
Visitors' Satisfaction about the Cultural Tourism Festival : The Nange Traditional Music Festival 2003/2004

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요약

본 연구는 국내의 유일한 국가지정(문화관광부) 문화관광축제중에서 유일한 국악축제인 난계 국악축제의 2003년과 그리고 2004년 축제방문자를 대상으로, 축제 방문객의 프로그램 만족도를 조사하여 국악 축제만족도를 향상 시킬 수 있는 방안을 마련하기 위해 연구 되었다. 세부적으로, 축제를 방문한 지역민과 국내 축제 방문객간의 만족을 비교하였고, 인기 있는 국악 악기의 종류와 그 원인을 알아보았다. 이를 통해 난계 국악 축제의 만족도 향상 방안을 제시 하였으며, 축제 조직자들에게 실무적 시사점을 주고자 하였다. 본 연구의 결과는 다음과 같다.

첫째, 축제 프로그램에 관한 지역민들의 만족도는 국내 방문객들보다 높았다. 둘째, 방문객들은 장고와 대금 같이 익숙하고 배우기 쉬운 국악악기를 선호 하였다. 셋째, 방문객들은 체험중심의 프로그램에 대한 만족도가 높은 것으로 밝혀졌다. 본 연구를 통해 밝혀진 결과를 중심으로 난계 국악축제 조직자들에 대한 실무적 시사점으로 첫째, 더욱 많은 체험 프로그램의 도입의 필요성이 지적되었다. 둘째, 다른 국악기들간의 소리 방해 문제는 방문자들의 만족도를 떨어뜨리는바 분리된 악기 체험실이 필요하다. 셋째, 축제프로그램에 대해 더욱 적극적인 대외적 안내활동이 필요하다. 넷째, 전통국악 악기와 전통음악에 대한 일정수준의 지식을 가진 가이드에 의한 축제 프로그램 해설이 필요하다. 또한 축제 방문 외국인을 위해서, 외국어에 능통하면서도 전통국악기에 대한 지식이 풍부한 해설사의 필요성이 제기 되었다.

■ 중심어 : | 전통국악축제 | 축제프로그램 | 장기간연구 | 난계 | 관광 |

Abstract

Traditional music not only reveals Korean culture to foreigners but also it enhances the pride of national identity for Koreans themselves. Objectives of this study are how can we encourage and appreciate traditional music to ordinary visitors (non-musicians). Music festivals could be a means to educate and captivate them towards the appreciation of Korean traditional music.

For this purpose, this study checked the satisfaction level between local residents and domestic visitors(including foreigners) concerning music festival programs, and also proposed a practical implications to traditional music organizers. According to the result, local visitors' satisfaction level were higher than other domestic visitors. Visitors showed higher interest in the music instruments like a 'Gayageum' they are able to relate to, rather than with other traditional unfamiliar musical instruments. It is thus crucial to encourage students and ordinary citizens to interact with traditional music instruments so as to enhance the satisfaction levels of domestic visitors. Some practical implications for traditional music organizers are that it is recommendable to have more guides who have thorough knowledge of traditional Korean music and who is able to interpret festival programs in foreign languages for foreign visitors.

■ key word : | Traditional Music Festival | Festival Program | Longitudinal Study | Nange | Tourism |

I. Introduction

1. Purpose of study

A recent trend in the Korean traditional music scene is the synthesis of Korean traditional music with contemporary Western music - Jazz, rock, and even new age music. In recent times, Korean musicians made such a fore into some traditional music venues. For example, 'Nanta', the fast traditional piece, combines 'Samulnori'(an ensemble of the four percussion instruments) which is considered a creative cultural composition with audiences. Modern Western music including rock music was reproduced by 'Samulnori' through the fusion percussion concert. The Daegu Drum Festival attempted a synthesis of percussion instruments and jazz music. This festival included 'Nanta' performance, one of the most popular Korean cultural products.

'Pansori' which is Korean traditional music (similar to Western opera) has been designated to a UNESCO world cultural heritage. The designation indicates the high respect and regard of Korean traditional music and its potential to attract audiences.

