghu Fireworks Festival." It successfully brings business opportunities to Penghu. However, in recent years, some people and scholars make some issues of cancelling the festival. Therefore, the research is discussing if the festival is held properly by observing the benefit of the festival and the result of investigating the satisfaction of tourists, and makes some suggestions.

Keywords : Tourism, Feature and Benefit of Festivals, Satisfaction, Revisit Intention

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Introduction

Penghu, a beautiful island located in Taiwan Strait, which regard as “Pulchella Island.” The elements of the Puchella Island are nothing more than sunshine, beaches and the Penghu Ocean Fireworks Festival, which bring this island a unique tropical lifestyle. However, the beginning of the Fireworks Festival is not a beautiful story.

In 2002, a plane crashed in northern Penghu, known as the China Airlines Flight 611 Accident, which shocked Taiwanese people and lowered the willingness of taking a plane to Penghu then. Although the plane was not bound for Penghu, it caused a bad influence to tourism development indirectly. For fear of the decline tendency, the county government held the 1st “Penghu Fireworks Festival.” The festival became one of the most iconic festivals in Penghu. As of 2016, the visits had exceeded over one million. The visits, 359,004 people, are 2.79 times more than the first year. Since then, the visits are improving every year and it improves the development of tourism.

Enter the 15th “Penghu Fireworks Festival.” It successfully brings business opportunities to Penghu. However, in recent years, some people and scholars make some issues of cancelling the festival. Therefore, the research is discussing if the festival is held properly by observing the benefit of the festival and the result of investigating the satisfaction of tourists, and makes some suggestions.

Literature review

For this research into the Penghu International Fireworks Festival, the key concepts of Tourism, Features and Benefit of Festivals, Satisfaction, and Revisit Intention are based on the analysis of previous research.

Tourism

The tourism industry is a multi-functional service industry related to sightseeing. A narrow definition involves people leaving their residence and making a schedule in advance to travel to some destination for sightseeing. A broad definition includes economics, academics and culture. In brief, tourism is an observation of humanity, including culture, institutions, customs, national conditions, industrial structures and social patterns. It can enrich our knowledge and literacy.

Features and Benefit of Festivals

Taiwanese festivals preserve Ethnic Chinese traditional festivals, though subject to three or four hundred years of rapid development and change. They not only incorporate creative economic performance but also maintain nationalistic styles of extraordinary festivals in modern life. Festival events can bring economic benefits (Kun-Lin Yang , 2001). The Penghu International Fireworks Festival is just such a festival and its benefits include strengthening the economy, building emotion and image recognition, and promoting and advertising and attracting tourists.

Satisfaction

Baker and Crompton (2000) consider customer satisfaction the real experience that customers have in the recreational activities. It begins with the experience the recreational activities produce and the psychological feelings and emotional states

that accompany an experience. Hong Wei Chen (2006) considers customer satisfaction the combination of expectations and actual experiences that celebration activities produce, comparing results between the expected experience and the actual experience. Shu Qing Lin (2007) considers visitors before the experience and the psychological feelings obtained by the experience. Scholar Po Hsin Tsai (1986) considers revisiting intention satisfaction the personal cognition obtained from the difference between the feeling and what one imagined should be the result.

