

A Study on the Invigoration Characteristics (Service Quality, Satisfaction, and Brand Value) of Gangneung Danoje Festival - With a Focus on the Visitors to 2014 Gangneung Danoje Festival

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ABSTRACT

One of the most representative festivals of Korea and designated as the world cultural heritage in 2005, a proud recognition of its worth as a cultural heritage to be preserved for the entire world, Gangneung Danoje Festival, which is the subject of this study, has been celebrated since 1,000 years ago. This study was conducted to examine the functions and effects of local festivals to achieve three purposes, focusing on the Gangneung Danoje Festival and using the results of surveying the visitors to the festival.

First, I compared the perceived service quality before and after visiting and analyzed the gaps.

Second, I examined gender, the number of visits, and the differences in the economic status and analyzed the causes.

Third, I examined the correlations between satisfaction, service quality, and brand value of Gangneung Danoje Festival and the tourist characteristics.

To analyze research findings, I performed a frequency analysis to find out the participant characteristics, t-test to identify the differences, analysis of variance (ANOVA), and Pearson correlation test to identify the correlations among the test elements. The results showed that, in terms of the views, the tangibles, responsiveness, and assurance decreased, while the reliability and empathy increased. The satisfaction, service quality, and brand value were closely correlated. I concluded that it is necessary to improve the level of visitors' satisfaction considering the difference in the gender and income level, and that the improvement of service quality and satisfaction will enhance the brand value.

I hope my study results on the Danoje festival can be used for future studies to enhance the brand value of Gangneung city and make other local festivals more successful.

Keywords: Local festival, service quality, satisfaction, brand value

I. Introduction

1. Background and necessity of the study

It is difficult to think of any other time in history when festivals became the focus of interest, as they are today. World-famous festivals represent the brand of a nation and have significant value in inducing foreign tourists. Lately, after the advance of local autonomy in South Korea, festivals have become not only the most profound means of public relations but also products themselves, creating value for and impressions on the local areas, and helping boost the local economies with their influence. As such, many local governments use them as effective tools of management to improve the outsiders' impression of the area, to boost the local economy, and to develop a sense of community among the local citizens. Also, as a means to run the local government more efficiently, significant amounts of investment and efforts are being thrown in to come up with spectacular festivals.

The South Korean government understands the importance of festivals and is now increasing its support to help the local authorities develop high-quality local festivals and to encourage them to engage in fair competition with one another. The number of "culture & tourism festivals" designated by the Ministry of Culture and Tourism increased from 29 in 2002 to 30 in 2003, 37 in 2004, 45 in both 2005 and 2006, and 52 in 2007, clearly showing the recent upward trend (Ministry of Culture and Sports, 2014).

In spite of this, most of the festivals in South Korea are merely patterned after some successful foreign festivals, without considering the local conditions. Further, the different festivals in the country are rarely reputed as diverse as they look pretty much alike based on their plans. Therefore, while the local festivals in the country have increased in number, it is difficult to see them as having progressed in terms of their quality. Even though some of the local governments came up with a global-level festival plan, many of them end up falling quite short of such. As the local festivals in the country are rarely differentiated from one another, the quality and reliability of such festivals suffer significantly, which results in diminished motivation to participate in any of them. In the end, the festivals that sprout out from the ground like bamboo buds after a heavy rain need a significant overhaul of their quality, which is now becoming one of the primal issues to be addressed for the local tourism industry and the local economy as a whole to see some progress (Changsoo Kim, 2005).

With these festivals, it is possible to expect to see the loyalty of the foreign tourists to South Korea improve by enhancing their awareness of the country's localities through the festivals' promotional effects on the country's tourist destinations as well as their contribution to developing specialized tourism products in terms of brand value. The traditional cultural festivals do have some successful examples in terms of locality branding. Therefore, there is a significant need for academic and practical bases for using these festivals as significant tools to improve the urban brand value as a part of the urban marketing strategy.

Meanwhile, the extent of the academic literature on this topic is growing notably in connection with the current trend. The studies on festivals, however, so far mainly concern the recurrence of visits to the festivals, the satisfaction level of the visitors, and the influence of "word of mouth" (Kyoungsoo Chang, 2005). Such a study trend is believed to reflect the intent of the researchers to evaluate festivals by assessing the satisfaction level of the visitors. In fact, there is a significant

disparity among the topics of the studies concerning Gangneung Danoje Festival, which are heavily focused on literature reviews, traditional cultural heritage, and contents, with virtually no existing literature on the festival quality, visitor satisfaction level, and brand value consisting of qualitative studies conducted among the festival visitors. It is believed that this is where the significance of the present study lies.

In the assessment of such festivals, the indices for the assessment are not free from ambiguities due to the nature of the services involved. This, in turn, is one of the key reasons that more and more researchers turn to empirical studies with various assessment factors to assess the quality of the festival services.

Therefore, the foundation of this empirical study is the service quality assessment model (either SERVQUAL or SERVPERF, etc.), which is believed to be capable of assessing the service quality objectively.

From May 31, 2014, the opening day of 2014 Gangneung Danoje Festival, to June 7 of the same year, a survey was conducted with the actual visitors of the festival, and based on the data obtained from such survey, analyses were conducted, in which the meanings and functions of the festival were examined and the visitor's expectations of the festival and the level of their satisfaction after visiting it were compared. The data obtained from such were in turn used to evaluate the correlations among the festival quality, visitor satisfaction level, and brand value. Further, by shedding light on the positive values of local festivals, a way of allowing the local community to grow along with the festivals, enhancing the quality of life of the residents and visitors alike, and creating a venue for communication and cultural exchange among all the parties involved was derived.

2. Purpose of the Study

Discussed below are the objectives of this study.

First of all, the study was conducted to determine the root cause of the gap between the visitors' expectations of the festival and the perceived outcomes of the festival, and how such gap might be reduced. The attainment of this study goal was seen as important as it would provide an opportunity for the planners of Gangneung Danoje Festival to come up with new measures to improve the quality of the studies conducted on the festival.

Second, the differences in the constructive elements of the festivals that were used to assess the service quality of the festival depending on the characteristics of the visitors were sought. By examining the available variables and their influences, an attempt was made to re-establish the results of the past studies.

Third, the correlations between the perceived festival quality, brand value, and visitor satisfaction level as well as the correlations of such with the characteristics of the visitors were analyzed. Verification was made as to how the festival could enhance the brand reputation of the

host city and enable the visitors to have a sense of the city's trustworthiness, which may result in visit recurrence. Analysis was also done to review the brand value of Gangneung City through the century-old Gangneung Danoje Festival.

II. Theoretical Analysis

Section 1. Insinuation of the Festival

1.1 Definition of festival

A festival is a customary period or day of celebrating a cultural, agricultural, social, or religious event or a seasonal milestone. In the Korean dictionary, a festival is referred to as a *chookjae*, a combined word composed of a "day of celebration" and a "day of ritual." In the olden days in Korea, it was the day when the people celebrated the joyful events in their community and honored their deities or ancestors by performing a ritual. The English word *festival*, which means a period of celebrating an event that has a significant meaning to a community or a person and that binds people as a group, came from the Latin word *festivus*, which signifies that the root of the festivals can be found in religion. The festivals of religious origins command a strong binding power over the people forming a society, and are sometimes used as a means of communication with a sacred or divine being (Naver Knowledge Encyclopedia, Dictionary of Literary Criticism, National Cultural Archives, 2006).

Falassi (1987) defines *festival* in the preface of his book *Time out of Time: Essays on the Festival* as an event, a social phenomenon, and a casual encounter with all human cultural heritages.¹ Further, Falassi defined *festival* as a time of ritual that is either sacred or blasphemous as designated by the customs, or as an annual event in celebration of an individual, an episode, the year's harvest, etc. His definition encompasses cultural festivals, which can usually be constructed around the artistic creation of a single artist or the artworks of a particular genre, exhibitions, general amusement, or a feast.

