The Relation Between Urban Riverbank Reconstruction and Tourism Attractiveness Shaping-
A Case Study of Love River in Kaohsiung, Taiwan

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Abstract

Love River has played a critical role in the development of Kaohsiung City. The city recently succeeded in publicizing the bank scenery of Love River, which has now become a tourist destination in Kaohsiung. Love River's lower reach was chosen as the subject of this study, in order to explore the relation between urban riverbank reconstruction and tourism attractiveness shaping; this study adopted the approach of focus group interview involving planning officials, non-governmental organizations, tourists, industries and local residents; it established Love River Tourism Attractive Elements Questionnaire based on the Kano Model and carried out research in five major dimensions including existing resources, tourism activities, food and accommodation, transportation, and spatial comfort so as to determine the elements that help shape riverbank attractiveness. The results of the investigation were analyzed, and suggestions for riverbank development were provided. The statistical analysis concludes that to enhance the riverbank tourism attractions of Love River, the following priority sequence of development should be followed: (1) proactive development; (2) basic development; (3) considerable development; (4) suspended development. Considering the development priority sequence of the attractive elements of Love River riverbank tourism, this study finally proposed concrete suggestions for Love River's future development in four parts: spatial form, experience of the four senses, transportation planning, and activity strategy.

Keywords: Love River; urban riverbank; tourism attractiveness; Kano Model; tourism satisfaction

1. Introduction

Love River is used for various activities, such as water transportation, tourism, and fishing; these activities have led to the development of Kaohsiung City. However, it was once a scourge of the city, because waste water from residences along the bank, nearby factories, fields, and fish ponds on the upper reach all gathered in the river before running into the ocean. During the 2001 Taiwan Lantern Festival, Love River was presented to the Taiwan public with a brand new appearance, successfully publicizing the riverbank tourism of Kaohsiung City as one of the city's major tourist spots. The government also planned and constructed relevant facilities to link various spots of Love River, including Mass Rapid Transit, a bikeway system, public bicycles, and Love Boats. Due to these efforts, the tourism forms of Love River have become more and more diverse, shifting from a single spot and goal to a single spot and multiple goals, and now to another form of multiple spots and goals.

There are many famous successes in riverbank tourism development internationally, such as Sumida River in Tokyo, Seine River in France, and Cheonggyecheon Stream in Seoul. These rivers provide people with a beautiful environment for walking, experiencing culture, and tracing a city's history and also create high business value and urban tourism attractiveness. In recent years, the Kaohsiung City Government has insisted on creating and developing unique regional attractiveness and has established diverse sightseeing forms. This study mainly discusses the relation between riverbank tourism and urban attractiveness shaping, with the aim of exploring the core value of river tourism. With the increase in the number of tourists visiting Love River, it has become necessary to learn the different expectations and requirements of various tourist groups and grasp the river's core value; only then, with comprehensive coordinated measures, can sustainable riverbank tourism attractiveness be achieved. In summary, the objectives of this study include the following: (1) learning the significance of riverbank tourism to government, local residents, and tourists as well as its strengths and weaknesses; (2) analyzing the impact of riverbank development on tourism attractiveness and

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(Received April 10, 2017; accepted March 6, 2018)
DOI http://doi.org/10.3130/jaabe.17.353
learning the riverbank's value for urban development and tourism; (3) summarizing the attractive elements of riverbank tourism and proposing concrete suggestions for current riverbank sightseeing forms.

2. Literature Review

2.1 Functions of Urban Riverbank Space and Relevant Activities

Riverbank development is an international trend and plays an important role in urban development. As water environment constitutes a critical part of urban life quality (Matsuoka and Kaplan, 2008), rivers in cities could give people a clear direction and help them learn about themselves, provide landscaping opportunities, and greatly impact the layout along the rivers (Özgünür and Kendle, 2006). A lively urban riverbank is a major driving force for developing a city's tourism, and, thus, many governments target riverbanks to develop distinctive tourism. With many issues involved, urban riverbank development is based on the three principles of ecological environment, spatial system, and human psychology, and its planning is carried out in eight aspects, including nature, cleanliness, safety, accessibility, development, history, and regional features (Shi et al., 2009). Past research has shown that the functions and traits of urban rivers could be explored from four angles, including environmental, city, space and human angles (Japan Society of Civil Engineers, 1988; Adams, 2004); the functions of urban rivers and banks include ecological protection, water flow, water control, hydroelectric power generation, disaster prevention, transportation, scenery shaping, provision of activity venues and medical treatment. Human activities along rivers could be classified into eight categories, including rest, sightseeing, performance, sport, transport, local traditional folk events, scenery appreciation and education.