While the old Korean generation in their 60s ~70s are familiar with traditional music, the young generation and a majority of those in their 30s and 40s do not appear to have an interest in such traditional music, as opposed to contemporary Western music. They are more familiar with other modern Western music and rock music. Consequently it is essential to encourage ordinary citizens(non-musicians) to appreciate Korean traditional music. Traditional music not only reveals Korean culture to foreigners but also it enhances the pride of national identity for Koreans themselves. The question is how can we

encourage them to appreciate traditional music? Music festivals could be a means to educate and captivate our youth and others towards the appreciation of Korean traditional music.

A number of people do visit festivals. For example, there were 6.5 million visitors at the Germany October Beer festival and 1.65 million visitors at the Anmyondo Flower Festival in Korea¹. Likewise a traditional music festival might be one of methods to attract visitors while arousing public interest in traditional music.

Objectives of this study are: (1) to compare the satisfaction level between local residents and domestic visitors concerning music festival programs; (2) to discover popular traditional music instruments and programs; (3) to examine ways to improve visitor satisfaction levels on the subject of Korean traditional music; and (4) to propose some practical implications to traditional music organizers.

II. Theoretical Background

1. Trends in Music Festivals

Traditional music performances are held inside performance halls and each hall is located too close to another. A number of recent music performances have been held in outdoor or environmentally friendly places in Korea. Some of the examples include the North California Music Festivals which were held in natural areas. Music festivals in U.S.A attempt to encourage nature, environmentally friendly behavior, harmony, peace, happiness and love, with an emphasis in 'hands-on music experiences'.²

Aspen, in U.S.A is a well-known place for its being a paradise for the enjoyers of the sky during

winter. The Aspen Music Festival has been held by Julliard Music School during summer and it has been contributing greatly to local economy. It is thus necessary to develop music festivals not only for music lovers but also to bring economic benefits to the community. Korea is no exception to such need. The Daekwannyeong Music Festival was held in natural and environmentally friendly places.

There are more than one thousand festivals in Korea.³ The Nange Traditional Music Festival is the largest one and it is considered to be the only traditional music festival among the nation's 30 cultural festivals recognized by the Ministry of Culture and Tourism. The Nange Festival has been held in Youngdong county(Chungbuk Province) which is located near Daejeon city. The festival was developed to honor Nan-ge Park Yeon who was the greatest traditional musician during the Josun Dynasty(1392-1910) and as a part of the nation's efforts to preserve and promote Korean traditional music in addition to developing quality traditional music programs.

A festival and/or an event is one of alternative tourism products(and strategies) which promote the relationship between tourists and local residents. Furthermore, an event is one of the rapidly growing tourism sectors.⁴ A festival, one of events, contributes to the development of local economy while helping improve the image of the community and preserve regional cultures and serve as a tourism sector and so on.⁵

Cultural festivals with local arts are held throughout the country with the support of the Ministry of Culture and Tourism and local governments. Having recognized the potential of regional festivals to grow into a tourism product,

the Ministry has been supporting cultural tourism festivals like the 'Icheon Pottery Festival' and the 'Hansan Festival' in 1995. It also selected and supported 8 festivals with cultural tourism products in 1996 and 10 festivals in 1997. The number of the Ministry-supported festivals increased to 18 in 1998, 21 in 1999, 25 in 2000, 45 in 2003, 64 festivals in 2004. The monetary contribution of such festivals to local economy is estimated to be more than 100 billion Won.⁶

Evaluation of festival programs is important to ensure that the programs are visitor focused and are operated successfully to eventually enhance festival visitor satisfaction levels.

