

EVALUATION OF ATTRACTIVENESS FACTORS OF TAIWAN LANTERN FESTIVAL

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ABSTRACT

The main purpose of this study focuses on repeaters of culture creative industry. Taiwan Lantern Festival is selected representative case, trying to find the attractiveness attributes within it to repeaters. First, 16 repeater participants are interviewed with the Evaluation Grid Method (EGM) to establish the attractiveness factors of three phases which are “ladder up abstract feelings”, “middle original reasons” and “ladder down concrete objects”. Furthermore, 500 questionnaires which were designed according to attractiveness factors were distributed at the activity spot, 267 were repeaters. By quantification 1 analysis, This study found out top 5 attractiveness factors for each phase respectively, which are (A)Original reasons: 1) the atmosphere of the lantern festival 2) nice creative work of the lanterns 3) great firework shows 4) local side dishes 5) live band; (B) Abstract feelings: 1) romantic 2) magnificent, 3) special 4) originality 5) experiencing the scene ambiance; (C) Concrete objects: 1) stream of light 2) different image from each topical stand 3) characteristic design of the fireworks 4) being able to taste local representative products 5) live band show on the hour. The attractiveness extraction and evaluation method of this research could provide a preference for managers, planners, evaluators and peripheral festival product designers.

Keywords: *Creative industry, Taiwan Lantern Festival, attractiveness factors, repeater, evaluation*

1. INTRODUCTION

Nowadays, local culture creative industries are promoted one right after one in Taiwan, but evaluation mechanism is not well developed yet. In recent years, in order to carve out new situation for local industries and create economic benefit, governments enthusiastically cooperate with localities to combine culture and creativity and then derivate delicate industries. However, culture industries include not only concrete objects but also festival industries which could carve out local economy and tourism development. These are all parts

of the concept of culture industry and we can take advantage of them to attract tourists from all over the world. [1]

From the creative industry, it is possible to develop multiple culture activities. Festival industry is one of the ways out of the present disappointing economical status. Publics are able to bring their talent of art into full play, increase joyfulness of everyday lives, rebuild faith and glory of culture activity and regain self-recognition of locality within festivals. In what ways can we establish an evaluation scheme, accumulate experiences of success and failure and glorify the highest evaluated attractiveness factor behind those industrial activities? It's also important to figure out how to minimize or improve those negative factors. We're able to realize the evaluation of positive and negative attractiveness factors from first time visitors and repeaters. The abstract feelings and concrete objects are included in the evaluation as well.

Attractiveness is a vague term which has been difficult to evaluate all through the ages. The present study attempts to ground the evaluation on repeaters, who at least participate in the activity twice, in the festival. When an activity keeps attracting certain groups to participate time after time, there must be some critical factors causing this to happen. Thus, the purpose of the present study is, hopefully, to capture the attractiveness factors by interviewing tourists who participate in the festival activities.

2. FESTIVAL INDUSTRY AND THE LANTERN FESTIVAL

2.1. Festival industry and culture industry

Festival industry activities, part of the cultural industry, are held to commemorate and celebrate special moments or achievement of certain social cultural and business objectives with specially designed ceremonies, rituals, or performances. Festivals in particular have been examined in the context of place marketing, urban development, tourism and more recently social change [2]. Festival activities are classified according to their organizing purposes, target participants, and backgrounds of the organizers [3]. Festival activity has been taken as a rapid growing style of tourism [4]. The broad definition of festival activity: Festival activity is a public theme celebration. Its peculiarities include a public celebration or exhibition which its prime purpose focuses on a certain theme, fixed festival duration, preset festival duration, not equipped with fixed hardware facilities, multiple activities design and fixed holding location.

2.2. Origin of the lantern festival

The Lantern Festival originated in the Han dynasty and became flourishing in Sung dynasty. Li Shang Ing had once described a lantern festival held in a metropolitan city in his poem of "Cheng yueh shih w yeh wen chin yu teng hen pu te kuan": "Yueh se teng kuang man ti tu, hsiang ch'e pao nien ai t'ung ch'u(The moonbeam and the lights on the streets shine the night of royal city, and carriages and people make the streets so crowded)" [5]. Through the poem, we nearly have the vision that on the streets of the late Tang dynasty, tourists and women were so crowded, and handcarts and horses made the night so bustling. Hsin Ch'i Chi vividly described the grand occasion of the south Sung dynasty in his poem of