In English, other words that refer to a festival include a feast and a carnival (Hongyoon Cho et al., 1994). A feast is a purification ritual, which is close to the concept of *janchi* (a party or family occasion/celebration) in South Korea. A festival is akin to the Korean *chookjae* while a carnival is a Christian festival that takes place on the eve of Lent. Festivals began as sacred, religious rituals, rites that combined the holiness of a religion and artistic values in a single event. The festivals of today, however, have mostly lost their religious nature and exhibit a predilection towards entertainment. Wunenburger (1977) explained the ritual nature of festivals in comparison with the festivals of the ancient times, suggesting that many festivals involve specific garments, masks, or other elements of rituals and showcase rites, marches, music, or dancing. He understood that these elements become the "sacred plays" that are connected to the customary contexts of the society, arguing that festivals are naturally connected to myths, historical events, and the instinctive tendency to seek amusement.

¹Falassi, A., *Time out of time: Essays on the festival*, 1987.

As pointed out, many researchers have given their own general definitions of *festival* based on its traditional conception. What can be derived from such definitions is that a festival, in the traditional sense, is a comprehensive cultural event that well exhibits the overall life and culture of a locality and its citizens, as well as a meaningful pattern of behaviors that help develop a sense of community among the residents as well as kill the monotony of daily life. All festivals began as a public feast or rite to celebrate a certain opportunity through rituals or sacraments. The theme of a festival is determined based on the main cultural value of the community.

1.2 Functions and effects of local festivals

Since the introduction of local autonomy in South Korea, the number of local festivals swelled significantly, which shows that festivals basically have a local quality (Wooik Yoo & Okjoo Jeong, 2004). When related to cultural tourism resources, local festivals can function as important tools for sharing, reviving, passing down, symbolizing, and educating the local residents on the uniformity and distinctiveness of the local culture of the area. The traditional local festivals were in fact folk rituals of high importance where the residents of the area could develop a sense of belonging to the community, and uniformity. That is, local festivals were events held by different areas based on the domains of living.

With such a historical background, local festivals can be grouped into four major categories: resident harmonization festivals, tourism festivals, industrial festivals, and special-purpose festivals (Ministry of Culture and Tourism, 1996). The resident harmonization festivals tend to be nature-dependent, with the goals of building a sense of community among the people and advancing the local culture. Tourism festivals, on the other hand, are mainly about selling the locality's specialty goods to the visitors to enliven the local economy and to improve the brand image of the area. Industrial festivals are for fostering the local industries. Lastly, special-purpose festivals are held to celebrate specific figures or historical facts. Also, based on the topics and programs of festivals, they can be divided into traditional cultural festivals, modern cultural festivals, industrial-economic festivals, natural-environment festivals, and other types of festivals. They can be further subdivided based on the topic.

Seonghyuk Kim et al. (2000) approached the conceptual definition of *festival* based on both its traditional and extensive meanings. The traditional meanings resulted in the definition of *festival* as a feast of the traditional cultural heritages formed in the correlations between the locality and its history and handed down to the present generation. In the extensive meaning, it was argued that festivals are formed based on the accumulated knowledge and information generated as a result of the changes in the cultural and environmental contexts, the desires of human beings, and the changes in their level of education. Therefore, local festivals can be defined as comprehensive and symbolic events that supplant history and tradition under a spatially limited context, build a sense of identity among and meet the cultural needs of the residents, and finally, perform educational functions.

There has been widespread enthusiasm of late among local governments to launch their own local festivals as the perception of festivals has changed from the traditional sociocultural views to something more organized, economical, and focused on marketing and tourism. As the key

reason for hosting a festival has changed to obtaining economic benefits, it can be said that obtaining significant economic benefits from festivals is now essential.

Section 2. Satisfaction

Satisfaction means not having shortage, abundance, and copiousness, which are quite subjective depending on the mentality of the individual who senses it. The Korean dictionary defines it as a comprehensive mental state caused by the expectations of the consumption and the previously unserved expectations combined. As the word *satisfaction* refers to an all-embracing mental status, its definition varies significantly among researchers. Howard and Sheth (1969) defined customer satisfaction as a state of recognition that the goods or services obtained by customers are worth their prices or are not. Andersom (1973) defined it as the degree of variation between the expectations of the customers and the perceived values of the products. Miller (1977), on the other hand, said that it is the interaction between the level of expectations held by the customers and the perceived outcomes. One of the most widely accepted definitions is that by Oliver (1981), who said that customer satisfaction is the level of astonishment of an individual in relation to a purchase or consumption experience (a mismatched expectation) (Gijoon Yoo, 2003). The satisfaction of the visitors of a festival can be shaped by the festival's services, facilities, and accessibility. Such visitors' satisfaction level has been an object of keen interest as it can affect the visitors' future behavioral intents and the inducement of potential visitors (Seonhee Moon et al., 2009). In addition, the festival visitors' satisfaction level is crucial in forming the brand image of the locality as well as in meeting the tourist demands. This is because many local festivals are organized in such a way as to epitomize the locality.

The concept of tourist satisfaction has been studied by many researchers, including the study on customer satisfaction/dissatisfaction by Cardozo (1995). Many other studies were also conducted based on the expectation theory. The traditional points of view on the satisfaction/dissatisfaction of the customers were based on the idea that each customer is a unique, singular dimension that senses either the benefits obtained from or the satisfaction with all the products or services purchased.

The visitors of a local festival are the customers who purchase or utilize the services or products offered by the festival. Hence, it is necessary to have an understanding of the concept of customer satisfaction. Currently, many service industries, including festivals, focus their attention on the marketing concept of the "significant satisfaction of the customers." Since the dawn of the 1980s, many a company has shifted the focus of its managerial efforts from quality to the services experienced by the customers. "Significant satisfaction of the customers" can be defined as a state of mind formed as a result of a genuine comparison of the expectations of a product before its purchase and the perceived performance of the product after its purchase (Cheolwon Kim, 2006).

Section 3. Service Quality

Service quality gradually gained the attention of the management of service firms starting from

the 1980s, and later became one of the top strategic priorities for companies to enhance their profitability. The concept of service quality is defined varyingly by a number of researchers.

The core of service quality is the guaranty of service, which means the transformation of the intangibility of the service into tangibility, ascertaining the provision of the service to the customers. This can be verified by assessing the level of satisfaction of the customers after the service provision. When the level of satisfaction is high, there is a potential to bring in continuous profit for the company. If the level of satisfaction is low, it may result in loss of customers and corporate reputation (Fitzsimmons & Fitzsimmons, 2002).²

The perception of quality by the customers is the starting point of the discussion on the importance of the quality perceived by the customers. Such point of view, as seen by Grönroos (1983) and PZB (Parasuraman, Zeithamal, & Berry, 1985), will raise questions on how the services were perceived by the customers and how these perceived services could affect the business of the company in the long run. Grönroos (1983) reasoned that service quality is determined by the result of the comparison of the expected service before the customer actually receives it and the perceived service once the customer is provided with it, and, as such, the providers of such services have to cause the perceived services and the earlier expectations of the to agree with each other.³ PZB (1988), in their follow-up study, developed a scale of 22 items and five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) through a set of qualitative, empirical methods.

3.1 SERVQUAL model

Unlike products, which have physical characteristics that could be measured objectively, service quality is subject to a significant amount of subjective characteristics, which are a natural part of services. Therefore, it is a concept that is very difficult to measure objectively. The researchers who understood its importance tried many approaches to measure the level of service quality. The most widely known group of researchers on such topic was PZB, who, using the service quality gap model as their theoretical basis, conducted three in-depth interviews with four management personnel and customer groups in the service field in 1985, 1988, and 1991. They developed 10 dimensions with which they could reliably measure service quality based on their researches, and later reorganized those dimensions into five categories: tangibles, reliability, assurance, responsiveness, and empathy. The criteria of the categorization were the summarized results of the relevant studies and the focus group interviews, and the resulting five categories were defined as follows:

²Fitzsimmons, A. & Fitzsimmons, M. J. (2002). *Service management: Operations, strategy, and information technology*. McGraw-Hill, Inc.