A number of evaluation researches with festival programs have been conducted so far. In general, the following four methods are used to evaluate music performance festivals. The first method is to evaluate festivals by the host committee including Tuohy(1993) research.⁷ The second method is to evaluate festivals by determining the degree of the level of tourist contribution to local economy based on the amount of visitor spending. This is a major tourism festival evaluation method. A number of researches have been conducted using this approach including Goderie(1994).⁸ The third method is to evaluate festivals as a service. Getz(1991)⁹ asserted that an event is a package, a product mix from services and products. Wicks and Fesenmaier(1993)¹⁰ note that tourism and festival experiences are of a service which is differentiated from manufacturing a product. Jeong(1998)¹¹ evaluated a Korean festival as services. Geomsan Ginseng Festival is one example of such evaluations. The last method is to evaluate festivals before and after festival opening, as suggested by Carlsen et al.(2001).¹²

2. Festival Evaluation Types

Festival evaluation research types are as follows:

Table 1. Festival Evaluation Types

Type Evaluation	Researcher(S)	Events
Evaluation by host committee	Tuohy(1993)	Taste of Chicago (Chicago Food Festival)
Investigation based on visitors	Goderie(1994)	Nijmegen Summer Festival
	Getz(1993)	Canada Stempede Festival
	Scottish and Tourist Board (1993)	Edinburgh Festival
Service	Wicks& Fesenmaier (1993)	Chautauqua of the Arts Festival
	Jeong(1998)	Geumsan Ginseng Festival

(Sources: Previous researches)

Most festival evaluation researches have been undertaken after festivals were held. Yet Carlsen and his co-researchers(2001) asserted that festival evaluations should be undertaken before and after festivals are held. Thus, festival evaluation research results are also analyzed based on evaluation time.

Table 2. Festival Evaluations based on evaluation time

Evaluation	Researcher	Events or Research
After festival	Boo (2000)etc	Safety and Healthfulness of Served Food at Festivals
	Higham & Ritchie(2001)	Rural festivals and Events in New Zealand
Before and After Festival	Carlsen et al (2001)	Criteriaes of before and after Festivals

(Resources: Based on Carlsen et al(2001) and Previous researches)

To undertake the study, traditional music was used as a main art resource. In particular, almost no longitudinal evaluation research with longitudinal traditional art festival programs has been undertaken in Korea.

For this study an investigation of the 2003, and 2004. Nange traditional music festival which is recognized by the Ministry of Culture and Tourism was undertaken. Festival visitors were comprised of local residents and domestic visitors.

An empirical investigation was conducted in Youngdong county during the festival period between October 4 and October7 in 2003, and October 9th to 12th in 2004. A self-administered questionnaire by 5 Points Likert was used to obtain survey results and survey samples were analyzed using SPSS. One-way ANOVA and Duncan multiple comparison test were conducted for analysis.

III. Survey Results

1. Demographic Characteristics

Visitors by gender consisted of 57% female and 43% male visitors in 2003, compared with 60.9% female and 39.1%male visitors in 2004. The number of female visitors showed an increase in 2004. 29.5% of the entire visitors visited the 2004 Nange festival with their friends, compared with 42.6% for the 2003 Nange festival.

As shown in the above table, Youngdong county residents were the major domestic visitors to this festival. Visitors from Daejon city formed the core visiting group in 2003 and 2004. The number of Daejon and Seoul increased in 2004 than in 2003. Visitors from form Gyunggi and Chungnam decreased the same. While the visiting with family

and group were increased, friends and alone were decreased in 2004.

table 3. Demographic factors

Variables		'04 N (%)	'03 N (%)
Gender	Male	82(39.1)	101(43.0)
	Female	128(60.9)	134(57.0)
Visiting Pattern	Family	105(50.0)	87 (37.0)
	Friend	62(29.5)	100(42.6)
	Group	28(13.3)	16 (6.8)
	Alone	11(5.3)	17 (7.2)
	Other	4(1.9)	15 (6.4)
	Region	Youngdong	95(45.2)
	Daejon	41(19.5)	38(16.3)
	Chungbuk	18(8.6)	17(7.3)
	Gyunggi	6(2.8)	9(3.9)
	Seoul	21(10.5)	14(6.0)
	Chungnam	9(4.3)	14(6.0)
	Gyungbuk	4(1.8)	10(4.3)
	Other	16(7.6)	2(0.9)

2. Program Evaluations

2.1 Satisfaction levels with the 'hands-on experience facility'.

The average satisfaction level with the 'hands-on experience facility' of the 2004 festival was 3.55 on 5 Likert scale. Access to traditional music instruments during the 2004 festival was restricted to a certain degree.

