

## Visitors at a university festival: A preliminary case study of visitor satisfaction

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### Abstract

Event and festival tourism are growing areas of tourism that are experiencing strong growth in Asia. In Japan one type of festival tourism, the *gakuensai* (university festival) serves an important cultural and social function for the locations where the universities and the communities are located. As a form of consumption that is sustainable, visits to *gakuensai* require loyalty which itself is derived from festival satisfaction. Using a questionnaire research instrument the current research examines visitor satisfaction at a university festival. Results suggest that some factors may influence the success of the *gakuensai* more than others, but that these factors are dependent on the social and cultural (and possibly economic) environment in which the university is situated.

**Keywords:** festival, satisfaction, event tourism, *gakuensai* (university festival)

### 1. Introduction

In the past 20 years there has been a growing interest in festival tourism, or the travelling by individuals for periodic, or one-time events to places for personal, cultural, or heritage purposes (Getz, 2008). Festival tourism can be considered a subset of ‘event tourism’ (Formica & Uysal, 1998) which itself is a division of meetings, incentives, conventions and exhibitions (MICE) tourism. MICE tourism and, by extension, its festival tourism subset, has seen strong worldwide growth in recent years (Rogers, 2013) as tourists and visitors seek the cultural authenticity (MacCannell, 1976) such events and festivals can offer.

In the absence of figures describing the extent of festival tourism it is instructive to consider the MICE sector as a proxy to current trends in events based tourism. At the global scale, event tourism growth has been most dynamic in Singapore and South Korea where the staging of major events increased by some 90% in the 5-year period to 2012 (JNTO, 2013). After the introduction of the 2007 National Tourism Promotion Plan, Japan has also been successful in developing event tourism with the core Japanese cities of Tokyo, Yokohama, and Nagoya showing steady growth of around 15% in

events held over the period 2007-2012 (JNTO, 2013). Growth was even more notable in more peripheral cities with Fukuoka, Sendai and Sapporo all posting 50% growth or better in the event tourism market over the same 5-year period. This suggests there may be a trend towards decentralization of event tourism in Japan with less well-known cities attracting large-scale events – including festivals – to their localities.

Events were not considered to be an integrated part of tourism until 1984 when they were first strategically used as a tool to combat seasonality (Ritchie & Beliveau, 1984). Broadly speaking event tourism encompasses a spectrum of events in scale, function and character. These range from global ‘Mega events’ such as the FIFA World Cup, or Olympic Games to ‘hallmark events’ such as the Edinburgh Festival, to the plethora of smaller, regional, and local music, art, culture or sports events and festivals that may promote a local area, its culture, tradition, and heritage (McKercher, Mei, & Tse, 2006), or may also have a local or regional development agenda (Akiyoshi, 2013). Not only are such events the fastest growing sector of tourism, but since they cover such a wide range of special interests they attract a diverse tourist demographic with diverse expectations, needs and experiences (Lee, Lee, & Wicks, 2004). Getz (2008) takes this view even further claiming festivals and events can contribute to the local economy and nurture relations between the host and the guest. This is especially pertinent to the study of festivals in Japan since such events may act as a means to reinforce the way Japanese people see their society and culture (Ashkenazi, 1990).

## 2. Previous Research

Events of all types have both a demand (the event audience) and a supply side (the event organizer) and need to provide a level of benefit, or satisfaction to visitors in order to be successful. It is therefore perhaps inevitable that research into event tourism has taken a marketing approach through studies of event tourism motivation (Crompton & McKay, 1997; Mohr et al., 1993; Nicolson & Pearce, 2001; Saleh & Ryan, 1993; Scott, 1996); consideration of satisfaction (Baker & Crompton, 2000; Yoon, Lee, & Lee, 2010); and examination of the economic and other benefits that can accrue (Bos, 1994; Byrd, Beedle, & Cardenas, 2014; Formica & Uysal, 1998; Kim, Ahn, & Wicks, 2014; Lee, Arcodia, & Lee, 2012).