³Gronroos, C. (1983). Innovative marketing strategies and organization structures for service firms. In *Emerging Perspectives on Service Marketing*, American Marketing Association, 9-21.

<Table 1> Five dimensions of assessing service quality

Dimension	Description
Tangibles	Physical facilities, maintenance, service personnel, and communication materials used The state of the physical environment (e.g., cleanliness) can be seen as the tangible evidence of the care and thoughtfulness of the service providers. This can be expanded to the behaviors of other customers and the service being provided (e.g., a lousy customer in the next room when one is staying in a hotel).
Reliability	The ability to provide the agreed-upon services with reliability and accuracy. A reliable service provision means a system of providing the expected services without fault every time. For example, many people believe it is important to receive their mail at the same hour of the day. Also, the reliability can be extended to the back office, where the preparation of the bills and the record keeping are done, which are expected to be done accurately.
Responsiveness	It represents the willingness to provide the service and to help the customers promptly. It may result in unnecessarily negative perceptions of the services if the service provider keeps its customers waiting for too long without a justifiable reason. The ability to restore the service with professional competency in the event of service failure can also contribute to a positive impression of the service.
Assurance	The abilities, knowledge, and helpfulness of the staffs, supplemented by trustworthiness and assurance. The key characteristics of this dimension are the capability to provide the service, politeness and respect towards the customers, effective communication with them, and sincerely caring about them.
Empathy	Empathy can be defined as a service firm's differentiated caring responses to its customers. The key elements of empathy are accessibility, sensitivity, and ability to understand the demands of the customers. For example, if an airline company's check-in clerks have empathy, they will be able to help a customer who failed to get on his transfer flight due to his own fault to get on another flight at the soonest possible time.

Parasuraman, A., Berry, L. L., & Zeithamal, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perception of service quality. *Journal of Retailing*, 64 (Spring), 12-40.

3.2 SERVPERF model

Attempts were made by Cronin and Taylor (1992) to come up with a new model based on the service performance results. They argued in their study that the conceptualization and organization of service quality in the SERVQUAL model were not suitable, and that it is more desirable to measure service quality based on the performance of the service ("service quality = performance"). Based on this, they named their model "SERVPERF model."

<Table 2> Comparison of the service quality assessment models

Items	SERVQUAL (PZB, 1988)	SERVPERF (Cronin & Taylor, 1992)
Structure of the model	Performance level – expectation level	Performance
Definition of the expectation	Expectation of the quality level of the service to be provided	Not measured
Measurement dimensions	5 dimensions, 22 items (44 questions)	5 dimensions, 22 items (22 questions)

Most of the newly developed models are actually based on the SERVQUAL model, with some enhancement of the measurement items. Therefore, in this study, the five dimensions of SERVQUAL were used as the bases of the preparation of the questionnaire items and of the conduct of the study.

Section 4. Brand Value

Values have been studied in the field of social studies as a concept of understanding human behaviors. The researchers on customer behaviors apply values as a means to understand the attitudes or behaviors of the customers (Youngjin Yoo & Jeongseon Song, 2010). *Brand value* means the value of a brand as its equity. Aaker (1991) defined it as “the sum of all brand equities, such as the brand name and other symbolic assets and liabilities, which increases or decreases the values provided by the companies to their customers.”

Sweeney and Soutar (2001) measured the values perceived by the customers in terms of a single factor (price and quality), three factors (price and quality, emotional/social values), and four factors (price and quality, functional/emotional/social values). The results of their examination showed that the four-factor approach returned the highest suitability. Also, according to them, brand value is the decisive factor of the values of the products or services of the brand. Especially, the amount of monetary value that the customers are willing to pay to purchase the product of the target brand instead of those of other similar brands was defined as the brand value (Simon & Sullivan, 1993). In the case of the brand value of Gangneung Danoje Festival, it would mean the sum of the values of the festival itself and all the symbols of the festival, which would in turn affect the values of the products and services of the Gangneung Danoje Festival brand. The brand value can also be recognized as additional revenue (i.e., market profitability), thanks to the name of the brand (Aaker, 1991), or the amount of monetary value the customers are willing to pay to purchase a certain brand after comparing it with other brands (Simons & Sullivan, 1993). That is, the higher the customers value the brand, the higher the increase in the monetary value of the brand.

The researchers on the local cultural festivals need to recognize such brand values based on the diverse attributes of such festivals. As a result, they reported that the brand values play positive roles in the economy, culture, and society (Hongyeol Yoon, 2007). Nakwhan Choi and Changwon Lee (2006), in their study on Jeonjoo Korean Traditional House Village, classified the locational

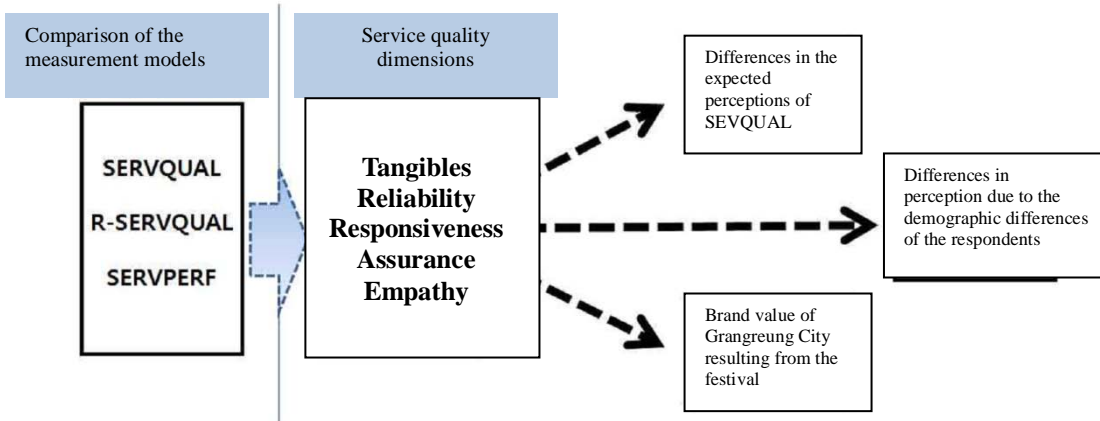
brand value factors as user attraction, social benefits, psychological benefits, appropriateness of the price, quality of the foods, accessibility, information utility, traditional impression, satisfaction with the traditional foods, and diversity of the traditional culture.

As such, the measurement of the brand value can be done using the indirect method, which involves measuring the factors of the brand and summing them up, or the direct method, which involves directly measuring the value of the brand (Donghyun Ha, 2009). The indirect measurement method commands a diversity of measurement techniques depending on how the factors of the brand and their relationships are defined, while the direct measurement method is easier to quantify as it focuses only on the reactions of the customers, regardless of the factors that constitute the brand.

III. Study Design

Section 1. Study Model and Direction

In this study, the quality of the services perceived by the visitors of Gangneung Danoje Festival, the level of satisfaction of such visitors with such services, and the brand value of the festival were examined. As the first step, the demographics of the visitors and the factors involved in each demographic factor were looked into, and a study model based on such data was established. Below is a diagram of the established study model.



Section 2. Survey Design and Analysis Method

From May 31 to June 7, 2014, a self-reporting-type survey was conducted among the Gangneung Danoje Festival visitors. A total of 110 accomplished survey questionnaires were gathered from the 120 candidates who participated in the pre-festival survey, and 108 from the 120 candidates who participated in the post-festival survey (after visiting the festival). For the analysis of the collected data, frequency analysis, t-tests (for examining the differences in

perception of the elements), ANOVA, and Pearson's coefficient analysis were used to identify the correlations between the factors.