Table4. Satisfaction levels with the 'hands-on experience facility'

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	3.61	3.49	3.55	1.105(0.270)
2003	3.66	3.44	3.58	1.975(0.50)

No significant difference between local residents and domestic visitors was observed.

But visitors could have experiences with

traditional music facilities in 2003 without any restriction. Thus; visitor satisfaction level about the 'experiencing music facilities' slightly decreased, from 3.58 in 2003 to 3.55 in 2004. The results revealed that separate music experience rooms should be arranged for visitors to play their preferred instruments without being disturbed by the sound of other musical instruments.

By the way, The sound of percussion instruments was an impediment to playing stringed instruments in the 'hands-on experience event place. To increase satisfaction levels with the 'hands-on experience' facility, it is necessary to control the length of time for the 'hands-on experience' per visitor. Also, the 'hands-on experience' facility should be located separately from the regular performance stage which is the impediment to playing stringed instruments.

2.2 Satisfaction levels with interpretation services for the 'hands-on experience'

The satisfaction level of local residents was 3.38, as counter to 3.11 for domestic visitors in 2003. While visitors were quite satisfied with the explanation in both Korean and English, even the font size of pamphlets, etc. was too small to read for some visitors.

Table 5. Satisfaction levels with the interpretation services for the 'hands-on experience'

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	3.37	3.25	3.30	0.949(0.344)
2003	3.38	3.11	3.28	2.153(0.33)

No significant difference between local residents and domestic visitors was observed.

Interpretation services by guides were provided in a friendly manner, yet the small number of

guides remains problematic. Also this services by guides were not provided in a systemic manner, and moreover the Nange traditional music members were not given a sufficient amount of time to give visitors full explanation. Such circumstances thus appeared to be certain limitations in expecting a desired level of visitor satisfaction about interpretation services. To increase such satisfaction levels, it is recommended that visitor guide booklets and more professionally trained guides should be arranged in such festivals in future.

The average visitor satisfaction level about interpretation services was 3.30 in 2004, an slight increase from 3.28 in 2003. Those guides whose had studies 'Korean traditional music' and who were wearing Korean traditional dress throughout the festival helped increase visitor satisfaction levels. The survey results indicated that the number of guides was not enough to meet visitors' needs and the sound of percussion instruments was too loud. This sound was an impediment to playing stringed instruments for the visitors to the 'hands-on experience' program. Also, it is crucial to arrange more professional guides, information booklets and tour guide facility for such festival in future.

2.3 National Traditional Music Contest

Table 6. National Traditional Music Contest

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	5.74	5.22	5.47	2.982(0.003)
2003	5.31	4.56	4.93	3.604(0.000)

Significant differences between local residents and domestic visitors were observed.

The results also revealed that the passways between main event places and the traditional

music hall was poorly prepared in the 2003 contest. Most of the visitors to the music hall were local residents who appeared to have an interest in the music and the families of the participants in the contest. It is thus crucial to arrange more tour guides and promotional material including information pamphlets and placards for the event 'National Traditional Music Contest'. The average satisfaction of "National Traditional Music Contest" was 5.47. The reason what this program satisfaction rate was found that the problem of recognizing this programme. So there should do efforts for placing guiding signals, etc from next festival. It was also found that there were problems of waiting places and practicing spaces for the participators of this contest .

2.4 Regional product sales

The average satisfaction level about regional product sales was 5.14 in 2004 which is an increase, compared with 4.82 in 2003.

Table 7. Regional product sales

Group	Residents	Domestic Visitors	Total Average	t(p)
2004	5.38	4.91	5.14	2.462(0.015)
2003	5.12	4.53	4.82	2.952(0.04)

Significant differences between local residents and domestic visitors were observed.

In the passways between main event places and the main music hall there were special fruits events called Apple Day, Pear Day, and Grape Day. Each day of the events had special events which included 'eating apples' on Apple Day, figuring out the weight of Pear on Pear Day, and 'drinking grape wine' on Grape Day. The flexible event time which varied depending on the number of visitors remained problematic. Thus, it is necessary to determine specific time when each

event is held to attract foreign visitors.