### 2. 1 motivation

Regarding motivation the evidence suggests that there is no one, single, over-arching motivation to explain why individuals attend festivals (Mohr et al, 1993; Nicolson & Pearce, 2001), instead it is postulated that motives are different according to the type of festival that is being attended. In this sense we can say there may be as many different motivations as there are types of festival, and

perhaps even more given that each festival attendee has his/her own individual motivation. However, research does indicate a framework from which researchers may be able to consider festival motivation. For example, Crompton & McKay (1997) and Saleh & Ryan (1993) both suggest that sociability is key in much festival and event tourism decision-making. At the same time, cultural exploration - including the sampling of new gastronomy and encountering new culture - has been highlighted by a number of researchers including Crompton & McKay (1997) and Blesic et al. (2013). A further motive of “curiosity” proposed by Scott (1998) is highly relevant to the current research since education and culture are stated objectives of the festival agenda.

## 2. 2 satisfaction

Satisfaction is a key term in determining the success of any event since it is satisfaction that will lead to an increase in visits to an event, and to an increase in the likelihood of repeat visits and word of mouth promotion. However, since satisfaction is dependent on a given visitor’s psychological state both prior to visitation and after ‘consumption’ of the event, satisfaction will be different for each visitor (Oliver, 1981). In this sense satisfaction is a difficult concept to measure. These arguments notwithstanding Baker & Crompton (2000) have shown the value of emphasizing “quality” in determining satisfaction including factors such as the quality of performances, food, activities and experiences during the event. Meanwhile, Yoon, Lee, & Lee (2010) examined quality in tandem with its relationship to value, satisfaction, and loyalty. Their onsite festival survey discovered that quality was dependent on elements as varied as information services, food, festival facilities and previous visits to the festival (i.e. festival loyalty) that in turn led to satisfaction amongst visitors. Equally, Kim, Ahn, & Wicks (2014) found that supply based factors such as festival program content, festival organization, and advertising were key in determining visitors overall level of satisfaction.

## 2. 3 economic and other benefits

With the emergence of the event tourism management in the 1980s literature the understanding that there were both benefits (and costs) to event tourism came to the fore (Getz, 2008). Limited research into the economic effects of local cultural events has been conducted (Formica & Uysal, 1998), but since the economic priming effect of such festivals may in relative terms be as effective as those for well known larger ‘mega’ or ‘hallmark’ events, more research is necessary (Bos, 1994). Indeed, Kim, Ahn, & Wicks (2014) indicate that local festivals can act as a “vehicle” for introducing local traditions and culture to visitors and, as a result, bring beneficial economic effect. At the same time, Lee, Arcodia, & Lee (2012) through their study of multiculturalism, general festivals, and cultural and community festivals discovered that festivals can make a significant “social contribution” by increasing local social capital (i.e. social cohesion), developing local community networks while

raising community identity and civic pride. As a result of these positive benefits Minamizono et al. (2013), even suggest that festivals held in rural areas can be a positive stimulus for mental health wellness.

## 2. 4 paucity in research

The vast majority of international studies on events and festivals have been conducted by scholars in Australia, Canada and the United States, and published in journals such as *Event Management* - a journal dedicated to the study of event tourism. Significant contributions to the field have also been made by researchers at Kyunghee University in South Korea and the School of Hotel and Tourism Management in Hong Kong. It is notable, and significant to the current research however, that despite this large and expanding body of research (Getz, 2008) only one piece of internationally published research into event tourism has been conducted in Japan and published in English (Nogawa, Yamaguchi, & Hagi, 1996).