“Ch’ing Yu An-Yuan Hsi”: “Tung feng yeh fang hua ch’ien shu. Keng ch’ui lo, hsin ju yu. Pao man diao ch’e hsiang man lu. Feng hsiao sheng tung, yu hu kuang chuan, yi yeh yu lung w”(The east wind seems to blow up thousands of trees with blossoming flowers, as well as the stars in the night sky, falling like the rain of stars. Splendid carriages come and go on the streets, and all kinds of attractive aromas pervade the streets. Harmonious sounds of music resound all over the city. The notes of feng hsiao are played gracefully and the radiance of jade pot shines. What occupies the night is nothing but the dancing of gorgeous lanterns.) “W Lin Chiu Shih” has written that after the resurgence of the south Sung dynasty, whenever it was close to the Lantern Festival, some restaurants in the capital, Lin An, would hang out lanterns to sell. This custom gradually came to maturity a couple of years later and thus formed out a professional lantern market. The lantern market would open a few days before the Lantern Festival, in order to flourish the market business, the administrators of the capital would send out special officers to go on an inspection tour around the market and offer relative candles, lantern oil and subsidies according to the amounts of lanterns which had been hung out each shop. [6]

Another way of saying originates from local “Three Yuan Festivals”. According to Chinese tradition, January 15th of lunar calendar is so called “Shang Yuan” which is the birthday of “T’ien Kuan Ta Ti(the God of heaven)”; July 15th is “Chung Yuan” which is the birthday of “Ti Kuan Ta Ti(the God of underground)”; October 15th is “Hsia Yuan” which is the birthday of “Shui Kuan Ta Ti(the God of water)”. Among these Three Yuan Festivals, Shang Yuan is the most popular and expected one. January 15th of lunar calendar is the Lantern Festival which is also called Shang Yuan, Yuan Hsi or Lantern Festival. It is a festival with so many surprises and joyfulness in it. It is also the last day of the Chinese New Year, everything goes back to normal after that day, thus, people always greatly celebrate that day and make the Lantern Festival another name of “the late Chinese New Year”.

2.3. Brief introduction of famous lantern festival all over the world.

2.3.1. Harbin International Ice and Snow Sculpture Festival

It first began at 1963, thousands of ice sculpture lanterns were made by locality and the government and were exhibited there. Between the late 50s and the early 60s in 20th century, people who lived there were so lack of material and hardware resources. Winters there seemed to be longer than other places and happiness was the last thing you can find there. Thus, local government began to think of ways to provide culture related recreation and to gain benefits for local people. That just gave birth to lantern festival. There were almost 250,000 people participated in the first lantern festival. It starts at January 5th every year and last one month. The effect is way ahead of expectation and it has been developed as an international lantern festival activity of ice sculpture art. It successfully brings fortune and job opportunities to locality. [7]

2.3.2. Canada Illuminares Lantern Festival

This festival was first held in John Hendry Park (Trout Lake Park) in east Vancouver in 1985 and it has been carrying on for 19 years till now. The initial purpose of this festival was to build dreams for publics, and it also brought extraordinary success to locals. What Illuminares Lantern Festivals emphasizes is that publics participate in social creative activities with art creations. People from communities would experience traditions and

manners and improve their health condition. Illuminare lanterns and festooned vehicles parade would find out lost souls. [8]

2.3.3. Japan Sapporo Ice Sculpture Festival

Since 1950, every time when winter comes, there would be around 2 million people coming to Sapporo to watch hundreds of gorgeous snow and ice sculptures. At first, only 6 snow sculptures were made by local senior high school students, however, since then, the snow festival expanded bigger and bigger until today's scale, one of the representations of ice sculpture festival. In 1972, the winter Olympics was held in Sapporo, and since that, the ice sculpture art had become an international activity in winter's Hokkaido [9].