Regional product sales included apples, mushrooms, and naturally perishable products, etc. in 2003. In particular, there were comparative exhibitions between domestic products and imported agricultural products. Visitors could obtain useful information on how to distinguish domestic agricultural products from imported agricultural products. Yet, direct regional product sale rooms were located behind the exhibition hall, as a result visitors had a difficulty in finding the rooms.

The average satisfaction level about regional product sales was 5.14 in 2004 which showed a little higher satisfaction than 2003. It was found that visitors' accessibility was easier than last year. While the income of sellers were increased than 2003, though providing information about agricultural products was less than 2003.

2.5 Hands on experience program using percussion instruments.

Table 8. Hands-on experience program using percussion instruments

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	5.89	5.76	5.82	0.790(0.430)
2003	5.40	5.35	5.38	0.264(0.792)

No significant difference between local residents and domestic visitors was observed.

The 'Hands-on experience' program using percussion instruments was evaluated to be 5.82 in 2004, which indicated a high level of visitor satisfaction, as counter to other festival programs. Percussion, stringed, and woodwind instruments events were held at the same place in 2003. Compared to previous year when hands-on experience programs and exhibitions were offered

at the same place, the 2004 festival separated events, one from another for all percussion, stringed, and woodwind musical instruments events. More people visited the percussion instruments program. The music instrument 'Janggo' was the most popular among visitors, attracting 40.4% of the visitors in 2004.

The reason was that a number of visitors knew how to play 'Janggo' and they had 'hands-on experiences' with the instrument. Drum was the second popular music instrument, attracting 37.6% of the visitors. This was because various drums including rare foreign drums were displayed for the program. Furthermore, professional guides who had studied traditional music helped visitors understand Korean traditional music. They also helped visitors trying the 'hands-on experience' with various percussion instruments. The results revealed that it was necessary to have more professional guides to help visitors learn how to play musical instruments.

The reasons of increasing satisfaction were found that Jangos were displayed more than 2003. Learning with easy rhythms and introducing making of percussion instruments increased the satisfaction of the visitors. It was found that Jango was the most popular music instrument and Drum was the second popular music instrument to the visitors.

2.6 Hands-on experience program using stringed instruments.

table 9. Hands-on experience program using stringed instruments

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	5.91	5.72	5.81	1.180(0.239)
2003	5.43	5.17	5.31	1.278(0.203)

No significant difference between local residents and domestic tourists was observed.

The visitor satisfaction level about the stringed instruments experience program was 5.31 which was relatively higher than other programs. This was the result of the separation of event places for string instruments and enhanced service quantity and interpretation services. Visitors had more hands on experience with string instruments. While there were three to four guides on Saturday. The number increased to six for visitors' hands on experiences on Sundays. Professional guides were wearing Korean traditional dress while explaining how to play traditional musical instruments with easy songs including Arirang. They added explanations for visitors who visited the festival with their children, and such effort helped increase visitor satisfaction levels.

'Gayageum' was the most popular stringed instrument, and 48.95 % of the tourists visited the 'Gayageum' section. And 'Daegum' was the most popular one of woodwind instruments. The reasons were as follows: Firstly, the instruments were easy to learn. In particular, several types of Gayageum were displayed in the festival. Thus, visitors had a chance to try the 'hands-on experience'. Guides played Daegum in the event place, which encouraged visitors to play it. The noise of percussion instruments appeared to be a recurring problem for visitors who wanted to try stringed instruments.

The satisfaction of "Hands-on experience program using stringed instruments in 2004 was increased to 5.81 from 5.31 of 2003. The quieter experience places than 2003, guides' professionalism, and guides' familiar modernized Hanbok clothes positively influenced on satisfaction.

2.7 Traditional Music Exhibition

Table 10. Traditional Music Exhibition

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	5.75	5.37	5.55	2.187(0.030)
2003	5.37	4.81	5.09	2.964(0.003)

Significant differences between local residents and domestic visitors were observed.