At the same time, Japan based scholars have explored several elements of domestic festival tourism but these have either been limited to theoretical discussion (Morishita, 2014), or have tended to look exclusively at economic benefits (Akiyoshi, 2013). Exceptions include empirical studies of festival participants in Okinawa (Niori, 2012) and a study of the mental health benefits of festivals in rural locations (Minamizono et al. 2013). Significantly, no studies in Japan have used the university festival as the focus of research. In this sense the current research offers a departure from previous studies by reporting on an investigation into a university festival in a decentralized location.

## 3. Festivals and Japanese Universities

Each year all manner of cultural festivals are held throughout Japan that have a strong link to regional or local characteristics such as the local cuisine, dress, customs or other traditions. One such cultural festival is the university festival (*gakuensai*), an event held once a year at universities, often in the autumn and is a chance for students to plan, prepare, and hold a university-wide event that is open to the public. Largely unknown outside Japan, the university festival is mandated by the Japanese Ministry of Education and is seen by the State as a means to “improve (student) motivation”.

In practical terms the university festival has a main stage where performances, given by students and in some cases by local musicians, artists or players, are held. Food stalls are also an important element of the festival atmosphere with groups of students (such as a sports team or dance troupe) preparing a small dish or snack and selling these to other students or members of the public. No entrance fee is charged and the money earned from the sale of food is usually only sufficient to cover costs. Students are generally unsupervised as they prepare the festival timetable and events, and for

those students in the festival organizing committee this preparation often takes priority over studies for the 2 months before the *gakusensai* and the period (1-3 days) while the festival is held.

For universities the *gakusensai* is an opportunity to introduce to a wider audience the institute's education and research activities through student presentations, exhibitions and performances. In recent years the *gakusensai* has also become an important part of recruiting new students, and with larger numbers of foreign students now studying at Japanese universities, the university festival can offer local communities an opportunity to interact with global culture.

From all aspects, the *gakusensai* is thus an important event in the academic calendar of all universities in Japan and is, moreover, a unique opportunity for the university to open its doors to the local community it serves.

#### 4. Research Question

How successful is the university festival as an event tourism attraction? Who attends the university festival? Are those who attend satisfied with the experience they make? Are these events sustainable? Using empirical data from a questionnaire survey administered to participants at Josai International University, Faculty of Tourism Wellness *Koryu Day* (festival), the current research aims to answer these questions and in doing so help to create a better understanding of the, processes, successes and failures of the university festival (*gakusensai*).

#### 5. Methodology

##### 5.1 *Koryu Day* and the Faculty of Tourism

Data collection for the current study was conducted in October 2014 at Josai International University Faculty of Tourism annual festival, known as *Koryu Day* (literally 'exchange day'). The Faculty of Tourism campus is located in Kamogawa - a small year-round Pacific coast short stay tourist destination located in the southern part of Chiba prefecture. As a campus dedicated to tourism studies, and since the event includes a relatively large number of overseas students, *Koryu Day* aims to emphasize tourism, research and internationality. Moreover, since *Koryu Day* is a part of the local community events calendar, there is a need to offer events that appeal to a wide visitor demographic.

The one-day festival in 2014 was themed as an event to "make the world smile" and a programme of activities was planned by Faculty of Tourism students with the goal of achieving this aim. Main events were held on an open-air stage surrounded by various student-run stalls selling food and snacks. In addition to the main stage which held performances and speeches, exhibition rooms, displays and presentations were offered inside the campus building to give visitors a chance to experience the

academic and research aspects of the university.

## 5. 2 data collection

Based on previous empirical research into festival motivation and satisfaction by Yoon, Lee, & Lee (2010), a 25-item questionnaire instrument was developed to gather primary data from attendants at *Koryu Day*. This instrument was administered using a convenience sampling technique and, in order to elicit the views of both Japanese and non-Japanese festival participants, was produced in both Japanese and English language formats. In addition to demographic data, questionnaire items included those relating to motivation to attend *Koryu Day*, and satisfaction with, and promotion of, the festival. Both 5-point Likert type items and open-ended response items were presented. A 6<sup>th</sup> “no experience” point was added to the Likert scale to allow respondents to indicate activities they had not participated in.