IV. Empirical Analysis

Section 1. Analysis of the Characteristics of the Festival Visitors

1.1 Results of the comparative analysis before and after visiting Gangneung Danoje Festival

1.1.1 Demographic analysis

A total of 110 people actually participated in the survey before visiting Gangneung Danoje Festival, and 108 after visiting the festival. The following table shows the demographics of the survey respondents before and after the festival.

<Table 3> Demographic analysis

Items		Before (N=110)		After (N=108)	
		Frequency (Name)	Percentage (%)	Frequency (Name)	Percentage (%)
Gender	Male	42	38.2	31	28.7
	Female	68	61.8	77	71.3
Age	10s	2	1.8	8	7.4
	20s	21	19.1	14	13.0
	30s	33	30.0	55	50.9
	40s	36	32.7	21	19.4
	50s	15	13.6	10	9.3
	60s or above	3	2.7	-	-
Education	High school or below	27	24.5	23	21.3
	2-year college	20	18.2	35	32.4
	4-year college (diploma)	55	50.0	48	44.4
	Masters' degree	5	4.5	2	1.9
	Doctor's degree	3	2.7	-	-
Monthly income (KRW)	Less than 2 mil.	43	39.1	19	17.6
	2.01-3 mil.	26	23.6	37	34.3
	3.01-4 mil.	23	20.9	47	43.5
	4.01-5 mil.	9	8.2	5	4.6
	5.01-6 mil.	7	6.4	-	-
	6.01 mil. or higher	2	1.8	-	-

Occupation	Researcher	7	6.4	-	-
	Expert or other related worker	19	17.3	13	12.0
	Administration	9	8.2	17	15.7
	Services	13	11.8	10	9.3
	Sales	4	3.6	3	2.8
	Manufacture	1	0.9	-	-
	Agriculture, forestry, fishery	1	0.9	2	1.9
	Labor	1	0.9	-	-
	Student	16	14.5	18	16.7
	Soldier	1	0.9	3	2.8
	Housewife	22	20.0	30	27.8
	Other	16	14.5	12	11.1
Civil status	Married	27	24.5	45	41.7
	Not married	83	75.5	63	58.3
Residence area	Seoul	16	14.5	22	20.4
	Gyeonggi	12	10.9	15	13.9
	Gangwon	32	29.1	27	25
	Choongnam	3	2.8	-	-
	Choongbuk	41	37.3	28	25.9
	Gyoungnam	2	1.8	-	-
	Gyoungbuk	2	1.8	7	6.5
	Jeonnam	2	1.8	-	-
Daejeon	-	-	9	8.3	
No. of visits	First visit	34	30.9	25	23.1
	Second visit	11	10.0	4	3.7
	Third or beyond	65	59.1	79	73.1
How the visitors got to know about the festival	TV	17	15.5	7	6.5
	Newspaper	3	2.7	4	3.7
	Internet	19	17.3	2	1.9
	Radio	1	.9	8	7.4
	Street billboards	14	12.7	2	1.9
	Local gazettes	12	10.9	24	22.2
	Word of mouth	23	20.9	22	20.4
Other	21	19.1	39	36.1	

Estimated visitor satisfaction level	40-50 points	4	3.6	-	-
	51-60 points	9	8.2	-	-
	61-70 points	19	17.3	23	21.3
	71-80 points	36	32.7	35	32.4
	81-90 points	21	19.1	45	41.7
	91-100 points	21	19.1	5	4.6
Estimated amount of money to be spent (KRW)	10,000 won or less	10	9.1	5	4.6
	25,000 or less	31	28.2	51	47.2
	45,000 or less	38	34.5	12	11.1
	65,000 or less	11	10.0	29	26.9
	85,000 or less	4	3.6	4	3.7
	100,000 or more	16	14.5	7	6.5
Foreign tourist	Yes	2	1.8	1	0.9
	No	108	98.2	107	99.1
Country	Canada/China	2	1.8	1	0.9

1.1.2 Gaps between the festival quality and average visitor satisfaction level

The highest value for each of the five dimensions for measuring the festival quality was 5. The average and minimum values of the five dimensions were as follows: for the tangibles before experiencing the festival, 3.660 and 2.17, respectively; for reliability, 3.707 and 2.20; for responsiveness, 3.590 and 2.00; for assurance, 3.630 and 2.00; and for empathy, 3.567 and 2.20. The dimensions that saw an increase in the satisfaction level were reliability, which rose from 3.707 to 3.780, and empathy, which rose from 3.567 to 3.667. The rest of the dimensions decreased. The average expected satisfaction level of the survey respondents before visiting the festival was 80.06, the minimum was 40, and the maximum was 100. After visiting the festival, the survey respondents indicated an average satisfaction level of 80.25, a minimum of 60, and a maximum of 98, signifying a slight increase.

<Table 4> Average scores of expected quality of and visitor satisfaction with Gangneung Danoje Festival

Factor	Before			After		
	Ave.	Min.	Max.	Ave.	Min.	Max.
Tangibles	3.660	2.17	5.00	3.495	2.17	5.00
Reliability	3.707	2.20	5.00	3.780	3.00	4.80
Responsive-ness	3.590	2.00	5.00	3.567	2.00	4.50

Assurance		3.620	2.00	5.00	3.514	2.75	5.00		
Empathy		3.567	2.20	5.00	3.667	2.60	4.80		
Estimated satisfaction level	40-50 (points)	4 (persons)	80.06	40	100	80.250	60	98	
	51~60	9							1
	61~70	19							22 (persons)
	71~80	36							35
	81~90	21							45
	91~100								5

1.1.3 Analysis of the differences in the average festival quality scores by gender

In this study, to determine if there was a difference in terms of the perceived quality of Gangneung Danoje Festival by gender, t-test analysis was conducted. There was no significant difference in the expected quality of the festival before visiting it in terms of the tangibles, reliability, responsiveness, assurance, and empathy, but the analysis of the survey responses after visiting the festival showed that there was a statistically significant difference in terms of the tangibles, reliability, responsiveness, and assurance, respectively. Only in terms of empathy was no significant difference found.

<Table 5> Analysis of the differences in the average perceived festival quality scores by gender

Factor	Gender	N	Before				After				
			Ave.	S.D.	t-value	P	N	Ave.	S.D.	t-value	p
Tangi- bles	Male	42	3.63	.706	-.278	.781	31	3.74	.594	2.922***	.004
	Female	68	3.67	.600			77	3.40	.541		
Reliabi- lity	Male	42	3.72	.608	.289	.773	31	3.95	.450	2.760***	.007
	Female	68	3.69	.587			77	3.71	.383		

Respon- siveness	Male	42	3.51	.642	-.869	.387	31	3.96	.488	2.016**	.000
	Female	68	3.63	.722			77	3.41	.689		
Assu- rance	Male	42	3.58	.675	-.381	.704	31	3.68	.643	2.016**	.046
	Female	68	3.63	.672			77	3.45	.486		
Empa- thy	Male	42	3.50	.572	-.786	.434	31	3.70	.568	.506	.614
	Female	68	3.60	.625			77	3.65	.436		

1.1.4 Analysis of the differences in the average perceived festival quality scores by number of visits

To determine if there were differences in the average perceived festival quality (tangibles, reliability, responsiveness, assurance, and empathy) score by number of visits, t-test analysis was conducted. The differences in the average scores of the five dimensions by number of visits turned out to be statistically insignificant, where the factors whose first-visit average score was higher than the second-visit-and-beyond average score were responsiveness and empathy while those whose second-visit-and-beyond average score was higher than the first-visit average score were the tangibles, reliability, and assurance.