The results of the study revealed that the traditional music exhibition was an important program which showed 5.09 satisfaction point. There were also rare traditional music instruments from North Korea and other Asian countries. The sound from other program sections and the location for this program decreased visitor satisfaction levels. Significant differences between local residents and domestic tourists (5.37 vs. 4.81) were observed throughout the exhibition.

There were more diverse traditional musical instruments in 2004. The year 2004 had diverse Asian musical instruments in 2004. There were 9 countries' musical instruments. The satisfaction increasing was founded with guides' professional interpretation with traditional musical instruments and quietness than 2003.

2.8 General Performance Program

The visitor satisfaction level about general performance programs was 5.06 in 2003. There were some festival-related performances including percussion performances and foreigners' performances. Significant differences between local residents and domestic tourists (5.45 vs 4.70) were observed.

Table 11. General Performance Program

Group	Local Residents	Domestic Visitors	Total Average	t(p)
2004	5.64	5.36	5.49	1.528(0.128)
2003	5.45	4.70	5.06	3.981(0.000)*

*Significant differences between local residents and domestic visitors were observed.

The satisfaction of "General Performance Programene" was 5.49 in 2004. The Madang performance was popular with story telling performance about Nange Park Yeon. While diverse Samulnoli performance programs were founded as popular, the dirty of back stage was indicated as a problem.

IV. Conclusion

The objectives of this study are: (1) to compare the satisfaction level between local residents and visitors regarding music festivals ; (2) to analyze popular traditional music instruments and programs; (3) to examine methods to improve visitor satisfac tion levels concerning Korean traditional music; and (4) to make proposals to traditio nal music organizers with regarding to developing successful music festivals.

The results from the study are as follows.

Firstly, local visitor satisfaction levels were higher than other domestic visitors. Local residents indicated a high level of satisfaction with the programs 'hands on experience with percussion instruments' and 'National Traditional Music Contest', etc., while their satisfaction level was low concerning the program focussing upon 'wearing traditional dresses' and 'regional product sales'.

In general, domestic visitor satisfaction level was low when considering the overall programs,

particularly so with respect to the "Wearing traditional dresses" program. Both local and other domestic visitor groups showed a minimal satisfaction level about 'wearing traditional dresses', as counter to other festival programs. The results indicated that local residents' satisfaction level was higher than the satisfaction level of other domestic visitors. Consequently the programs need to be improved in order to enhance the satisfaction level of domestic visitors.

Second, festival visitors enjoyed listening to the traditional music with the instrument 'Gayageum' with which they are familiar. Obviously, visitors showed higher interest in the music instruments they are able to relate to, rather than with other traditional unfamiliar musical instruments. It is thus crucial to encourage students and ordinary citizens to interact with traditional music instruments so as to enhance the satisfaction levels of domestic visitors. The levels of both residents and domestic visitor groups about the 'hands on experience with percussion instruments' program appeared high.

Third, the study revealed that the 'hands on experience program' was quite popular. Thus it is necessary to develop more hands on experience programs to increase visitor satisfaction levels. Finally, visitors were more satisfied with their tour when accompanied by guides who were wearing a traditional Korean dress and who had studied traditional music. It suggests that the more knowledgeable guides of traditional music, the higher resultant satisfaction levels. The importance of the role of a guide in the festival was reexamined throughout this study.

Some practical implications for traditional music organizers are addressed as follows.

Firstly, more separated rooms for each

instrument need to be secured. As revealed in this study, the noise of percussion instruments is a recurring problem for the visitors participating in the 'stringed hands on experience' program. Second, it is advisable to arrange more active guidance and promotion material, including pamphlets and placards, for such event. The study revealed that the exemplary program in the 'Nange Festival' was 'National Traditional Music Contest'. Third, it is crucial to have more guides who have thorough knowledge of traditional Korean music and who is able to interpret festival programs in foreign languages for foreign visitors.

A limitation of this study is that the comparative survey groups were comprised of solely local residents and domestic visitors. It is thus necessary to undertake more researches using more sample groups including foreign visitors. Another limitation is that the study did not encompass any empirical investigation into the relationship between visitor motivation, images, benefits, and satisfaction levels.

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