2.3.4. Taiwan Lantern Festival

Taiwan Lantern Festival is held by Tourism Bureau, Rep. of China (Taiwan), which is a big lantern activity held in Lantern's Festival. During 1990 to 2000, the festival was held in Chiang Kai-Shek Memorial Hall in Taipei. After that, it changed into a circuit activity around Taiwan. First was at Kaohsiung city, then Taichung city, Taipei county, Tainan city, Chiayi city, Tainan county and Yilan city. This is the most well established and representative festival activity ever held in Taiwan which attracts around 6 million tourists either from internal or oversea. This festival emphasize on rooting in folklore and culture and promoting traditions into international scale. By static lantern shows, internal and oversea folklore performances, traditional Lantern Festival activity of carrying lanterns has been transformed into a big touring site with concepts of localization, tradition, technology and internalization. With supports from every city, Lantern Festival has become the most representative folklore festival activity. The most important element in Taiwan Lantern Festival is the main lantern. Usually the main lantern would be designed according to the Chinese zodiac sign of that year and its height will be over 10 meters. During nights of the festival, the main lantern will be turned on and spin with music. Another specialty is the background music of the main lantern. Its melody combines traditional Chinese music, orchestral music and Taiwan folk songs, which impresses people with the sense of magnificence and local affections. Conventionally, it will begin with a powerful theme music, followed by several Taiwan folk songs and back to magnificent theme to end up. [10]

3. METHODS AND PROCESS

The present research is orderly built up by (1) literature research, (2) DJ industry categorization, (3) deep interview, (4) establishment of EGM, (5) activity related questionnaires, (6) producing and distributing quantification 1 analysis and (7) establishment of evaluation mode. Below are the explanations.

3.1. Establishing EGM

Main method of EGM is to grasp attractiveness factors by figuring out repeaters' experience and preferences. The term repeater refers to those who participate in any particular activity more than twice. Interview will begin with asking interviewees their reasons why they like to come to the activity and its specialties. (Original evaluation item) [11] [12]. After that, the ladder up concepts, which is abstract reasons, and ladder down

concepts, which is concrete objects, will be asked. The content of the interview is illustrated below:

“What are the specialties which attract you the most in the industry?” Answers of this question will be the original evaluation items. Then interviewees will be asked their ladder up abstract reasons and ladder down concrete objects behind original evaluation items and the later is essential when composing original evaluation items. By doing this, interviewee’s personal evaluation structure scheme can be formed. After collecting results of EGM from every interviewee and sorting out words with similar concepts within their personal evaluation web (ladder up abstract reasons- middle original evaluation items-ladder down concrete objects), an evaluation structure scheme will be formed.

3.2. Quantification 1 analysis

Whenever abstract or concrete items’ value or grades are illustrated by numbers, it’s a way of quantification. For example, although it’s difficult to quantify happiness, we can still define different levels of happiness by semantic difference or Likert scale. Miriyoku is a vague and abstract feelings, it is not easy to define its intensity by numbers. The reason for this is that miriyoku is composed by many elements and quantification 1 analysis is a technique which analyzes the intensity of those qualitatively complex factors.

4. RESULTS

Repeaters in the festival will be chosen to interview in the present research and the average interview time is about 40 minutes to 1 hour each interviewee. Basically, during the interview, interviewees will not be guided but questioned closely. Miriyoku items are arranged according to the times they show up in the interview. (Table 1)

4.1. Establishing Taiwan Lantern Festival evaluation structure scheme

The present research collects and sorts out interviewing data into web tier with 3 phases and structure scheme, which is called the EGM of evaluation structure scheme. The middle original reasons of the attractiveness in Taiwan Lantern Festival were found out and, by the times they showed up, they are respectively: (1) atmosphere is great (14 times), (2) originality of lanterns is good (11 times), (3) Firework shows are astonishing (9 times), (4) local side dishes are available (6 times) and (5) live bands are invited in the festival (2 times).

The ladder up attracting abstract reasons are : the festival is (1) prosperous, (2) warm, (3) pretty, (4) charming, (5) romantic, (6) expecting, (7) stylish, (8) able to pray for blessing, (9) spectacular, (10) astonishing, (11) culturally stimulant, (12) fun, (13) worthy, (14) happy, (15) having sense of security, (16) shocking, (17) special, (18) outstanding, (19) able to capture temporal visual excitement, (20) gathering specialty goods, (21) satisfied, (22) sanitary, (23) having sense of experiencing the scene ambience. There are totally 23 attracting factors.