Researchers distributed a total of 126 Japanese and 85 English questionnaires directly to the respondents during *Koryu Day*. Respondents were instructed to return completed questionnaires to one of two designated locations. A total of 121 Japanese and 31 English questionnaires were deemed suitable for inclusion in the analysis. Reasons for elimination from the analysis included insufficiently completed questionnaires, or where respondents had given multiple responses.

## 6. Results

### 6. 1 demographic characteristics of respondents

The overall questionnaire response rate for both languages was 72% with a considerably high rate for the Japanese language format (96%) than the English one (36%). This high response rate in the case of the Japanese questionnaire may have been the result of the distribution method in which respondents were directly handed the questionnaire by the research team rather than receiving it from a third party or picking it up anonymously. The lower rate for the English language format, though typical for this type of survey approach, may have been the result of the questionnaire’s untimely distribution.

The demographic profiles of the respondents are presented in Table 1. The gender composition of the respondents in this study was 67% female and 33% male. The majority of participants (62%) were in the 20-29 age range. Notably, a significant number of respondents were 60 years old or over. Reflecting the internationality of the event 60% of respondents were from abroad, with the largest number being from the Peoples Republic of China (33%), students from Hungary, Poland and Norway made up a further 15% combined. In total, respondents from 11 different countries completed the questionnaire. Electronic media (university homepage, Facebook etc.) was the most common method for respondents to receive information about *Koryu Day* (37%) but was highest in the 20-29 age group

(53%). A second important means for finding out about *Koryu Day* was by poster or leaflet (20%). For those of age 40 or above attendance at other events, and posters or leaflets were significant ways to be informed of the festival (38% of those in this age range).

Table 1. Demographic profiles of respondents

<b>Characteristics</b>	<b>Frequency (n)</b>	<b>Percent (%)</b>
<b>Gender</b>		
Female	102	67.1
Male	50	32.9
<b>Age</b>		
10-19	15	9.9
20-29	94	61.8
30-39	6	3.9
40-49	10	6.6
50-59	7	4.6
60 and over	20	13.1
<b>Nationality</b>		
Japan	61	40.1
China	50	32.9
Other Asia (South Korea, Taiwan)	5	3.3
Hungary, Poland	16	10.5
Norway	7	4.6
Other (Canada, Philippines, Spain, USA)	7	4.6
No data	6	3.9
<b>Occupation</b>		
University Student	91	59.9
Unemployed	18	11.8
High School Student	12	7.9
Company Employee	8	5.3
Part-time Employee	8	5.3
Self-employed/Freelance	7	4.6
No data	8	5.3

<b>Characteristics</b>	<b>Frequency (n)</b>	<b>Percent (%)</b>
<b>Number of Visits to Koryu Day</b>		
One (first time)	104	68.4
Two (second time)	24	15.8
Three or more	24	15.8
<b>Means of Transportation</b>		
Chartered Bus (incl. 3 by local bus)	74	48.7
Car	49	32.2
Train	17	11.2
Bicycle	7	4.6
Other	2	1.3
No data	3	1.9
<b>Information source</b>		
University Homepage	47	30.9
Poster/Leaflet	30	19.7
Seminar or Event	13	8.5
Faculty of Tourism Homepage	7	4.6
Faculty of Tourism facebook page	3	2.0
Other	44	28.9
No data	8	5.3

Concerning the occupation of participants, the majority (60%) classified themselves as ‘university students’. ‘Employees’ of companies and ‘self employed’ made up an additional 10%, while 8% of survey respondents were ‘high school students’. A surprise in the data was the relatively large number of respondents who classified themselves as ‘unemployed’ (12%). However, by cross-referencing with respondents’ age we can find that the majority of these ‘unemployed’ persons were over 60 years old. It is likely these respondents selected ‘unemployed’ in the absence of a ‘retired’ option being available.