This study probes into the forms of riverbank activity from the angle of human activities. Different interacting aspects between rivers and humankind can result in various relationships and activities. Also, the results of interaction between humankind and nature are influenced by the diverse conditions of a river itself, such as the river's width, the shape of its bank, and the surrounding environment. Urban rivers establish a network by linking separate urban areas. Therefore, urban riverbanks are involved in the allocation of space and water as well as constituting an element of urban riverbank space; furthermore, they are components of a city's style and image. This study classified activity types based on the combination of urban riverbank space forms with spatial areas and the nature of interaction between humankind and water.

2.2 Tourism Attractiveness Evaluation

Gotham (2002) stated that tourism attractiveness is a dimension of tourism development strategy, covering resources by which a region attracts tourists, including tangible natural resources, cultural resources, entertainment facilities, intangible events, festivals, and charm.

In the book Domestic Tourism in the New Era: On Attractiveness Evaluation (Muroyan, 1998), the tourism attractiveness evaluation framework is divided into six dimensions, including items unrelated to core attractiveness, existing resources, tourism activities, accommodation facilities, spatial comfort, and planning and regulation. In a study on regional attractiveness of art streets, Chen and Ko (2016) proposed that business centers there could take advantage of the space between public and private areas to create distinctive competitive features that will be hard for other business districts to copy from the four aspects, including local activities, public facilities, street scenes, and business forms. Like art districts, riverbank tourism involves sightseeing in an open space. Apart from public environment planning, it is also necessary to create the special features and charm of a sightseeing area so as to retain tourists and attract them to visit again.

2.3 Research Subject: Love River of Kaohsiung City

Love River originates in Bagua Village, Renwu District, Kaohsiung City and flows 12 km from the northeast to the southwest through Kaohsiung City into Kaohsiung Harbor, covering an area of 57.2 sq. km. After a long period of transformation, Love River has become a famous scenic spot. It was the venue of the Taiwan Lantern Festival in 2001 and 2002 and Kaohsiung Lantern Art Festival for many consecutive years. Love River in 2009 had the privilege to be the venue of the dragon boat competition of the International World Games. Love River has clearly played an important role in Kaohsiung City's development.

Based on the river's functions and water quality and considering the opinions of multiple scholars (Wang, 2007; Yang, 2008), the development history of Love River can be divided into five stages: (1) 1563-1894: natural river period; (2) 1895-1944: canal period; (3) 1945-1976: urban expansion and pollution period; (4) 1977-1990: treatment period; (5) 1990-present: rebirth period. In accordance with the Creating New Urban Landscape project in 2000 of the Construction and Planning Agency of Taiwan's Ministry of Interior, from 1998 to 2007 the construction of sewers and a floodgate system was carried out; the Love River's scenery regulation plan was formulated. These efforts together with other measures that fit the local conditions drove the transformation of the scenery and space along the river. Lin (2005) stated that the modern regulation of Love River is an example of transforming and reusing unprofitable resources in the de-industrialization process, and it has influenced the transition of urban images; changes in water quality, scenery, and space has endowed the riverbank space with positive meanings. It offered a critical opportunity for Kaohsiung City to develop its overall tourism. The entertainment and tourism environment created
by water has also become an important industry of Kaohsiung. At the current stage of Love River's tourism development, the most popular area is a part of the lower stretch between Zhongzheng Bridge and Kaohsiung Bridge, which is also the subject of this study. (Figs.1., 2.).