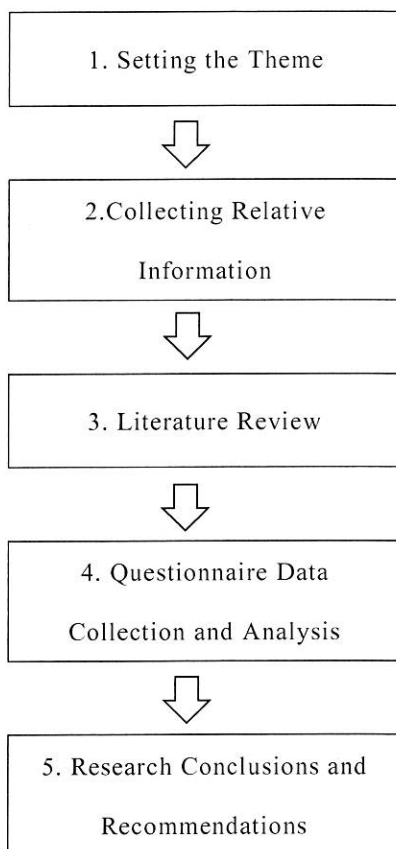
Revisit Intention

Regarding tourism and recreation, revisit intention can be considered a part of behavioral disposition (Zeithaml, Berry, & Parasuraman, 1996). In general, behavior disposition can be divided positive and negative. Revisit intention is a positive behavioral disposition when visitors show an inclination to return to a place (Chen & Tsai, 2007). This disposition is a crucial factor for those interested in a location's success in attracting tourism as this disposition affects future tourism in many ways. Negative revisit intention may be shown by complaints which may be passed along further by word of mouth and can result in altered plans or early departures (Zeithaml et al., 1996).

Previous literature on Penghu's Fireworks Festival is basically all in Chinese as there is almost no English literature on this topic. As a result, foreign researchers generally lack information about the relevant issues in this context. This paper should help provide foreigners with more information about the activities and responses related to Penghu's Fireworks Festival.

Methodology

Research Process: The research process is shown below.



1. Setting the Theme: We propose this research as a way to help people understand the real interests of the tourism industry in Penghu.

2. Collecting Relative Information: We collected relevant articles about the Fireworks Festival from the internet.

3. Literature Review: We explain proper nouns related to the Fireworks Festival.

4. Questionnaire Data Collection and Analysis: We had three steps. First, we designed the questionnaire. Second, we conducted the questionnaire. Finally, we analyzed the

data from the questionnaire.

5. Research Conclusions and Recommendations: We discuss our views of the results from the analysis of the data and give our suggestions.

Data analysis

We used the t-test and one-way ANOVA (one way analysis of variance) to analyze our questionnaires. The gender and marital status of the visitor's individual information were analyzed by the t-test. The age, level of education, job, residential areas, how they know Penghu's Fireworks Festival, who they traveled with for this Penghu's Fireworks Festival, how many times that they have watched this year's Penghu's Fireworks Festival, and the monthly income were analyzed by ANOVA.

The means of the AA, BB, CC and DD are shown below.

AA	Images of Fireworks Venue
BB	The Scenes of Fireworks
CC	Satisfaction Scales
DD	Revisit Willingness Scale

(T-test)

Gender	Equal Variables Levene Test	
	F text	Significant
AA	6.388	<u>.012</u>
	hypothesis variables are equal (假設變異數相等)	
	hypothesis variables are unequal (不假設變異數相等)	

BB	hypothesis variables are equal (假設變異數相等) hypothesis variables are unequal (不假設變異數相等)	4.500	<u>.035</u>
CC	hypothesis variables are equal (假設變異數相等) hypothesis variables are unequal (不假設變異數相等)	1.384	.241
DD	hypothesis variables are equal (假設變異數相等) hypothesis variables are unequal (不假設變異數相等)	13.738	<u>.000</u>

There are significant differences in gender between AA, BB and DD. Whether men or women felt that the places were handled properly, the fireworks activities and the live performances make visitors feel shocked. Revisit willingness of men and women is also high.

Marital Status	Equal Variables Levene Test	
	F text	Significant
AA	.409	.523
BB	.010	.919
CC	.605	.438

	(假設變異數相等) hypothesis variables are unequal (不假設變異數相等)		
DD	hypothesis variables are equal (假設變異數相等) hypothesis variables are unequal (不假設變異數相等)	1.216	.271

There are no significant differences between the status of the marriage. It means that no matter whether people are married or not, all of them love to attend the fireworks festival and enjoy the show.

(ANOVA)

Age		Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA	Between Group	11.504	4	2.876	3.851	<u>.005</u>
	Within Group	176.237	236	.747		
	Sum	187.741	240			
BB	Between Group	1.225	4	.306	.432	.785
	Within Group	167.190	236	.708		
	Sum	168.415	240			
CC	Between Group	5.846	4	1.462	2.390	.052
	Within Group	144.347	236	.612		
	Sum	150.193	240			
DD	Between Group	18.060	4	4.515	5.380	<u>.000</u>
	Within Group	198.053	236	.839		
	Sum	216.113	240			

For Age, there are significant differences between AA and DD.