Ladder down concrete objects are : (1) glittering reflection of lights, (2) music and old songs, (3) lantern decorations along the roads, (4) theme stands, (5) various kinds of lanterns, (6) originated from Chinese zodiac sign, (7) bright lanterns in the nights, (8)

lantern sea, (9) traditional lanterns, (10) creative lanterns by artists, (11) being theme from the Chinese zodiac sign of that year, (12) showing different images in each theme stand, (13) interlocking firework shows, (14) fireworks exploding with the shape of pillar, (15) fireworks exploding immediately in the sky, (16) stylish fireworks, (17) splendid main firework shows, (18) attracting tourists, (19) being able to eat lots of dishes, (20) being able to taste local specialty foods, (21) being able to walk and eat at the same time, (22) local traditional shops, (23) rich contents, (24) gathering specialty goods, (25) neat and tidy site of festival, (26) having the chance to see singers, (27) on the hour singing shows, (28) being crowding, (29) charging nothing.

5. ANALYSIS DISCUSSION

5.1. Data analysis of Taiwan Lantern Festival

According to the results of EGM, the present research extracted the attractiveness factors to produce 500 questionnaires and distributed them out in the site of the Lantern Festival held in Chiayi. 383 effective samples had been retrieved, and there were 267 repeaters among them. The basic information of the data is listed below:

(1) Gender: male: 137 (35.8%), female: 246 (64.2%); repeaters: 267, male: 92, female: 175.

(2) Matrimony: married: 27 (7%), unmarried: 356(93%). This indicates that this activity is more attractive to unmarried people. Among repeaters, which occupies 70% of all samples, there are 18 married people and 249 unmarried. Unmarried people are in the majority of either all visitors or repeaters.

(3) Occupations: government officials: 2 (0.5%), soldiers/ police officers: 12 (3%), education/ research related jobs: 7 (2%), businessman: 5 (1%), financial insurance: 2 (0.5%), real estate/ architecture/ construction: 2 (0.5), manufacturing/ supplying: 7 (2%), information: 0 (0%), service: 0 (0%), medication: 6 (2%), law: 0 (0%), currency/ retail business: 2 (0.5%), transportation/ carriage/ tourism: 1 (0.2%), entertainment/ publication: 0 (0%), media/ advertisement/ marketing: 3 (0.7%), art/ design: 2 (0.5%), agriculture/ fishery/ stock raising: 1 (2%), student: 331 (84%). Among 383 samples, students are in majority, and there are 233 repeaters (61%).

(4) Companions: With family members: 133 (35%), with relatives: 3, with friends: 168 (44%), with classmates: 54 (14%), with colleagues: 13 (3%), alone: 12 (3%). Among repeaters: With family members: 9, with relatives: 3, with friends: 124, with classmates: 30, with colleagues: 8, alone: 8. Repeaters like to visit Lantern Festival with friends better.

(5) Resident location: northern Taiwan: 45 (11.7%), middle part of Taiwan: 62 (16%), southern Taiwan: 263 (69%), eastern Taiwan: 13 (3%), oversea: 0. Result shows that there is a obvious difference in the resident location and the reason for this is that southern Taiwan is where investigation is proceeded and that is what makes the difference.

(6) Age: under 15: 8 (2%), 16 ~ 25: 334 (87.2), 26 ~ 35: 14 (4%), 36 ~ 45: 13 (3%), above 46: 14 (4%). People of the age between 16 to 25 years old are in the majority. Among repeaters: under 15: 7, 16 ~ 25: 233, 26 ~ 35: 10, 36 ~ 45: 8, above 46: 9.

(7) Frequency of visiting the Lantern Festival: once: 116 (30%), twice: 118(31%), 3 times: 50 (13%), 4 and more than 4 times: 66 (17%), annually visiting: 33 (9%). More than 70% of all are repeaters which reach the number of 267.

(8) Educational background: students under primary school: 7 (1%), senior high school students: 14 (4%), senior high school/ vocational school students: 47 (12%), college students: 312 (81%), students above graduate school: 3 (0.7%). College students are in majority of all visitors.

(9) Other Lantern Festivals which have ever been to (multiple choice): Taipei Lantern Festival (Chiang Kai- Shek Memorial Hall): 62 (16%), Kaoshiung Love River Lantern Festival: 254 (66%), Taichung Park Lantern Festival: 40 (10%), Taipei Banciao Lantern Festival: 6 (0.2%), Tainan Lantern Festival: 95 (25%), Chiayi Lantern Festival: 103 (27%), none: 4 (1%). More people like the Festival held in Kaoshiung Love River.(10)The Lantern Festival which has the most locally distinguishing features: Taipei Lantern Festival (Chiang Kai- Shek Memorial Hall): 52 (14%), Kaoshiung Love River Lantern Festival: 127 (33%), Taichung Park Lantern Festival: 14 (4%), Taipei Banciao Lantern Festival: 0 (0%), Tainan Lantern Festival: 56 (15%), Chiayi Lantern Festival: 52 (14%), none: 82 (21%). The most locally distinguishing Lantern Festival is the one held in Kaoshiung Love River.