2.4 Research on Application of the Kano Model
Ever since Kano et al. (1984) proposed the Kano Model in 1984, this approach has been widely used in the fields of product design, customer behavior analysis, community development, and tourism service. Gregory et al. (2013) proved the possibility of applying the Kano Model to tourism research and stated that when analyzing tourism services, the Kano Model is adopted to explore customers' attitudes towards the quality of environmental attributes. Alegre and Garau (2009) pointed out that the Kano Quality Model had already been applied to various forms of services, including tourism service (Deng and Lee, 2007; Fuchs and Weiermair, 2003; Matzler et al., 2006; Tan and Pawitra, 2001), but Högström et al. (2010) noted that the Kano Model has rarely been adopted in research on entertainment and argued that to create the most attractive product, managers should put more emphasis on the physical service environment. Deng and Lee (2006) utilized the Kano Model to identify the service quality attributes of Taipei Fine Arts Museum with tangibility contained in the quality attributes dimension.

The Kano Model is widely used in current research on service quality. For example, Kuo, (2004) adopted it to explore the relation between service space and quality experience, and Yang (2005) took advantage of the Kano Model and Refined Kano Model to discuss the service quality strategy of nostalgic theme parks. The IPA analysis derived from the Kano Model is frequently used as well. For example, Leong (2008) applied IPA analysis to conduct research on Tourists' Cognition on Service Quality and Willingness for Another Visit and to test the research results. Furthermore, Chen and Ko (2016) used the Kano Quality Model to probe into the shaping of special attractive elements of art districts in Taichung City, Taiwan. The above research shows that adopting the Kano Quality Model to discuss tangible tourism service has been done for a long period of time. Therefore, this study believes it feasible and reasonable to use the Kano Model to explore regional attractiveness.

The most significant advantage of the Kano Model is that two opposite questions are asked to learn interviewees' preference toward research items, and their degrees of preference can be categorized into five classes so that researchers can further compare and analyze them; other research tools cannot achieve this. The Kano Model's greatest contribution to this study is that it provides a methodology to compare and analyze research items so that the study can successfully conclude the attractive elements of the urban riverbank. This study holds the opinion that it is appropriate and practicable to adopt this model as an approach to integrate, plan, and create sustainable riverbank tourism attractiveness.

According to the literature review, the relation between urban riverbank reconstruction and tourism attractiveness shaping is close. Good facilities and beautiful landscapes of urban riverbanks can attract more tourists. The authors' research methodology includes focus group interview, Kano model and satisfaction survey. It not only uses a particular model but also uses another comparable model to bring new conclusions. These methods provide us with more deep observations for finding the nature of the relation between urban riverbank reconstruction and tourism attractiveness shaping.

3. Research Method
3.1 Research Design and Process
This study probed into the relation between riverbank tourism and urban attractiveness shaping. It looked at the subject through investigative post-occupation evaluation proposed by Preiser et al. (1988), non-participatory structural observation, focus group interview, and a Kano survey, and thereafter compiled, summarized, and analyzed research data to obtain results. Fig.3. illustrates the detailed
research procedures. This study was implemented by two approaches: focus group interview and Kano Model survey. During Interview Record Analysis, the opinions of different interviewee groups in the focus group interviews were coded to explore the attitude of different people towards riverbank reconstruction from various angles. The Kano Model Survey was formulated so as to learn the elements that shape tourism attractiveness in riverbank reconstruction, analyze necessary elements, eliminate unnecessary ones, and propose systematic suggestions and conclusions.

3.2 Focus Group Interview

Different interviewees were asked different questions. To guarantee diversity and comprehensiveness of the interview, this study first determined whether relevant riverbank reconstruction policies, designs, and plans met users' expectations and needs for the riverbank. Thereafter, an interview framework was developed. Based on three dimensions of riverbank tourism, Government (Go), Tourism (To), and Local (Lo), this study interviewed various groups to obtain statistics in five aspects, including Policy (Po), Effect (Ef), Sustainability (Su), Attraction (At), Commerce (Co), and Living (Li). These interview data were coded and analyzed by Interview Record Analysis, which includes the three parts stated below:

1. Sentence segmentation criteria: According to the criteria, sentence units were segmented when a narrative ended, an action or procedure changed, an intonation shifted, and a theme altered; then segmented sentence numbers were produced according to case numbers of interviewees and sentence segmentation numbers.