There are significant differences between 18 years old to 30 years old and 51 years old to 60 years old. The image of the fireworks and the scenery is more attractive to 18 years old to 30 years old people. Also, they are willing to revisit.

For the image of the fireworks and the scenery, more people choose “agree” than those who choose “very disagree”.

For the willingness to revisit, more people choose “agree” than people who choose “really agree”.

Education Level	Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA	Between Group Within Group Sum	4 236 240	4.812 .714	6.741	<u>.000</u>
BB	Between Group Within Group Sum	4 236 240	3.479 .655	5.314	<u>.000</u>
CC	Between Group Within Group Sum	4 236 240	1.229 .616	1.997	.096
DD	Between Group Within Group Sum	4 236 240	5.395 .824	6.545	<u>.000</u>

For the education level, there are significant differences between AA, BB and DD; for the image of fireworks and the scenery, more people choose have “no opinion” than people who choose “very disagree.”

For the image of the scene, more people choose “agree” than people who choose “very disagree” and more people choose “have no opinion” than people who choose “very disagree” and more people choose “disagree” than people who choose “really disagree.”

For the willingness to revisit, each group of people who choose “agree,” “have no opinion,” and “disagree” are more than people who choose “very disagree.”

For education level, people whose highest education level is senior high school or junior college or university more loved to appreciate the fireworks festival than people whose highest education is graduate school. It means that the fireworks festival is more attractive to people whose education level is lower.

Position	Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA					
Between Group	16.292	7	2.327	3.163	<u>.003</u>
Within Group	171.449	233	.736		
Sum	187.741	240			
BB					
Between Group	10.979	7	1.568	2.321	<u>.026</u>
Within Group	157.436	233	.676		
Sum	168.415	240			
CC					
Between Group	15.709	7	2.244	3.888	<u>.001</u>
Within Group	134.484	233	.577		
Sum	150.193	240			
DD					
Between Group	22.692	7	3.242	3.905	<u>.000</u>
Within Group	193.421	233	.830		
Sum	216.113	240			

For position, people from any position love to attend the fireworks festival. It means

that government employees, businessmen, workers, the self-employed and retirees all love to attend the fireworks festival.

Residential areas		Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA	Between Group	7.662	4	1.915	2.510	<u>.043</u>
	Within Group	180.079	236	.763		
	Sum	187.741	240			
BB	Between Group	3.017	4	.754	1.076	.369
	Within Group	165.398	236	.701		
	Sum	168.415	240			
CC	Between Group	2.518	4	.629	1.006	.405
	Within Group	147.675	236	.626		
	Sum	150.193	240			
DD	Between Group	3.384	4	.846	.938	.442
	Within Group	212.729	236	.901		
	Sum	216.113	240			

For residential areas, there are significant differences between AA. However, for other factors, there are no significant differences between residential areas. It means that people who live everywhere love to attend the fireworks festival.

How do you know about Penghu's Fireworks Festival?		Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA	Between Group	3.412	4	.853	1.092	.361
	Within Group	184.329	236	.781		
	Sum	187.741	240			
BB	Between Group	4.945	4	1.236	1.785	.133

	Within Group	163.470	236	.693		
	Sum	168.415	240			
CC	Between Group	4.216	4	1.054	1.704	.150
	Within Group	145.977	236	.619		
	Sum	150.193	240			
DD	Between Group	7.017	4	1.754	1.980	.098
	Within Group	209.096	236	.886		
	Sum	216.113	240			

For the question of “How do you know about Penghu’s Fireworks Festival? ” The influence of social media, print advertisement, friends and TV are similarly important. There are no significant differences.