<Table 6> Analysis of the differences in the average perceived festival quality scores by number of visits

Factor	No. of visits	N	Ave.	S.D.	t-value	p
Tangibles	One	34	3.60	.509	-.630	.530
	Two or more	76	3.68	.692		
Reliability	One	34	3.69	.548	-.160	.873
	Two or more	76	3.71	.615		
Responsiveness	One	34	3.63	.704	.493	.623
	Two or more	76	3.56	.689		
Assurance	One	34	3.55	.645	-.642	.522
	Two or more	76	3.64	.684		
Empathy	One	34	3.65	.585	.993	.323
	Two or more	76	3.52	.613		

1.1.5 Analysis of the differences in the average festival quality scores by family income

In this study, one-way ANOVA was conducted to determine if the family income has an impact on the perceived quality of the festival (tangibles, reliability, responsiveness, assurance, and empathy). The results showed that the differences in the average scores of the five festival quality dimensions were not statistically significant in terms of the family income.

<Table 7> Analysis of the differences in the average perceived festival quality scores by family income

Factor	Family income level	N	Ave.	S.D.	F-value	p
Tangibles	Less than 2 mil. won	43	3.58	.701	1.089	.340
	2.01-3 mil. won	26	3.81	.620		
	3.01-4 mil. won	41	3.64	.579		
Reliability	Less than 2 mil. won	43	3.60	.626	1.198	.306
	2.01-3 mil. won	26	3.82	.522		
	3.01-4 mil. won	41	3.74	.595		
Responsiveness	Less than 2 mil. won	43	3.51	.811	.511	.601
	2.01-3 mil. won	26	3.58	.595		
	3.01-4 mil. won	41	3.67	.616		
Assurance	Less than 2 mil. won	43	3.54	.805	.476	.622
	2.01-3 mil. won	26	3.63	.491		
	3.01-4 mil. won	41	3.68	.619		
Empathy	Less than 2 mil. won	43	3.50	.683	.419	.659
	2.01-3 mil. won	26	3.59	.572		
	3.01-4 mil. won	41	3.61	.541		

1.2 Results of the analysis of the festival quality, visitor satisfaction level, and brand value

1.2.1 Analysis of the differences in averages by gender after visiting the festival

In this study, a t-test was conducted to determine if there were differences by gender in the level of satisfaction of the visitors with the festival and in the visitors' perceptions of the festival quality and brand value after visiting the festival. The difference in the average visitor satisfaction level score by gender was not statistically significant ($t=1.346$; $p>.05$), with the average score of the male group ($M=3.58$) higher than that of the female group ($M=3.43$). The difference in the average perceived festival quality score by gender, however, was statistically significant ($t=2.960$; $p<.01$), with the men's score ($M=3.80$) higher than the women's score ($M=3.84$). The difference in the average perceived festival brand value score turned out to be statistically insignificant ($t=0.380$; $p>.05$), with the average score of the male group ($M=3.87$) slightly higher than that of the female group ($M=3.84$), indicating that the men were more

generous with their assessment of the festival compared to the women.

<Table 8> Analysis of the differences in the average visitor satisfaction level and perceived festival quality and brand value scores by gender

Factor	Gender	N	Ave.	S.D.	t-value	p
Visitor satisfaction level	Male	31	3.58	.485	1.346	.181
	Female	77	3.43	.523		
Festival quality	Male	31	3.80	.429	2.960**	.004
	Female	77	3.52	.442		
Festival brand value	Male	31	3.87	.456	.380	.705
	Female	77	3.84	.379		

1.2.2 Analysis of the differences in averages by number of visits

In this study, t-test analysis was conducted to determine if there were differences in the average visitor satisfaction level and perceived festival quality and brand value scores by number of visits. As a result, the differences in the average visitor satisfaction level scores by number of visits were not statistically significant ($t=-0.308$; $p>.05$), and neither were the differences in the average perceived festival quality scores ($t=-1.582$; $p>.05$). The differences in the average perceived festival brand value scores, however, were statistically significant ($t=-3.283$; $p<.01$). For the visitor satisfaction level and perceived festival quality and brand value, the average scores from the second-time-and-beyond visitors were higher than the averages from the first-time visitors. The difference was the biggest with the average perceived festival brand score (0.28), followed by the average perceived festival quality (0.16) and average visitor satisfaction level (0.03) scores.

<Table 9> Analysis of the differences in the average visitor satisfaction level and perceived festival quality and brand value scores by number of visits

Factor	No. of visits	N	Ave.	S.D.	t-value	p
Visitor satisfaction level	One	25	3.45	.542	-.308	.759
	Two or more	83	3.48	.346		
Festival quality	One	25	3.48	.454	-1.582	.117
	Two or more	83	3.64	.866		
Festival brand value	One	25	3.67	.373	-3.283	.001
	Two or more	83	3.95	.551		

1.2.3 Analysis of the differences in averages by family income

In this study, one-way ANOVA was conducted to determine if there were differences in the average visitor satisfaction level and perceived festival quality and brand value scores by family income. The differences in the average visitor satisfaction level score by family income turned out to be statistically significant ($F=5.333$; $p<.01$). The average score was the highest with the 2 million won or less income group ($M=3.69$), followed by the 2.01-3 million won ($M=3.58$) and 3.01-4 million won ($M=3.31$) income groups. The follow-up analysis using Scheffe revealed that the average visitor satisfaction level was the highest with the 2 million won or less income group, followed by the 3.01-4 million won income group. The differences in the average perceived festival quality score by family income turned out to be statistically insignificant ($F=0.128$; $p<.05$), with the average of the 2.01-3 million won income group being the highest ($M=3.63$), followed by those of the 2 million won or less ($M=3.61$) and 3.01-4 million won ($M=3.58$) income groups. The differences in the average perceived festival brand value score by family income were statistically significant ($F=7.861$; $p<.01$), with the 2.01-3 million won income group ($M=3.98$) being the highest in average ($M=3.56$), followed by the 3.01-4 million won ($M=3.86$) and the 2 million won or less ($M=3.56$) income groups. The follow-up analysis results using Scheffe showed that the average perceived festival brand value was the highest with the 2.01-3 million won income group, followed by the 3.01-4 million won and 2 million won or less income groups.

As such, the average visitor satisfaction level and perceived festival brand value scores differed significantly depending on the income level, where the averages were the highest in the order of the 2 million won or less > 2.01-3 million won > 3.01-4 million won income groups. The average perceived festival quality score was the highest with the 3.01-4 million won income group while the average perceived festival brand value score was the highest in the order of the 2.01-3 million won > 3.01-4 million won > 2 million won or less income groups.

<Table 10> Analysis of the differences in the average visitor satisfaction level and perceived festival quality and brand value scores by family income

Factor	Family income level	N	Ave.	S.D.	F-value	p	Scheffe
Visitor satisfaction level	2 mil. won or less (A)	19	3.69	.601	5.333**	.006	A>C
	2.01-3 mil. won (B)	37	3.58	.564			
	3.01-4 mil. won or higher (C)	52	3.31	.390			
Festival quality	2 mil. won or less (A)	19	3.61	.450	.128	.880	-
	2.01-3 mil. won (B)	37	3.63	.437			
	3.01-4 mil. won or higher (C)	52	3.58	.475			
Festival brand value	2 mil. won or less (A)	19	3.56	.439	7.861**	.001	B>C>A
	2.01-3 mil. won (B)	37	3.98	.382			
	3.01-4 mil. won or higher (C)	52	3.86	.349			