2. Coding system establishment: Statistics were decoded and analyzed through interview framework, and codes were used to segment the interview framework and write a coding system to reduce the room that diagrams occupied. Coding aspect implication provided reference criteria for coding.

3. Coding procedures: Interview data compiled by sentence segmentation were coded through a coding system. One segmented sentence could contain more than two coding aspects.

3.3 Kano Model Survey

The Kano Model Survey, which can effectively evaluate attractive elements of existing products or environment to satisfy users' requirements and expectations, is a critical research approach in this study. As shown in Table 1., the relations between the performance of different qualities and users' satisfaction could be clarified so as to find important items that could enhance the satisfaction of tourists. The Kano Model was analyzed mainly from two aspects: subjective satisfaction of users and objective sufficiency of qualities. In coordinates (Fig.4.), the relation between quality sufficiency and users' satisfaction could be classified into five elements: Attractive Quality, One-dimensional Quality, Must-be Quality, Indifferent Quality, and Reverse Quality. This study explored the environmental elements of urban riverbank attractiveness, identified the elements that shape tourism attractiveness in riverbank reconstruction, analyzed necessary elements, eliminated unnecessary ones, and proposed a systematic conclusion. When the survey was implemented, every element was explored through a set of opposite questions to learn users' reactions when that element was implemented or absent. The results can be used to guide different business operations in the future and constitute a major opportunity to create competitiveness.

4. Investigation and Result Analysis

4.1 Basic Investigation of Research Area

As this paper mainly discusses tourism attractiveness, it chose the lower stretch of Love River as its subject, which is the earliest developed and most mature part. It covers the following parts: (1) the section of the river

<table>
<thead>
<tr>
<th>Quality Element</th>
<th>Element Code</th>
<th>Element Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive Quality</td>
<td>A</td>
<td>These attributes provide satisfaction when implemented fully, but do not cause dissatisfaction when not implemented.</td>
</tr>
<tr>
<td>One-dimensional Quality</td>
<td>O</td>
<td>These attributes result in proportionally increasing satisfaction when implemented fully, and decreasing satisfaction when not implemented. It is also called Linear Quality.</td>
</tr>
<tr>
<td>Must-be Quality</td>
<td>M</td>
<td>These attributes do not provide satisfaction when implemented fully, but cause dissatisfaction when not implemented.</td>
</tr>
<tr>
<td>Indifferent Quality</td>
<td>I</td>
<td>These attributes do not influence satisfaction.</td>
</tr>
<tr>
<td>Reverse Quality</td>
<td>R</td>
<td>These attributes result in proportionally decreasing satisfaction when implemented fully, and proportionally increasing satisfaction when not implemented.</td>
</tr>
</tbody>
</table>
from Qixian Bridge to Wufu Bridge; (2) the riverbank and near-water facilities between Hedong Rd. and Hexi Rd.; (3) the nearby stadiums, traffic facilities, and activities (Fig.5.). Through non-participatory observation, the basic investigation into the status quo of the research area was carried out from the angles of tourism activities, industries, and tourism facilities, such as stadiums and landmarks.

4.2 Focus Group Interview Coding Results

The focus group interview data of Tourism (To) dimension were segmented and analyzed from the angles of Commerce (Co) and Attraction (At), mainly for discussing common consensuses and divergences of different interviewee groups in terms of tourism policies, tourism activities and general conditions, and tourism attractiveness as well as for learning temporary challenges and future development.

(1) Common Consensuses

Concerning Love River’s tourism, the common consensuses of different groups show that riverbank tourism attractiveness can be effectively enhanced by green belts and lush vegetation along the river, continuous streams of tourists, sustainable activities, beautiful visit experiences by boat, near-water riverbank, romantic lighting atmosphere at night, and linkage of various traffic facilities. Regarding the negative side, survey results indicate that local business is directly impaired by the lack of shops, favorable business environment, and linkage with nearby streets. Riverbank tourism attractiveness can benefit greatly from improvement in the above aspects and integration with local cultural features.

