The Attractiveness of The Yilan International Children’s Folklore and Folk-game Festival in Taiwan

Tseng, Li-Tan Hou, Mo-Li Ma, Min-Yuan
Department of Industrial Design National Cheng Kung University (Taiwan)

Abstract: The Yilan International Children’s Folklore and Folk-game Festival is very important and famous event in Taiwan. In order to keep the advantages effectively for this festival, the purpose of this research is to find out the attractiveness for by using Evaluation Grid Method (EGM). 25 participators were interviewed by EGM.

Key Word : Festival, Folk-game, Attractiveness, Taiwan

1. Introduction

There is part of laborer in the world-wide network, acquiring and saving very low profit from manufacture, in past Taiwan. And now, it is the topic to deeply thinking about culture, aesthetics and technology. By means of connecting culture to originality, Culture and creative industries create higher economic benefits and make more fun for life. Therefore, the purpose of this research is to find out the attractiveness for The Yilan International Children’s Folklore and Folk-game Festival. In order to keep the advantages effectively for this festival, and try to find out the mechanism for Culture and creative industries create higher economic benefits and make more fun for life. Therefore, the purpose of this research is to find the attractiveness for The Yilan International Children’s Folklore and Folk-game Festival.

In the results, there are five parts from original evaluation items that found by EGM: (1) Enjoying water games, (2) Enjoying shows and activities, (3) Environmental ambiance, (4) Exhibition, and (5) Souvenir. These results would be helpful to handle advantages for The Yilan International Children’s Folklore and Folk-game Festival.

2. Yilan International Children’s Folklore and Folk-game Festival

Yilan in the north of Taiwan, and the Festival of “Yilan International Children’s Folklore and Folk-game” was held from 1996. The creative team was established for planning the celebrating of 200th anniversary of Yilan country, and declared that the future hope is children. The place of this Festival is based on the Tungshan River park and all of the activities are planning for children.

“What kind of activities we should hold during summer time”, the crew of creative team considered. Yilan people innovated declaration of celebrating Festival as below: “becoming the dream land for Taiwanese children, and the key place of art in the world, the cultural garden of Yilan people”. Therefore, from the first year of Yilan international children festival, this festival takes the “winter” as the main subject, planning a environment that affinity with water. And adding music, the fine arts, the game, etc. for children in this festival, it is getting bigger and famous festival in Taiwan.

Up to now, this festival had been through repeatedly for 10 years, and has been held from July to the middle of August every year. It creates billion NT dollars in the total value. As for keeping the advantages effectively, it is the purpose that to find out the attractiveness for this festival by using Evaluation Grid Method.

3. Method

Evaluation Grid Method (EGM) is a kind of depth interview method, which paired comparison and interpretive structural modeling for structure identification. Users' actual behavior is often far from what they answer in general questionnaires. It is the method to seize evaluation items from the paired comparison as the original items, and two more questions to up-link for its reason and down-link to the objects that occur the concept of original items. In this study, EGM is used to catch the attractiveness, and the hierarchical diagram of the The Yilan International Children’s Folklore and Folk-game Festival attractiveness would be constructed.

4. Interview

There are 25 participators, who must be join this festival at least over two times, were interviewed in this research. There are seven interviewees are male, and eighteen interviewees are female. The age is from fifteen to fifty. They are including the activities planner, local resident, private hotel owner, tourists. The average time of interview is about 40 minutes for each interviewee. Their occupation is including military, staff, teacher, student, house wife. According to the results of E.G.M. the Hierarchical diagram was made as Figure 1 shows.

5. Discussion

5.1 Enjoying Water Game

The first attractiveness of this festival is “Enjoying water game” which score is about 88% (22/25), and the statement is as following: the reasons are, happily and exciting, joyful, very close to each other, funny, expecting, touch, has participation feeling, so craze, new and curious feeling, stimulate, creative, surprise, remind about childhood. The objects are, music and water dancing, spraying and perfusion of water, water labyrinth, jumps on the water-bad, use the water gun to spray water on the each other, too many people, sneak, walk on the suspension bridge, whole body drips wet, young man battlefield.

5.2 Enjoying Shows and Activities

The second attractiveness of this festival is “Enjoying shows and activities” which score is about 64% (16/25), and the statement is as following: the reasons are, exotic, valuable, cheerful, presentation serious, professional, innovates diverse, observes and emulates to communication, sense of mission, Wonderful, very close to each other. And the objects are, folk music, close to the stage, the clown show, the magic show, prop and clothing, action, children cute, outdoor performance, different race.

5.3 Environmental ambiance

The third attractiveness of this festival is “Environment ambiance” which score is about 60% (15/25), and the statement is as following: the reasons are, relaxation, leisurely, friendly, no-pressure, pure land at the world, very quiet, convenience, nature, culture improve. The objects are, there’s a good view of the Tungshan river and green grass, inhabitant enthusiasm, cool breeze at dusk in riverbank, natural ecology, by bicycle and tandem bicycle, private hotel, local characteristic, the inhabitant is kind, walking, good view, the air is good, night market.
5.4 Exhibition
The fourth attractiveness of this festival is “Exhibition” which score is about 28% (7/25), and the statement is as following: the reasons are can learning, to diversify. From above data shows some of the participators to attend this festival in serious.

5.5 Souvenir
The fifth attractiveness of this festival is “Souvenir” which score is about 8% (2/25), and the statement is as following: the reasons are, May-collect, usability. The objects are, puppet, toy booth, T-shirt, hat, snack.

6. Conclusion
The results of this research show the attractiveness of Yilan International Children’s Folklore and Folk-game Festival by EMG. There are five original evaluation items, (1) Enjoying water games, (2) Enjoying shows and activities, (3) Environmental ambiance, (4) Exhibition, and (5) Souvenir. And the relationship that up-link for the reason of original items, 35 items were found. As for the relationship of original items that down-link to the objects, 40 items were collected.

The attractiveness are caught not only for children but also for adults. To keeping the advantages effectively, it is helpful for better planning of The Yilan International Children’s Folklore and Folk-game Festival in the future.

References:
(2). Dewar, Keith; Meyer, Denny; Li, Wen Mei, Harbin, lanterns of ice, sculptures of snow, Tourism Management Volume: 22, Issue: 5, October, 2001, pp. 523-532

Acknowledgements
This research was partially supported by National Science Council, Taiwan (NSC-94-2411-H-006-011)