5.2. Quantification 1 analysis

Through quantification 1 analysis, we obtained a multiple correlation coefficients, $R = 0.45$, and coefficient of determination, $R^2 = 0.20$. This indicates that the most 4 attracting original evaluation items in Taiwan Lantern Festivals are respectively: (1) atmosphere is great, (2) originality of lanterns is good, (3) Firework shows are astonishing, (4) local side dishes are available and (5) live bands are invited in the festival. Each item has different ladder down concrete objects and ladder up abstract reasons. The scores of ladder up and down from repeaters are shown below (Table 1, Table 2):

Table 1: Ladder up scores of repeaters in Lantern Festival (Repeaters, n = 267)

Item	Category	Score	Item	Category	Score
1. Atmosphere is great	1A. prosperous	-0.11	3. Firework shows are available	3A. expecting	0.23
	1B. warm	0.07		3B. able to pray for blessing	-0.24
	1C. pretty	-0.26		3C. worthy	-0.33
	1D. charming	-0.21		3D. happy	0.67
	1E. romantic	1.56		3E. having sense of security	-1.63
2. Originality of lanterns is good	2A. expecting	0.42	4. Local specialty foods are available	3F. shocking	-0.24
	2B. stylish	-0.54		3G. special	0.81
	2C. able to pray for blessing	-0.47		3H. outstanding	0.10
	2D. spectacular	1.41		3G. being able to capture temporal visual excitement	-0.40
	2E. astonishing	1.05		4A. special	0.62
	2F. cultural stimulant	-0.92		4B. gathering	-0.15
	2G. fun	0.13		4C. satisfied	0.001
5. Live band are invited in the festival			5. Live band are invited in the festival	4D. sanitary	-1.10
				5A. having the sense of experiencing the scene ambience	0.24
				5B. fun	-0.59
			5C. worthy	0.16	

Multiple correlated coefficient $R = 0.37$, Coefficient of determination $R^2 = 0.13$.

5.2.1. Attractive abstract feelings (ladder up)

(1) Atmosphere is great: prosperous, warm, pretty, charming and romantic. The feelings which score high are: romantic: 1.56, and warm: 0.07.

(2) Originality of lanterns is good: expecting, stylish, able to pray for blessing, spectacular, astonishing and culturally stimulant. The ones which score high are: spectacular: 1.41, astonishing: 1.05 and expecting: 0.42.

(3) Firework shows are astonishing: expecting, able to pray for blessing, worthy, happy, having sense of security, shocking, special, outstanding and able to capture temporal visual excitement. The ones which score high are: special: 0.81, happy: 0.67, expecting: 0.23.

(4) Local side dishes are available: special, gathering specialty goods, satisfied and sanitary. The one which scores the highest is: special: 0.62.

(5) Live bands are invited in the festival: having sense of experiencing the scene ambience, fun and worthy. The ones which score high are: having sense of experiencing the scene ambience: 0.24, worthy: 0.16.

5.2.2. Attractive concrete objects (ladder down)

The highest scores of each ladder down attractiveness factory category from repeaters (n = 267) are listed below (Table 2):

Table 2: Ladder down scores of repeaters in Lantern Festival (Repeaters, n = 267)