(2) Common Divergences

Interviewees’ divergences show that most tourism facilities and services do not fully meet the needs of tourists, and the one with the biggest gap is the experience of sightseeing boats and tour guide service. Although the government has placed increasing efforts on water and land transportation policies, both tourists and local residents claim that they are not attracted by sightseeing boats, which do not move their hearts, and the atmosphere along the river are monotonous and dull. NGOs state that tour guide training and execution on sightseeing boats should be strengthened, while the tourism industry argues that for such a short cruise it is hard to move tourists with a tour guide and that the core issue is to shape the scenery along the river and link it with stories about the city.

4.3 Kano Survey Statistics Analysis

Based on the analysis of the focus group interview coding results, the Love River Tourism Attractive Elements Questionnaire was developed, and the Kano survey was conducted. The results were analyzed by statistical approaches.

(1) Reliability and Validity Analysis

Reliability analysis was used to test the reliability of items in various dimensions. The results show that only the existing resources dimension’s Cronbach alpha is 0.672, or lower than 0.70, but it is still within an acceptable range. The others all fulfill the standard of relevant literature: tourism activities (0.827), food and accommodation (0.713), transportation (0.808) and spatial comfort (0.856), demonstrating that the tools that this study adopted have high internal consistency. Also, if the result of any asked question was deleted, then the reliability of the dimension that
that questionaire belongs to would decrease, proving that the questionaire of this study is reliable.

(2) Attractive Elements of Love River Tourism

Statistics show that the Kano qualities of the attractive elements of Love River tourism can be categorized into three types: one-dimensional quality, indifferent quality, and that indifferent quality contains 13 attributes, which is over one half of the survey’s questions. Berger et al. (1993) pointed out that when a questionnaire survey has delved into details, it may influence interviewees and thus produce a relatively large amount of indifferent quality results, but this could be revised by percentage: if the percentage of \((A+O+M)\) is larger than that of \((I+R+Q)\), then the biggest one in A, O, and M should be chosen to judge quality attributes; otherwise, the biggest one among I, R, and Q should be chosen. By this method, the original judgment about Kano quality attributes of the attractive elements of Love River tourism was revised, and this study obtained the results as Table 2 shows.

Table 2. Kano Quality Attributes and Customer Satisfaction Coefficient Analysis

<table>
<thead>
<tr>
<th>Dimension</th>
<th>No.</th>
<th>Love River Tourism Attractive Elements</th>
<th>Kano Quality Attributes</th>
<th>Satisfaction Coefficient</th>
<th>Development Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing resources</td>
<td>01</td>
<td>Surrounding natural resources</td>
<td>78.4%</td>
<td>21.6%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>02</td>
<td>Surrounding landscaped area</td>
<td>84.7%</td>
<td>15.2%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>03</td>
<td>History and culture</td>
<td>51.2%</td>
<td>48.9%</td>
<td>A/I</td>
</tr>
<tr>
<td></td>
<td>04</td>
<td>Regional features</td>
<td>50.7%</td>
<td>49.3%</td>
<td>A/I</td>
</tr>
<tr>
<td></td>
<td>05</td>
<td>Regular night performances</td>
<td>50.7%</td>
<td>49.3%</td>
<td>A/I</td>
</tr>
<tr>
<td></td>
<td>06</td>
<td>Ferry chartering for party and catering services on boat</td>
<td>48.9%</td>
<td>51.2%</td>
<td>I/I</td>
</tr>
<tr>
<td></td>
<td>07</td>
<td>Rent boat rowing experience</td>
<td>33.1%</td>
<td>66.8%</td>
<td>I/I</td>
</tr>
<tr>
<td></td>
<td>08</td>
<td>Large-scale activities</td>
<td>53.4%</td>
<td>46.6%</td>
<td>A/I</td>
</tr>
<tr>
<td></td>
<td>09</td>
<td>Rest space on riverbank</td>
<td>61.3%</td>
<td>38.7%</td>
<td>A/I</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Surrounding stores selling souvenirs, local products.</td>
<td>30.0%</td>
<td>70.1%</td>
<td>I/I</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Art events</td>
<td>47.5%</td>
<td>92.1%</td>
<td>I/I</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>Regular night market</td>
<td>31.3%</td>
<td>28.1%</td>
<td>I/I</td>
</tr>
<tr>
<td>Catering and accommodation</td>
<td>13</td>
<td>Restaurants and hotels</td>
<td>27.1%</td>
<td>72.8%</td>
<td>I/I</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Catering shops</td>
<td>41.1%</td>
<td>59.0%</td>
<td>I/I</td>
</tr>
<tr>
<td>Transporta- tion</td>
<td>15</td>
<td>Sufficient parking space</td>
<td>78.8%</td>
<td>21.3%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Linkage among other scenic spots by land transportation</td>
<td>77.9%</td>
<td>22.1%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>Diverse vehicles for tourism around neighboring area</td>
<td>73.7%</td>
<td>26.3%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>Linkage among different spots by waterway transportation</td>
<td>60.4%</td>
<td>39.6%</td>
<td>A/I</td>
</tr>
<tr>
<td>Comfort</td>
<td>19</td>
<td>Clean environment, safety and good condition of facilities</td>
<td>87.9%</td>
<td>12.0%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Sufficient service facilities on riverbank</td>
<td>81.6%</td>
<td>18.5%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>Broad walkways and bikeways</td>
<td>69.6%</td>
<td>30.5%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>Lush vegetation on riverbank</td>
<td>81.6%</td>
<td>18.4%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Good auditory experience on riverbank</td>
<td>68.7%</td>
<td>31.3%</td>
<td>O/O</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>Romantic lighting environment on riverbank</td>
<td>65.4%</td>
<td>34.6%</td>
<td>O/O</td>
</tr>
</tbody>
</table>