Regarding the number of visits to *Koryu Day*, 68% indicated the visit in October 2014 was their first. A further 15% (48 persons) were making either their second or third visit. Looking at these 48 people in more detail, the data reveals that repeaters tended to be female (60% of all repeaters), were Japanese (67%), and were mostly in the 20-29 age group (35%), or in the over 60 age range (38%). Thus amongst repeaters the ratio of over 60s with Japanese nationality was found to be disproportionately high in comparison to the rate for all 152 respondents. The majority of respondents travelled to *Koryu Day* by bus (47%), or by car (32%), a smaller number of respondents (11%) arrived by train.

## 6. 2 Measurement of visitors' satisfaction to the university festival

Following the analysis of Yoon, Lee and Lee (2010), table 2 presents the descriptive analysis of the 20 items used to measure *Koryu Day* (KD) visitors' satisfaction for five factors of festival satisfaction; "information services", "program", "food", "facilities", and "festival value and loyalty". Each item was measured on a five-point Likert scale with 1 representing respondents' 'strong disagreement', and 5 representing 'strong agreement'; 3 represented the mid point value. All items obtained a mean score above this mid point with the number of respondents between 121 and 147 according to item.

Regarding "information service", the item with the highest value was 'student staff were good guides' (M = 3.92). Other items 'on campus signage was helpful', 'pamphlets were well prepared', and 'I had good knowledge about KD before today' received mean scores (M) of 3.72, 3.67, and 3.26 respectively. The low mean score of 'I had good knowledge ...' is borne out by histogram analysis showing that more than half of those who responded to the item were either neutral or negative in their evaluation and is highlighted by the high standard deviation value ( $\sigma = 1.06$ ).

In terms of "program", the highest ranked item was 'events on the main stage were good' (M = 3.94); this item was also the highest ranked of any of the 20 items. Other highly evaluated program items produced mean scores of between 3.82 and 3.70 with 'overall, KD was creative' (M = 3.82), 'overall, exhibits were good' (M = 3.74), 'overall, KD was well organized' (M = 3.74), 'overall, KD offered a wide-range of activities' (M = 3.71), and 'overall, presentations were good' (M = 3.70). In the case of 'events on the main stage ...' and 'overall, presentations ...' the low SD values ( $\sigma = 0.69$  and  $\sigma = 0.72$  respectively) are indicative that negative evaluations for these two items can be considered as negligible.

For "food" the three items 'overall the booth food was good', 'overall, the price of the booth food was reasonable', and 'overall, festival booths were unique' received mean satisfaction scores (M) of 3.81, 3.68 and 3.65 respectively. The relatively low SD values relating to the first and third of these items suggest that in general food was positively evaluated by KD visitors.

The one "facility" factor investigated in the current research, 'sufficient places to sit were provided' (M = 3.50) ranked in the lower half of all items examined indicating that there was a relative lack of satisfaction with the provision of seating. The large SD ( $\sigma = 1.13$ ) for this item does suggest however that in addition to those that were less satisfied there were also significant numbers of festival participants who felt the arrangements made by festival staff for seating were sufficient.

Concerning the factor of "festival value and loyalty", the highest evaluated item was 'I would like to attend KD next year' (M = 3.90). 'I will recommend KD to my friends and neighbors' (M = 3.72) was also rated and these two items together suggest that KD gave value and encouraged loyalty. However, at the same time the (M) value of 3.37 for 'KD offered more fun than other school festivals I've attended' suggests that the opposite conclusion might be drawn, although the large SD value ( $\sigma$

=1.02) for this item is indicative of a broad range of responses. The other “festival value and loyalty” items, 'overall, KD was good beyond expectation', 'I understood about the Faculty of Tourism through KD', 'I plan to inform others about KD via Facebook or other SNS' exhibited mean scores (M) between the two extremes.