Who did you travel with for this Penghu’s Fireworks Festival?	Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA Between Group	15.950	5	3.190	4.364	<u>.001</u>
Within Group	171.790	235	.731		
Sum	187.741	240			
BB Between Group	18.361	5	3.672	5.751	<u>.000</u>
Within Group	150.054	235	.639		
Sum	168.415	240			
CC Between Group	14.668	5	2.938	5.095	<u>.000</u>
Within Group	135.505	235	.577		
Sum	150.193	240			
DD Between Group	27.531	5	5.506	6.861	<u>.000</u>
Within Group	188.582	235	.802		
Sum	216.113	240			

For “who did you travel with for this Penghu’s Fireworks Festival? ”, more people are with friends or family than people who are alone. It means that the festival is better for a group of people.

How many times that you have watched this year’s Penghu’s fireworks festival?		Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA	Between Group	8.529	3	2.843	3.760	<u>.012</u>
	Within Group	179.212	237	.756		
	Sum	187.741	240			
BB	Between Group	7.725	3	2.575	3.798	<u>.011</u>
	Within Group	160.690	237	.678		
	Sum	168.415	240			
CC	Between Group	2.214	3	.738	1.182	.317
	Within Group	147.979	237	.624		
	Sum	150.193	240			
DD	Between Group	12.254	3	4.085	4.749	<u>.003</u>
	Within Group	203.859	237	.860		
	Sum	216.113	240			

For “how many times that you have watched this year’s Penghu’s fireworks festival? ”, AA, BB and DD all had significant differences. Moreover, more visitors go four times than once or three times. It means that visitors’ satisfaction improves attendant at the fireworks festival and revisit Willingness Scale as well.

Monthly Income		Sum of Squares	Degree of Freedom	Mean Square	F test	Significant
AA	Between Group	11.620	5	2.324	3.101	<u>.010</u>

	Within Group	176.121	235	.749		
	Sum	187.741	240			
BB	Between Group	10.245	5	2.049	3.044	<u>.011</u>
	Within Group	158.170	235	.673		
	Sum	168.415	240			
CC	Between Group	8.910	5	1.782	2.964	<u>.013</u>
	Within Group	141.283	235	.601		
	Sum	150.193	240			
DD	Between Group	14.933	5	2.987	3.489	<u>.005</u>
	Within Group	201.180	235	.856		
	Sum	216.113	240			

For “monthly income” part, more people make NT\$30,001~NT\$50,000 than people with incomes over NT\$ 110,000. It means high income people’s satisfaction and revisit willingness is not higher.

Conclusion & Recommendation

Advantages:

1. The fireworks festival is an activity that is suitable for both young and old
2. The festival is designed for groups. It will help increase the number of visits.

Disadvantages:

1. The location of the festival isn't that suitable for elderly people to go.
2. The performance on stage is not the main reason that people attend the festival.
3. The performance of the fireworks is not so attractive for highly educated people.

Conclusion

According to this research, the fireworks festival is suitable for young generations and peers to attend. Most people who visit the fireworks festival enjoy their time. Those who possess a college education or below and middle class people are the major visitors. Therefore, we have our conclusion as follows:

The Penghu Fireworks Festival is one of the major attractions for people who want to visit Penghu. It truly makes an economic benefit to this island. So, the achievement and continuing the festival is undeniable. We think the government should see approving tourists' satisfaction as a goal, improve the financial distribution of activities. Focus on designing the fireworks that are more attractive for young generations. At the same time, try to develop some sideshows for new customers like

the highly educated and the elderly people. Combine this festival with humanities and Penghu's local culture. For example, we could improve the accessibility facilities for the elderly people. Designing a sideshow which is about the spirit of Penghu, fishery. To attract highly educated people who are interest in Penghu's local culture. Then, the festival will be more attractive for everyone.