Notes:
1) Kano Attributes: A- Attractive quality, O- One-dimensional quality, M- Must-be quality, I-Indifferent quality, R- Reverse quality
2) C-S Type: I-Differentiator, II-Secondary opportunity, III-Areas to maintain, IV-Primary priority
3) Development Priority: P-Proactive development, B-Basic development, C-Considerable development, S-Suspended development

(3) Customer Satisfaction Coefficient Analysis

Berger et al. (1993) also argued that as judgments on qualities fail to identify the relation between quality and satisfaction, the C-S Coefficient (Customer Satisfaction Coefficient) could be used to learn the sufficiency of a quality that impacts users' degree of satisfaction or dissatisfaction. This coefficient contains two parts: ES (Extent of Satisfaction) and ED (Extent of Dissatisfaction).

\[ ES = \frac{(A+O)}{(A+O+M+I)} \]
\[ ED = \frac{(O+M)}{(A+O+M+I)} \]

Therefore, ES and ED of the attractive elements of Love River tourism were calculated accordingly, and the final results are shown in Table 2.

This study took ES as abscissa and ED as ordinate and used 50% of the averages of the two coefficients respectively to categorize different extents, so that 24 attractive elements fall into the coordinate system. According to their natures, the four quadrants of the system were given different names, which
included four element types: differentiator areas, secondary opportunity areas, areas to maintain, and primary priority areas, as Fig. 6 shows. This study paid particular attention to the views of tourists and summarized the attractive elements of Love River tourism through Kano Quality Survey. The results of this study clearly show the interviewed tourists' views towards Love River and point a clear direction not only for river development and tourism policies, but also for producing a consensus during planning. However, in the highly competitive international tourism market, simply satisfying customers' basic needs, which is a necessary, cannot provide enough advantage; instead, distinctive characteristics must be established to distinguish Love River from other tourist attractions, and local features and cultural differences must be highlighted.

4.4 Development Priority Sequence of the Attractive Elements of Love River Tourism

According to the results of a comprehensive analysis on Kano Model and C-S Coefficient, the priority sequence of development can be divided into four types: items for proactive development, items for basic development, items for possible development, and items for suspended development, as Table 2 shows.