Table 2. Measurement of visitors' satisfaction to the university festival

Question item	N	Mean (2dp)	SD (2dp)
<b>Factor 1: Information service</b>			
I had good knowledge about KD before today	121	3.26	1.06
On campus signage was helpful	143	3.72	0.82
Pamphlets were well prepared	134	3.67	0.84
Students staff were good guides	145	3.92	0.82
<b>Factor 2: Program</b>			
Overall, KD was creative	146	3.82	0.86
Overall, KD offered a wide-range of activities	148	3.71	0.86
Overall, KD was well organized	146	3.74	0.79
Events on the main stage were good	146	3.94	0.69
Overall, exhibits were good	147	3.74	0.80
Overall, presentations were good	138	3.70	0.72
<b>Factor 3: Food</b>			
Overall, the price of the booth food was reasonable	147	3.68	0.95
Overall, the booth food was good	141	3.81	0.78
Overall, festival booths were unique	145	3.65	0.84
<b>Factor 4: Facility</b>			
Sufficient places to sit were provided	147	3.50	1.13
<b>Factor 5: Festival value and loyalty</b>			
Overall, KD was good beyond expectation	147	3.56	0.85
I understood about Faculty of Tourism through KD	142	3.49	0.98
KD offered more fun than other school festivals	131	3.37	1.02
I plan to inform others about KD via facebook or other SNS	144	3.48	0.94
I will recommend KD to my friends and neighbors	147	3.72	0.87
I would like to attend KD next year	147	3.90	0.93

KD = *Koryu Day*

## 7. Discussion

The findings here indicate visitor satisfaction with *Koryu Day* was positive for all 5 factors with “program” and “food” being the highest evaluated. Moreover, since the items ‘students were good guides’ (M= 3.92) (“information service”), and ‘I would like to attend KD next year’ (M = 3.90) (“value”) received the highest satisfaction scores for any individual item it is clear that the reasons that determine the likelihood of visitors returning to KD in subsequent years (i.e. loyalty determinants) cannot be simply described by the “program” and “food” factors alone.

Previous research has shown the importance of the festival program to create a memorable experience (Lee et al, 2007) and at KD this was achieved by holding a number of varied events on a main stage. In Japan where collective experience is seen as a social preference, a well planned series of events on a main stage may be a means to enable some trickle down of satisfaction to other festival activities and consequently achievement of high levels of overall festival satisfaction. The main stage program was complemented by academic presentations and other activities inside the campus offered by local groups (including an NPO and a local hospital). In doing so KD enabled local community input and representation within the student festival program. This has clear benefits for the integration of the university to the community and in particular for those universities that are located in rural areas and/or where they serve community functions as well as academic ones.

Food is an integral part of the overall experience offered by the university festival in Japan, and has been shown to be important in the decision making for attending festivals in general (Sparks, 2007). At KD this importance was increased by the large number of foreign students who were offering food that was representative of their own country including places as diverse as China, Hungary, South Korea and the Czech Republic. By offering authentically produced international food, KD was able to provide visitors with a unique experience and thus raise their evaluation of the festival as a truly international event. This is important as most visitors to KD from the immediate vicinity of the university have limited opportunities to experience international culture; thus such festivals can serve a social function. This multicultural aspect to KD was added to by Japanese students who also produced regionally representative food. As MacCannell (1976) points out such authenticity can be instrumental in attracting visitors to a festival and even to the surrounding area as tourist visitors.