1.2.4 Analysis of the correlations between visitor satisfaction level, service quality, and brand value

The correlations between the measured values are shown in Table 11. Visitor satisfaction level appeared to have a significant correlation with festival quality ($r=.668$; $p<.01$) as well as with brand value ($r=.579$; $p<.01$), education ($r=-.494$; $p<.01$), income ($r=-.296$; $p<.01$), and satisfaction ($r=.552$; $p<.01$). That is, visitor satisfaction level showed a rather close relationship with festival quality, festival brand value, satisfaction, and education; a negative correlation with education; and a low, negative correlation with income. As for festival quality, it appeared to have a significant correlation with brand value ($r=.428$; $p<.01$), gender ($r=-.276$; $p<.01$), age ($r=.233$; $p<.05$), education ($r=-.412$; $p<.01$), satisfaction ($r=.737$; $p<.01$), and expenditure ($r=.262$; $p<.01$). That is, festival quality showed a close relationship with brand value and education, and a low level of correlation with gender, age, and expenditure. In this case, the correlation with satisfaction was positive and strong. Brand value turned out to have a close correlation with education ($r=.562$; $p<.01$), number of visits ($r=.268$; $p<.01$), satisfaction ($r=.231$; $p<.05$), and expenditure ($r=-.199$; $p<.05$). That is, brand value showed a negative correlation with education; a low level of correlation with number of visits and satisfaction; and a low, negative correlation with expenditure. Gender appeared to have a significant correlation with age ($r=-.390$; $p<.01$) and satisfaction ($r=.204$; $p<.01$); that is, gender formed a weak correlation with age and satisfaction. Age appeared to form a significant correlation with income ($r=-.216$; $p<.05$) and satisfaction ($r=.268$; $p<.01$). That is, age formed a weak correlation with income and satisfaction. Education appeared to form a significant correlation with number of visits ($r=.224$; $p<.05$) and satisfaction ($r=-.444$; $p<.01$). Here, the correlation between education and number of visits or satisfaction was weak. Income formed a significant correlation with number of visits ($r=.223$; $p<.05$) and satisfaction ($r=-.222$; $p<.05$), where number of visits showed a weak correlation with satisfaction ($r=.223$; $p<.05$) and satisfaction showed a weak correlation with expenditure ($r=.223$; $p<.05$).

<Table 11> Coefficients of festival visitor satisfaction level, quality, brand value, and general parameters

Assessment variables	Visitor satisfaction level	Festival quality	Festival brand value	Gender	Age	Education	Income	No. of visits	Satisfaction	Expenditure
Visitor satisfaction level	1									
Festival quality	.668**	1								

Festi- val brand value	.579**	.428**	1							
Gender	-.130	-.276**	-.037	1						
Age	.112	.233*	.014	-.390**	1					
Edu- cation	-.494**	-.412**	-.562**	.109	-.172	1				
Income	-.296**	-.039	.186	.095	-.216*	.093	1			
No. of visits	.030	.150	.268**	-.057	.012	-.224*	.223*	1		
Satis- faction	.552**	.737**	.231*	-.204*	.268**	-.444**	-.222*	.280**	1	
Expen- diture	.183	.262**	-.199*	-.093	.097	.078	-.106	.039	.223*	1
Ave.	3.48	3.61	3.86	1.71	3.10	2.27	2.31	1.77	80.25	2.97
S.D.	.514	.454	.401	.454	.995	.816	.755	.424	11.51	1.29

**p<.01; *p<.05

V. Conclusion and Discussion

1. Summary and Implications of the Study

1.1 Differences in perception of Gangneung Danoje Festival's service quality before and after visiting the festival

The following graphs provide an overview of the differences in the five dimensions of service quality perceived by the visitors of Gangneung Danoje Festival, which are summarized below.

- (1) The average perceived reliability and empathy scores increased after the survey respondents' festival visit, which can lead to the conclusion that the festival was successful in earning the trust of the visitors.
- (2) The average scores for the tangibles, responsiveness, and assurance appeared to have decreased after the survey respondents' festival visit, which signifies the necessity of further efforts to improve these variables in the future.

<Table 12> Differences in perception of Gangneung Danoje Festival's service quality before and after visiting the festival

	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Before visiting	3.660	3.707	3.590	3.620	3.567
After visiting	3.495	3.780	3.567	3.514	3.667
Difference in perception	0.165	-0.073	0.023	0.106	-0.100

1.2 Differences in perception of Gangneung Danoje Festival's service quality by gender before and after visiting the festival

The assessment of the differences in the perceived service quality of Gangneung Danoje Festival by gender before and after visiting the festival revealed that gender did not make a significant difference in terms of the perception ($p > .05$). As for the perceptions after the festival visit, the factors other than empathy (i.e., tangibles, reliability, responsiveness, and assurance) showed a significant difference between genders. Also, the male respondents' perceptions of all the service quality factors improved after actually visiting the festival while the female respondents' perceptions of the festival's tangibles, responsiveness, and assurance worsened after their festival visit. Therefore, further efforts may be necessary to improve the elements of the festival that the female respondents were not satisfied with.

<Table 13> Differences in perception of Gangneung Danoje Festival's service quality by gender before and after visiting the festival

Factor	Gender	Before		After	
		Ave.	S.D.	Ave.	S.D.
Tangibles	Male	3.63	.706	3.74	.594
	Female	3.67	.600	3.40	.541
Reliability	Male	3.72	.608	3.95	.450
	Female	3.69	.587	3.71	.383
Responsiveness	Male	3.51	.642	3.96	.488
	Female	3.63	.722	3.41	.689
Assurance	Male	3.58	.675	3.68	.643
	Female	3.63	.672	3.45	.486
Empathy	Male	3.50	.572	3.70	.568
	Female	3.60	.625	3.65	.436

In conclusion, the sample groups that visited Gangneung Danoje Festival showed trust in the contents and operation of the festival programs and saw the festival staffs as kind, as having fully understood their requirements, and as capable of empathy. The female respondents, however, thought that the festival needs improvement in terms of its tangibles, responsiveness, and assurance.

The conceptual definitions of the terms used in this study are as follows: *tangibility* refers to the facility, signboards, resting places, and cleanliness of the restrooms; *responsiveness* refers to how promptly the staffs addressed the needs of the visitors; and *assurance* refers to the skills and attitudes of the festival staffs demonstrated as they responded to various situations.

To improve the aforementioned areas, first, it would be necessary to increase the amenities for the visitors while training the staffs to ensure that they can address the visitors' needs and requirements with sufficient skills. Especially, the improvement efforts should be concentrated on the service quality so that the female festival visitors would also be satisfied. The average of the scores given by the female survey respondents to the festival's tangibles after their festival visit tended to be lower than the average of the scores given by the male survey respondents. To address this problem, it would be necessary to pay more attention to the management and cleanliness of the restrooms, which are the most symbolic facilities used by the female visitors. It would also be necessary to consider increasing the number of resting places or coffee shops, where the children and female visitors can rest, in addition to the existing cafeteria or diners. To provide the visitors with kinder and prompter services, preliminary workshops could be held for the festival volunteers and staffs so that they could obtain the necessary knowledge on the festival prior to its start. Increasing the level of proficiency of the staffs would also be important, and the staffs who have previous experiences with the festival would be instrumental in achieving this. The volunteers could also be made to undergo service training so that they would obtain an improved service mindset. With this, the level of satisfaction of the visitors could improve.

1.3 Analysis of the differences in the perceived brand value of Gangneung Danoje Festival (and Grangneung City) by gender and income

The t-test analysis results on the differences in the visitors' perceptions of the brand value of Gangneung Danoje Festival by gender and income revealed the facts below.

First, the figure was higher with the male visitors than with the female visitors. Also, the middle-income-or-higher visitors gave higher scores to the brand value of the festival while the female group and the 2-million-won-or-less-a-month income group gave lower scores to it. This could be explained by the fact that the male visitors and those with higher incomes were more likely to have researched on the festival before visiting it, and to have evaluated the festival's brand value based on the results of their research even before visiting the festival.