1) Items for Proactive Development

This type includes three items: 08 large-scale activities, 09 rest space, and 18 waterway transportation among different scenic spots of Love River. The government should continue to develop relevant aspects of consensus, handle questions and challenges with a positive attitude, and solve them. Through these three items, it is possible to separate Love River from other riverbank tourism markets and then create stories about it to shape its special sightseeing attractiveness.

(2) Items for Basic Development

This type contains seven items: 02 landscaping, 15 sufficient parking space, 16 land transportation to link Love River with other scenic spots, 17 visiting Love River and nearby areas via diverse vehicles, 19 clean environment, safe, and good condition of facilities, 20 sufficient service facilities, and 22 lush vegetation. These items can be viewed as the basis of tourism development. The government should continue to develop relevant aspects of consensus, be ready to accept criticism, and make immediate improvement. Completion of these seven items would not only provide infrastructure for the tourism industry, but would also enhance tourists' satisfaction.

(3) Items for Considerable Development

This type comprises ten items: 01 natural resources around Love River, 03 history and culture, 04 regional features, 05 regular night performances, 06 visiting the river by boat with situation guide service, 11 art events, 12 regular night market, 21 broad and continuous walkways and bikeways, 23 good auditory experience, and 24 romantic lighting atmosphere. The development sequence of these items can be decided by their ES.

(4) Items for Suspended Development

This type consists of four items: 07 rent rowing boat experience, 10 stores selling souvenirs, local products, creative cultural commodities, 13 restaurants and hotels, and 14 food shops. These items can be classified into two groups, current weaknesses and current scarcity, but survey results show that tourists do not need these items as sightseeing inducements.

5. Conclusions

This paper adopts the Kano Model to survey tourists' satisfaction in order to confirm what attractive factors tourists like most. Love River tourism can be developed based on the results of this research in the future. The results of this study not only suggest the adoption of regular activities but also occasional events, like boat race for the Dragon Boat Festival, barbecue activity for the Moon Festival, fireworks display for the Double Tenth Day, etc. These activities and events, which are much more enticing and can spark curiosity, attract more tourists to Love River. Although these proposals are initially designed and planned for the tourist, they will not have any influence on the daily life of the local people. The local people should be encouraged to join the activities together. It is anticipated that the tourism of Love River will be enhanced by these diverse suggestions.

This study adopted non-participatory structural observation to record the basic status quo of Love River tourism, literature collection to sort Love River's history, the riverbank's development, and tourism attractiveness, focus group interview to acquire opinions of different groups, and the Kano Model.
survey to delve into the truth of riverbank tourism attractiveness. The investigation results were analyzed. Considering the development priority sequence of the attractive elements of Love River riverbank tourism, this study divided the suggestions for Love River's future development into four parts:

(1) Spatial Form
The riverbank tourism development of Love River should give priority to static rest. An environment with lush vegetation needs to be established through overall landscaping; the overall development should be carried out on the premise of cleanliness, safety, and proper maintenance of facilities to offer tourists both attractive scenery and a wonderful experience.

(2) Experience of the Four Senses
By cultivating the experience of the four senses, which are sight, hearing, smell, and touch, tourists can enjoy a beautiful period spent with nature and also a cozy sightseeing environment on the riverbank.

(3) Transportation Planning
This part is mainly about creating a system of diverse vehicles, consisting of two aspects: waterway transport and land transport. Things that need to be considered include light rail, Mass Rapid Transit, bus interchange, bikeway, and walkway.

(4) Activity Strategy
The activity strategy can be divided into two parts: regular activities and large-scale festival events. The municipal government should bring ancient buildings to life, integrate and regulate existing shops, and introduce stores selling local products of Kaohsiung. These efforts, together with various festival events, will promote the popularity of Love River and nearby streets and alleys.

Apart from yielding tourism profits, the strategy noted herein can allow local vendors, artists, and craftsmen to concentrate on their own missions; more diverse activities can be made available to the public; experience and practice about shaping tourism attractiveness can be accumulated. Apart from sustainable tourism attractiveness, the city's soft power can be accumulated. Apart from the public; experience and practice about shaping more diverse activities can be made available to craftsmen to concentrate on their own missions; noted herein can allow local vendors, artists, and streets and alleys.

References