Loyalty is a key goal to the success of any consumption activity, and is a direct result of the satisfaction of consumers. *Koryu Day* showed a repeat visitor rate of some 31% and thus to a certain extent can be considered successful in achieving this goal of loyalty and repeat visitation. This loyalty is not only beneficial to the festival through increased consumption of food or other tangible elements but is also of benefit to the community. Through such loyalty rural communities - such as the area surrounding Josai International University Faculty of Tourism - can receive economic trickle down,

increased social capital through increased cultural intercourse and can lay foundations for revitalizing local areas where there is a need for fresh input and ideas. Such input was provided by the large number of non Japanese student visitors to KD who not only produced authentic food but also gave performances typical of their respective countries. This last point is particularly relevant to JIU and Kamogawa city which both have an international agenda in respect of tourism studies and the revitalization of the local area. In this sense satisfaction with the festival by local residents can feedback to become an increase in local community satisfaction due to the festival itself. Such a positive feedback loop can be a policy level *raison d'être* for holding similar festivals in rural locations such as Kamogawa.

Despite these positive aspects of satisfaction, according to the current research three areas that can have a detrimental effect on the levels of satisfaction are a lack of prior knowledge of the festival ('I had good knowledge about KD before today'), the issue of places to sit ('Sufficient places to sit were provided') and the 'fun' provided by the festival ('KD offered more fun than other school festivals'). In the current research, the relatively low satisfaction score for "I had good knowledge ..." may be explained by the fact that many student participants - including foreign students - came from a campus 2 hours distant and anecdotal evidence suggests that they had accompanied a friend rather than having had a specific personal desire to attend the festival itself. This particular item garnered the lowest N value (N=121) of any item in the questionnaire (see table 2). This suggests there may have been a conceptual problem in understanding or answering the question itself that needs to be addressed by future research.

In discussing the issue of 'sufficient places to sit' we need to consider that a feature particular to KD was the large number of festival visitors from the local community who were over 60 years of age (18%). There is no comparable data for other university festivals however it is clear that if universities are to promote their activities to the local community including festivals like KD they need to consider the demographic composition of that community and make plans and contingencies accordingly. Age considerations may also be a prime reason for the relatively low numbers of KD visitors who stated they would share their experience through SNS or other electronic means. Finally, since this research was explorative rather than comparative the item eliciting KD 'fun' in comparison to other school festivals was beyond the scope of the current investigation. It would be instructive however to examine this concept in similar future research as it may lead to a better understanding of the meaning of school festival loyalty.

## 8. Limitations and Future Research

The factor analysis employed in the current research to examine the determinants of satisfaction at a university festival was effective in revealing some key factors, however it is unclear whether such results can be generalized to all types of university festival. Further research examining university festivals in city locations, or those with different student demographics also needs to be carried out before we can make any such generalizations. As stated above, the 'no experience' option added to questionnaire items may have introduced some ambiguity for respondents, and based on the results generated here future research may need to consider amendments to questionnaire design and formulation. A second methodological issue - inherent in questionnaire research in Japan - is the tendency for Japanese respondents to indicate the middle value in a 5-point Likert scale more than other nationalities. Brinton (2003) has highlighted this issue when dealing with Japanese survey respondents and unfortunately the current research was unable to minimize any similar effects. Alternatives such as open-ended responses might offer richer data but would present the researcher with a more complex analysis task.

It is hoped that the current research will introduce researchers to the importance of the Japanese university festival and the measurement of its satisfaction through the people who visit them as a new area of event and festival research interest. This can be of benefit not only to the field of event tourism but also to the universities and the local communities around them.

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# 学園祭における訪問者に関する一考察

## 来訪者における満足度の予備的調査

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### 【要旨】

イベント／フェスティバル・ツーリズムは、アジアにおいて目覚ましい成長を遂げている観光分野である。日本では大学の所在地や地域社会において、フェスティバル・ツーリズムのひとつの形態である学園祭が、重要な文化・社会的機能を果たしている。学園祭への来場は、学園祭への満足度に由来する大学への愛着を前提としている。

本研究では、アンケート調査を用いて、学園祭における訪問者の満足度を調査した。その結果、いくつかの要素が他の学園祭よりも本学部の学園祭の成功に結び付いている可能性がある。しかし、これらの要素は、大学が位置する社会、文化、あるいは経済的影響に左右されるかもしれない。