Second, the samples with higher incomes had lower levels of satisfaction after visiting the festival, which is believed to be because of their higher levels of expectation before visiting the festival.

1.4 Correlation analysis

The results of the analysis of the correlations between the brand value, visitor satisfaction level, and quality of the festival were found to have had statistical significance. Based on this finding, the summary below could be presented.

First, with regard to the correlation between the variables and the visitor satisfaction level, the latter showed statistically significant positive correlations with the brand value and quality of the festival but showed statistically significant highly negative correlations with the visitors' education and income. The quality and brand value of the festival could be improved by increasing the level of satisfaction of its visitors. Also, as the satisfaction level of the less educated and low-income group was already high, now is the perfect time to conduct multidimensional studies and to exert various efforts to induce the high-income group to revisit the festival.

Second, with regard to the correlation between the festival's service quality and the variables, the correlations of the former with the festival brand value and visitor satisfaction level were statistically significant and highly positive. Its correlations with gender, age, and expenditure were also statistically significant. In the case of gender, the male respondents appeared to regard the festival's service quality relatively higher, and their expenditure increased as their perception of the festival quality improved. Therefore, by enhancing the quality of the festival, the visitor satisfaction level and festival brand value could be improved, which would in turn induce the visitors to spend more money while visiting the festival and to help boost the local economy more.

Third, with regard to the correlation between the festival brand value and the other variables, the former was shown to have statistically significant correlations with number of visits, amount of money spent, and satisfaction. As the results showed that the higher the festival brand value is, the higher the visitor satisfaction score, the customer loyalty and the level of satisfaction of the festival visitors could be increased by improving the festival's brand value. In so doing, the efforts to improve the brand value of Gangneung Danoje Festival would see a fruitful outcome.

In conclusion, it is recommended that the educational features of the festival be strengthened to increase the level of festival participation by the visitors, and that other programs that the male visitors might find interesting be offered to increase the level of satisfaction among the visitors with higher incomes and education levels. It is also recommended that the mime performances, such as the Masked Play of the Slaves, be made to feature a narrator who could help the spectators understand what is going on in the performances. Also, to increase the level of appreciation of the festival by the visitors, it is recommended that some of the festival programs be made to offer opportunities for the spectators to participate in a realistic re-enactment of life in the past. Another recommendation is to increase the number of photozones using "trick arts." It is also recommended that the visitors be allowed to play the traditional musical instruments themselves, or to participate in the "masked plays." This will help increase the visitors' appreciation of the festival by giving them an opportunity to be amused and to have fun, and by helping them experience the festival in its fullest. Lastly, symbolic souvenir products could be

developed through a public call for suggestions and designs, providing opportunities to promote and sell such products and hence helping the local economy.

Gangneung Danoje Festival has become a global event of late, and the number of visitors from other countries is increasing, along with the number of visits of each, particularly the foreigners who are interested in experiencing the Korean culture and visiting Gangneung as a tourist destination. Considering such increase in the number of foreign visitors of the festival, more attention would have to be given to the training of the volunteer interpreters on the origins of Danoje. More English signboards should also be put up, and English should be used in the whole event, to boost the foreign visitors' comprehension and appreciation.

If the service quality, visitor satisfaction level, and brand value of Gangneung Danoje Festival would be improved as a result of the programs, it would result in repeated visits to the festival in the future, increasing the level of visitors' loyalty to the festival. The brand value of Gangneung City is that in this city, the visitors may participate in the traditional, experiential events of Gangneung Danoje Festival as well as in various performances, competitions, and cultural-heritage-themed events therein. Also, the local values of Gangneung, a city of courtesy and culture, could be highlighted in conjunction with the tourism infrastructure. This would create an image of Gangneung as a city that is not like any other place in the country, building a powerful brand of its own. Therefore, it is believed that the improvement of the brand value of Gangneung Danoje Festival would be instrumental in improving Gangneung City and in invigorating its economy.

2. Study Limitations and Future Study Direction

One of the limitations of this study was that its sample group consisted solely of South Koreans. Therefore, in the future studies, the foreign visitors of Gangneung City would have to be included in the sample group to achieve relevant study data.

Second, as a study of festivals, this study was limited to a single event, Gangneung Danoje Festival. Therefore, in the future studies, events in other places of the country could also be covered so that the problems and potential improvements that would be identified could help in establishing a generalizable management strategy for such festivals.

Third, in this study, it was not possible to assign the survey respondents to both the before- and after-the-visit groups. For this reason, further studies would be necessary where the two groups would be composed of the same samples.

Even with the aforementioned limitations, however, as there was virtually no empirical study on Gangneung Danoje Festival prior to this study, this study may be regarded as having academic value. In addition, this study was in itself a meaningful process in which what can be done to improve Gangneung Danoje Festival along with other local festivals was contemplated. Also, the study offered an opportunity to consider how the already-strong brand value of Gangneung Danoje Festival could be improved to help improve the reputation of Gangneung City. It is hoped that this study will be used to contribute to the development of the program design and

planning of the festival to make it grow into one of the world's top 10 festivals, while helping other festivals also grow further in the process.

<Appendix>

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protected.

Article 33 of the Statistics Act (Protection

Matters belonging to the confidential

corporations, organizations, etc. that have

course of collecting statistics shall be

Questionnaire

Thank you for making your precious time available to participate in this survey.

The purpose of this questionnaire is to survey visitors to the Gangneung Danoje Festival on their perception of service quality at the festival. Differences in perception of festival service quality according to economic group will also be examined, along with the visiting motive of tourists. Please answer the questions below frankly, according to the impressions you have received while at the Gangneung Danoje Festival.

Your answers will be valuable basic data for research, and will be used exclusively for research purposes. Please rest assured that your responses will be anonymous, and used for academic purposes only.

There are no correct answers to the questions: Please answer as thoroughly as possible. Thank you sincerely for participating in this survey.

May 26, 2014
 Ji Un Kim
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I. The following are questions regarding the **level of quality you experienced from the Gangneung Danoje Festival** during your visit. Please indicate how strongly you agree or disagree to each of the statements, with a ‘V’ on the right of the statement.

Question		Do not	Do not	Average	Agree	Strongly	
		①	②	③	④	⑤	
Satisfaction	01	I am generally satisfied with the Gangneung Danoje Festival.	①	②	③	④	⑤
	02	I am satisfied with the cultural experience and educational opportunities through the Gangneung Danoje Festival.	①	②	③	④	⑤
	03	I am satisfied with the opportunity to escape from everyday life and relieve stress through the Gangneung Danoje Festival.	①	②	③	④	⑤
	04	I am satisfied with the opportunity to improve mental health through the Gangneung Danoje Festival.	①	②	③	④	⑤
	05	I am satisfied with the cleanliness of the parking lot and surrounding environment of the Gangneung Danoje Festival.	①	②	③	④	⑤

II. The following are questions regarding the **level of quality you have experienced from the Gangneung Danoje Festival** during your visit. Please indicate how strongly you agree or disagree to each of the statements, with a ‘V’ on the right of the statement.