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澎湖遊客花火節意象滿意度與再遊意願關係之研究問卷

親愛的朋友您好：

首先感謝您撥冗填寫這份問卷。這份問卷旨在探討**澎湖遊客花火節意象滿意度與再遊意願關係之研究問卷**，希望能藉由您在花火節期間觀賞花火施放前中後的意見，協助我們在學術上的研究。本問卷共分為2個部分，總計2頁，本問卷採不記名方式，所得資料僅供學術研究之用，不對外開放，請您請安心填寫，謝謝您的合作。

敬祝 平安快樂

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指導教授：姚慧美 博士

第一部分：花火節象量表

請您於下列屬性中選擇您對於澎湖的觀光意象？(依照您對澎湖印象的滿意程度，請在□打√)

非 同 沒 不 非
常 意 同 不
同 意 見 意 意

A、花火景點意象

- 1、施放花火的觀音亭彩虹橋景點適當-----□ □ □ □ □
- 2、為了均衡發展，所以施放的景點也擴及望安七美等地-----□ □ □ □ □
- 3、可以串聯附近景點讓遊客觀光更能連貫-----□ □ □ □ □

B、花火現場意象

- 4、現場觀賞很具有震撼感-----□ □ □ □ □
- 5、每一次施放花火都是有主題-----□ □ □ □ □
- 6、舞臺表演活動精彩好看-----□ □ □ □ □
- 7、舞臺表演活動與觀眾互動良好-----□ □ □ □ □

C、滿意度量表

- 8、在花火節所施放的花火感到滿意-----
- 9、在花火節現場所提供的周邊服務感到滿意-----
- 10、花火節現場秩序維護感到滿意-----
- 11、在花火節所提供的各項交通工具(汽車、船舶)感到滿意-
- 12、花火節所安排的舞臺表演活動感到滿意-----

D、再遊意願量表

- 13、您是否願意再次到澎湖旅遊觀賞花火節-----
- 14、您舊地重遊時，會再次前往觀賞花火節-----
- 15、您舊地重遊時，會以觀賞花火節為最主要活動-----
- 16、您是否願意向您的親友推薦花火節-----
- 17、有人徵詢我有關澎湖旅遊活動時，我會推薦花火節-----
- 18、我會向別人推薦花火節的優點-----

第二部分：個人基本資料

【填答說明】以下是關於您個人的基本資料，所得資料僅供統計分析之用，絕對不會對外公開，請詳實在內打勾，謝謝您的合作。

1. 性別： (1) 男 (2) 女
2. 年齡： (1) 18~30 歲 (2) 31~40 歲 (3) 41~50 歲
 (4) 51~60 歲(含以上)
3. 婚姻狀況： (1) 未婚 (2) 已婚 (3) 其他
4. 教育程度： (1) 國中(含以下) (2) 高中 (3) 專科
 (4) 大學 (5) 研究所以上
5. 職業： (1) 軍公教 (2) 商 (3) 工 (4) 自由業
 (5) 退休人員 (6) 無業 (7) 其他
6. 居住地區： (1) 北部地區(台北、基隆、桃園、新竹)
 (2) 中部地區(苗栗、台中、彰化、南投、雲林)
 (3) 南部地區(嘉義、台南、高雄、屏東)
 (4) 東部地區(宜蘭、花蓮、台東)
 (5) 離島地區(澎湖、金門、馬祖)

7、您如何知道花火節

- (1) 社群網站 (2) 平面廣告 (3) 朋友推薦
 (4) 電視媒體 (5) 其他:_____

8、您與誰一起到澎湖旅遊

- (1) 家人 (2) 朋友 (3) 同學 (4) 跟旅遊團
 (5) 只有自己一個人 (6) 親戚
 (7) 其他:_____

9、您觀賞花火節的次數?

- (1) 1 次 (2) 2 次 (3) 3 次 (4) 4 次以上

10. 每月收入： (1) 無固定收入 (2) 30,000 元（含以下）
 (3) 30,001~ 50,000 元 (4) 50,001 ~ 70,000 元
 (5) 70,001~ 90,000 元 (6) 90,001~110,000 元
 (7) 110,001 元（含以上）（1 人民幣=4.6 台幣）

本問卷到此結束，謝謝您的熱心協助！請再檢查一次，避免疏漏。

A Study of the Interrelationship between Visitors' Satisfaction Rate and Revisit Willingness on Penghu International Fireworks Festival

Dear visitors:

First, thank you for sparing time to fill out this questionnaire. This questionnaire is about the study of “**A Study of the Interrelationship between Visitors' Satisfaction Rate and Revisit Willingness on Penghu International Fireworks Festival.**” We hope that your opinion on appreciation for Penghu's Fireworks Festival before and after the show will help our academic research. This questionnaire is divided into two parts in total 2 pages. This questionnaire is used for academic research; and all the information that you have provided is confidential. Please feel comfortable to complete it; thanks for your participation.