Item	Category	Scores	Item	Category	Scores	
1. Atmosphere is great	1a. glittering reflection of lanterns	-0.14	3. Firework shows are available	3a. fireworks exploding with music	0.38	
	1b. music and old songs	-1.65		3b. interlocking firework shows	-0.87	
	1c. lantern decorations along the roads	-0.14		3c. fireworks exploding with the shape of pillar,	-2.15	
	1d. theme stands	-1.03		3d. fireworks exploding immediately in the sky	0.08	
	1e. various kinds of lanterns	-0.17		3e. stylish fireworks	0.45	
	1f. originated from Chinese zodiac sign	0.15		3f. splendid main firework shows	-0.38	
	1g. bright lanterns in the nights	-0.26		4. Local specialty foods are available	4a. being able to walk and eat at the same time	-0.94
	1h. lantern sea	0.67			4b. being able to eat lots of dishes	0.74
	1i. traditional lanterns	0.48			4c. being able to taste local specialty foods	0.88
	1j. creative lanterns by artists	0.18			4d. being able to walk and eat at the same time,	0.46
2. Originality of lanterns is good	2a. being theme from the Chinese zodiac sign of that year	0.07	4e. local traditional shops	-2.86		
	2b. various kinds of lanterns	-0.20	4f. rich contents	0.05		
	2c. showing different images in each theme stand	0.24	4g. gathering specialty goods	-1.42		
	2d. creative lanterns by artists	0.14	4h. neat and tidy site of festival	-1.77		
	2e. traditional lanterns	0.17	5. Live band are invited in the festival	5a. having the chance to see singers	0.57	
				5b. on the hour singing shows,	0.72	
				5c. being crowding	-0.71	
		5d. charging nothing		-0.35		
		5e. being able to order songs	-4.42			

Multiple correlated coefficient $R = 0.45$, Coefficient of determination $R^2 = 0.20$.

(1) Atmosphere is great: music and old songs, lantern decorations along the roads, theme stands, various kinds of lanterns, glittering reflection of lights, originated from Chinese zodiac sign, bright lanterns in the nights, lantern sea, traditional lanterns, creative lanterns made by artists. The ones which score high are: lantern sea: 0.67, traditional lanterns: 0.48, creative lanterns made by artists: 0.18.

(2) Originality of lanterns is good: showing different images in each theme stand: 0.24, traditional lanterns: 0.17.

(3) Firework shows are astonishing: stylish fireworks: 0.45, fireworks exploding with music: 0.38.

(4) Local side dishes are available: being able to eat lots of foods: 0.74, being able to taste local specialty foods: 0.88, being able to walk and eat at the same time: 0.46.

(5) Live bands are invited in the festival: on hour singing shows: 0.72, having the chance to see singers: 0.56.

Sugiyama Katsuo (1996) stated a convention of R value (multiple correlation coefficients): 0.00 ~ ± 0.20: not relevant, 0.20 ~ ±0.40: slightly relevant, 0.40~±0.70: relevant, 0.70~ ±1.00: extremely relevant. In the present research, the ladder down R = 0.45 which is in the range of 0.40~±0.70. Thus, we can define this research is relevant.

6. CONCLUSION AND SUGGESTION

The present research is accomplished by deep interview with repeaters, producing EGM to extract attractiveness factors, producing questionnaires according to EGM, distributing questionnaires, quantification 1 analysis and result analysis. We discovered that there were 267 repeaters among all 383 samples which occupied 70% of all. Besides, within those repeaters, Lantern Festivals are more attractive to unmarried people, as well as to students. Due to the location of the investigation, most of the interviewees are from southern Taiwan. In respect of age, youths between 16 ~ 25 are in majority. Among them, college students are the major members. Moreover, most repeaters would go there with their friends, then family members. This illustrates that Lantern Festival is a perfect place for youths to go with their friends or family.

From EGM and quantification 1 analysis, the middle original reasons, ladder down concrete objects and ladder up abstract feelings of the Lantern Festival of repeaters have been found out. The original reasons of Taiwan Lantern Festival are: (1) atmosphere is great, (2) originality of lanterns is good, (3) Firework shows are astonishing, (4) local side dishes are available and (5) live bands are invited in the festival.

The ones which score high in ladder down concrete attractiveness factors are: lantern sea, showing different images in each theme stand, being able to taste local specialty foods, on the hour singing shows. The ones which score high in ladder up abstract feelings are: romantic atmosphere, spectacular creation of lanterns, novel firework shows and special local foods and live bands with the sense of experiencing the scene ambience. Thus, for repeaters, especially for college students, what attracts them the most is not only those highly scored

abstract feelings but also the visual, audio and sense of taste they are equipped. The visual sense of beauty and the music in the air are both the most important attractiveness factors in the Lantern Festival.

The present research has been cross validated with other researches. Hopefully, the ones who would like to proceed can take this research as a reference to look deeper into culture industry. Also, we can expect that the evaluation of this industry will be more scientifically precise and objective. Furthermore, we shall promote development of local culture industry and find out what to improve by attractiveness evaluation. Then, we can find out the deep culture meaning which local industries represent and make its development everlasting.

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