1) Perceived quality

Question		Do not agree at all	Do not agree	Average	Agree	Strongly agree	
		①	②	③	④	⑤	
Tangible aspects	01	The Gangneung Danoje Festival has neat festival buildings and exhibition hall facilities.	①	②	③	④	⑤
	02	The supporting facilities at the Gangneung Danoje Festival, including parking lots and guide signage, are pleasing to look at.	①	②	③	④	⑤
	03	The Gangneung Danoje Festival is well	①	②	③	④	⑤

		equipped with rest areas.					
	04	The staff at the Gangneung Danoje Festival are dressed neatly.	①	②	③	④	⑤
	05	The Gangneung Danoje Festival is well equipped with restroom facilities.	①	②	③	④	⑤
	06	The Gangneung Danoje Festival is well equipped with pamphlets and event brochures, etc.	①	②	③	④	⑤
	07	The order of events proceeds well, according to schedule at the Gangneung Danoje Festival.	①	②	③	④	⑤
	08	The Gangneung Danoje Festival makes earnest efforts to resolve problems that visitors experience.	①	②	③	④	⑤
Reliability	09	The Gangneung Danoje Festival performs services wholeheartedly and sincerely.	①	②	③	④	⑤
	10	Events proceed at the exact time promised at the Gangneung Danoje Festival.	①	②	③	④	⑤
	11	Efforts are made at the Gangneung Danoje Festival to keep the progress of the festival as consistent as possible with information provided beforehand.	①	②	③	④	⑤
Reactivity	12	The staff at the Gangneung Danoje Festival inform visitors accurately as to when events or services are held.	①	②	③	④	⑤
	13	The staff at the Gangneung Danoje Festival provide timely services to visitors.	①	②	③	④	⑤
	14	The staff at the Gangneung Danoje Festival always make efforts to help visitors wholeheartedly and sincerely.	①	②	③	④	⑤
	15	The staff at the Gangneung Danoje Festival respond wholeheartedly to requests from visitors, no matter how busy they are.	①	②	③	④	⑤
Confidence	16	The staff at the Gangneung Danoje Festival imbue visitors with trust and confidence, with their expert knowledge.	①	②	③	④	⑤
	17	The Gangneung Danoje Festival is able to respond to issues regarding	①	②	③	④	⑤

		admissions fees, fees for rest facilities, mistakes in calculation, and refunds.					
	18	The staff at the Gangneung Danoje Festival are always polite and well-mannered toward visitors.	①	②	③	④	⑤
	19	The staff at Gangneung Danoje Festival respond to inquiries with the proper attitude and poise.	①	②	③	④	⑤
Considerateness, Sympathy	20	The staff at the Gangneung Danoje Festival express a kind interest in visitors.	①	②	③	④	⑤
	21	The Gangneung Danoje Festival makes arrangements for visitor convenience such as adjusting events or opening and closing times.	①	②	③	④	⑤
	22	The staff at the Gangneung Danoje Festival listen attentively and express an interest in the smallest inconveniences of visitors.	①	②	③	④	⑤
	23	The Gangneung Danoje Festival is considerate of visitors, making them feel that they are taking something home from the festival.	①	②	③	④	⑤
	24	The staff at the Gangneung Danoje Festival understand the demands of visitors.	①	②	③	④	⑤

III. The following are questions regarding your **perception of the brand value of Gangneung** during your visit to the Gangneung Danoje Festival. Please indicate how strongly you agree or disagree to each of the statements, with a ‘V’ on the right of the statement.

Question		Do not agree	Do not agree	Average	Agree	Strongly agree	
		①	②	③	④	⑤	
Brand recognition	01	I can easily imagine Gangneung as a	①	②	③	④	⑤
	02	Gangneung is easily distinguished	①	②	③	④	⑤
	03	I have heard about Gangneung often.	①	②	③	④	⑤
	04	I know about Gangneung well.	①	②	③	④	⑤
	05	I think that Gangneung has a good	①	②	③	④	⑤
	06	The characteristic appearance of	①	②	③	④	⑤
	07	I can easily imagine the symbols of	①	②	③	④	⑤

Brand image	08	Gangneung is an interesting city.	①	②	③	④	⑤
	09	Gangneung has a special image.	①	②	③	④	⑤
	10	Gangneung has a clean image.	①	②	③	④	⑤
	11	Gangneung has a vibrant image.	①	②	③	④	⑤
	12	Gangneung has a clear visitor image.	①	②	③	④	⑤
	13	Gangneung has long-standing	①	②	③	④	⑤
	14	Gangneung is highly popular among	①	②	③	④	⑤
	15	I have the impression that Gangneung	①	②	③	④	⑤
Quality	16	Gangneung is quiet and peaceful.	①	②	③	④	⑤
	17	Gangneung is familiar to me.	①	②	③	④	⑤
	18	Gangneung is a city I can have	①	②	③	④	⑤
	19	Gangneung is superior to other similar	①	②	③	④	⑤
	20	Gangneung's tourist services are to	①	②	③	④	⑤
	21	Gangneung is a city with growth	①	②	③	④	⑤
	22	The overall quality of culture in	①	②	③	④	⑤

IV. The following are questions regarding your reasons for visiting the Gangneung Danoje Festival. Please indicate how strongly you agree or disagree to each of the statements, with a ‘√’ on the right of the statement.

Question		Do not agree	Do not agree	Average	Agree	Strongly agree	
		①	②	③	④	⑤	
Physical	01	To relieve stress	①	②	③	④	⑤
	02	Boredom	①	②	③	④	⑤
	03	For rest	①	②	③	④	⑤
Tourist activities	04	To enjoy nature	①	②	③	④	⑤
	05	To enjoy the food and attractions	①	②	③	④	⑤
	06	To buy porcelain and regional specialty products	①	②	③	④	⑤
	07	To participate in tourist activities	①	②	③	④	⑤
	08	Stopped by on the way to other tourist destinations	①	②	③	④	⑤
Experiencing traditions	09	To see the Gangneung Danoje Festival itself	①	②	③	④	⑤
	10	Because of the folksy atmosphere	①	②	③	④	⑤
	11	To experience the traditional atmosphere of Gangneung	①	②	③	④	⑤
Family activities	12	To enjoy the festival as a family	①	②	③	④	⑤
	13	To spend time with family	①	②	③	④	⑤
	14	As a learning experience for my children	①	②	③	④	⑤

V. The following are questions regarding your demographical details. Please mark the

item that applies with a 'V'.

The following are questions regarding your demographical details. Please mark your choice with a 'V'.

SQ1. What is your gender?

- ① Male ② Female

SQ2. What is your age?

- ① Teens ② 20s ③ 30s ④ 40s ⑤ 50s ⑥ 60s and above

SQ3. Educational background

- ① High school graduate or lower ② 2-year college graduate ③ University graduate ④ Master's degree ⑤ Doctorate

SQ4. What is your monthly income?

- ① Less than 2 million Won ② 2.01 million ~ 3 million Won ③ 3.01 million ~ 4 million Won
 ④ 4.01 million Won ~ 5 million Won ⑤ 5.01 million Won ~ 6 million Won
 ⑥ 6.01 million Won or more

SQ5. What is your occupation?

- ① Researcher ② Professional or related ③ Office work ④ Service industry ⑤ Sales
 ⑥ Manufacturing ⑦ Farming, forestry, fisheries ⑧ Labor ⑨ Student ⑩ Soldier
 ⑪ Homemaker ⑫ Other

SQ6. Marital status

- ① Married ② Single

SQ7. Where is your place of residence?

- ① Seoul ② Gyeonggi ③ Chungnam ④ Chungbuk
 ⑤ Gyeongnam ⑥ Gyeongbuk ⑦ Jeonnam ⑧ Jeonbuk
 ⑨ Jeju-do ⑩ Other and overseas

SQ8. How many times have you visited the Gangneung Danoje Festival, including your current visit?

- ① First time ② Second time ③ Three times or more

SQ9. Through what channel did you learn about the Gangneung Danoje Festival?

-
- ① TV ② Newspaper ③ Internet ④ Radio
 ⑤ Roadside banners ⑥ Regional magazines ⑦ Word of mouth ⑧ Other

SQ10. How would you score the festival in general, after experiencing the Gangneung Danoje Festival?

(Out of a possible 100 points) [Points]

SQ11. Approximately how much did you spend at the Gangneung Danoje Festival?

-
- ① 10,000 Won or less ② 25,000 Won or less ③ 45,000 Won or less
 ④ 65,000 Won or less
 ⑤ 85,000 Won or less ⑥ 100,000 Won or more

♣ Thank you sincerely for completing the questionnaire. ♣

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