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Wei-hsuan Wang, Hui-hsin Teng, Bei-Hsuan Su

Advisor: Dr. Hui-mei Yao

Part 1: Firework Image Scale

Based on your impression and satisfaction of traveling to Penghu, please fill in the box with a check ✓

A. Image of Fireworks Venue	Very Agree	Agree	No Opinion	Disagree	Very Disagree
1. Is it appropriate for setting off fireworks in Guanyin Temple?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. For the balanced development of Penghu's economy, the venue for setting off fireworks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

should include farther areas, like Wangan and Chimei.

3. For the convenience of tourists to see fireworks, the nearby tourist spots should also be considered as possible venues for fireworks setting off.

B. A Scene at a Firework Display	Very Agree	Agree	No Opinion	Disagree	Very Disagree
---	-------------------	--------------	-------------------	-----------------	----------------------

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 4. It is stunning to watch fireworks live. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Each fireworks show has its own theme | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The show on the stage is wonderful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. The performance on the stage during the Fireworks Festival interacts well with audiences. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

C. Satisfaction Scale	Very Agree	Agree	No Opinion	Disagree	Very Disagree
------------------------------	-------------------	--------------	-------------------	-----------------	----------------------

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 8. The firework during the festival is satisfying. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. The service surrounding the scene is satisfying. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. The order maintenance at the scene is satisfying. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. The transportation (ex. vehicle, vessel) during Penghu's Fireworks Festival is satisfying. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. The show arranged on the stage is satisfying. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

D. Revisit Willingness Scale	Very Agree	Agree	No Opinion	Disagree	Very Disagree
-------------------------------------	-------------------	--------------	-------------------	-----------------	----------------------

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 13. Would you visit Penghu for its fireworks festival again? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. If you revisit Penghu, will you attend its fireworks festival show? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Will appreciating fireworks festival be your main reason for revisiting Penghu? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Are you willing to recommend Penghu's Fireworks Festival to your friends? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. If someone asks me about trips to Penghu, I will recommend its Fireworks Festival. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. I will recommend other people the advantages of Penghu's Fireworks Festival. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Part 2: Personal Data

Directions: The following is your personal data. The data is only used for statistical analysis, and we will keep it in private. Please fill in the box with a check V; thank you.

1. Gender: (1) Male (2) Female
2. Age: 18~30 years old 31~40 years old 41~50 years old 51~60 years old (or older)
3. Marital Status: Unmarried Married Other
4. Level of Education: Junior High School (or under) Senior High School Undergraduate Degree University or College Graduate School (or above)
5. Job/Profession: Public Employee Businessperson Labors Self-employee (Freelancer) Retired Unemployed Other
6. Residential area: Northern Taiwan (Taipei, Keelung, Taoyuan, Hsinchu) Central Region Taiwan (Miaoli, Taichung, Changhua, Nantou, Yunlin) Southern Taiwan (Chiayi, Tainan, Kaohsiung, Pingtung) Eastern Taiwan (Yilan, Hualien, Taitung) Outlying Islands (Penghu, Kinmen, Matsu)
7. How do you know Penghu's Firework Festival? Through _____ Social Media Print Advertisement Friends TV Other: _____
8. Who do you travel with for this Penghu's Fireworks Festival? Family Friends Classmates A Tour Group Alone Relatives Other: _____
9. How many times have you watched this year's Penghu's Fireworks Festival display?
 once twice three times four times
10. Monthly Income: No fixed income 30,000 NT Dollars (or below) 30,001~ 50,000 NT Dollars 50,001 ~ 70,000 NT Dollars 70,001~ 90,000 NT Dollars 90,001~110,000 NT Dollars 10,001 NT Dollars (or Above) (p.s. 1 RMB=4.6 NT Dollars)

Please double check the information and thank you for your cooperation. Have a great trip!

The process of collecting data

