

# Summary of a Longitudinal Study('99-'03) of Gang-jin Celadon Cultural Festival

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## 1. Introduction

The culture-based tourism industry is one that is gaining importance as a strategic business within many countries.

The U.S.A has led this charge through Hollywood and animation products, as have Japan and England. The emergence of culture-based tourism and its impact on an international stage as a strategic industry can also be seen through film, including Harry Potter and Lord of the Rings, as well as through cultural festivals.

In this paper we will discuss the Gang-jin Celadon festival and its impact over the years from 1999 to 2003.

The Korean Koryo blue celadon, one of the most well known Korean cultural products, has contributed to Korea being known as a cultural country in the world. One of the best ways to let foreigners know about the beauty of celadon is the celadon festival.

## 2. survey method

The empirical investigation was conducted in Gang-jin county from August 7-11 in 1999 and August 7-11 in 2000, 28-August 3 in 2001, and 27-August 2 in 2002 and 26-August 1 in 2003. The self-administered questionnaire survey method was used and the festival samples were analyzed by SPSS. One-way ANOVA and Duncan multiple comparison tests were conducted for this study.

## 3. Visitors Demographics

The samples for this study were 280 people in 1999, 258 in 2000, 239 in 2001, 223 in 2002, and 210 in 2003. The visitors to these festivals were more male than female. As time passed, this festival developed from a regional festival into a national cultural tourism festival.

	Event organization	Convenient Facility	Event Programs	Parking Facility	Information (Guiding)	Food Price	Pottery Making
'99	5.28	4.88	5.07	3.46	5.14	4.41	5.98
'00	5.02	4.92	4.77	4.84	5.19	4.17	5.96
01	5.03	4.85	5.06	4.72	5.31	4.24	5.93
02	5.04	4.88	5.12	4.30	5.21	4.26	5.98
03	5.43	4.98	5.32	4.80	5.47	4.62	5.83

- '99-'03 events were evaluated with the Likert 7-point scale

The average event organization point was 5.28 in 1999 and it decreased to 5.02 in 2000, which is a positive change. There was not much difference from 2000 to 2002. The satisfaction decreased 5.28 in 1999 to 5.04 in 2002, although it increased to 5.43 in 2003. The respondents rated the facility at 4.88 in 1999 and 4.98 in 2003, which was comparatively positive. There was not much difference from 1999 to 2003.

As the table above demonstrated, visitors rated the exhibition and event program with 5.07 in 1999. It was rated comparatively positive. The satisfaction of exhibition and event in 2000 decreased to 4.77. It improved from 2001 to 2003.

Parking at this festival was the criteria that visitors responded the most negatively to in 1999. But it improved in 2000 and visitors were satisfied with the

<Table 1> point of 7 Evaluation Criteria in '99-'03

parking facilities in 2000. It was one of the successful cases among Korean festivals in 2000. But it decreased to 4.30 in 2002. The increase in the number of visitors' and the shortage of parking facilities were the two reasons given by respondents for dissatisfaction.

Visitors were comparatively satisfied with the information service with a score of 5.14 in 1999. Information service is one of the major problems among many Korean festival services. So the service was considered one of the successes of the festival in 1999. The year 2000 festival was successful too, with 5.19 and 90% of the sample responding positively. A running information center and providing pamphlets were some of the major reasons attributing to its success. This service improved to 5.31 and 5.21 in 2001 and in 2002 respectively, and then to 5.47 in 2003.

Food price was rated at 4.41 in 1999 and at 4.17, which was the lowest service, in 2000. It was determined what needed to be improved and the service improved to 4.24 and 4.26 in 2001 and 2002 respectively, and then to 4.62 in 2003.

The satisfaction of the experience-oriented program, pottery making, was rated from 5.98 to 5.83 in 1999 to 2003. This study confirmed the popularity of experience-oriented tour programs.

The evaluation of the festival based on geographical variables was as follows;

**Organization of Event**

<Table 2> One-way ANOVA of '99-'03 by each visitors' group.

Group	Resident	Domestic	Foreign	F(p)	Duncan Test
Average of '99	5.14	5.25	5.92	4.612 (0.011)	Residents-Foreign, Domestic-Foreign
Average of '00	5.07	4.97	5.67	1.256 (0.287)	Not significant
'01	5.00	5.02	5.80	1.014 (0.365)	Not significant
'02	4.83	4.99	5.93	4.071 (0.018)	Residents-Foreign, Domestic-Foreign
'03	5.50	5.40	6.33	1.781 (0.171)	Not significant

As shown in table , there were significant differences

in satisfaction between foreign tourists -local visitors and domestic -foreign tourists in 1999.

Foreign tourists rated satisfaction at 5.92, which was the highest evaluation in 1999 and this showed the successful aspects of a cultural tourism festival.

**4. Conclusion**

This longitudinal research compared the years from 1999 to 2003 of the Gang-jin celadon festival. The visitors sampled were from local, domestic and foreign visitors of the festival in this study. This study investigated the difference of visitors' satisfaction based on geographical factors. This study also tried to find the possibility of an international tourism product based on foreign visitors' evaluation.

The findings of this study conclude as follows; foreign tourists were more satisfied with the festival programs than domestic and residents as visitors. Foreigners showed a high satisfaction even up to 6.00 or more for some programs in this festival. This shows the potential of this festival as an international tourism product.

Second, the parking facility, which is one of the biggest problems among Korean festivals, was improved in 2000. But, it saw a slight decrease over the years from 4.84, to 4.72, to 4.30, and to 4.80 in 2000, 2001, 2002, and in 2003 respectively. Parking facilities, which are one of the biggest problems among Korean festivals, were determined as a problem that needs to be improved.

Third, it was found that experience-based tour products were popular and successful. So more experience-based programs should be recommended and introduced. Fourth, the satisfaction rates towards parking, convenient and information facilities increased in 2000 over that of 1999. But the satisfaction rates towards food prices, pottery product prices and event organization were lower in 2000 than in 1999. So these programs should be improved to increase overall satisfaction. Compared to 2001, 2002 and 2003, the average satisfaction with event programs increased from 5.06 to 5.12 and then it increased to 5.32 in 2003. The satisfaction with parking and information decreased in year 2002 from year 2001. But, parking and information saw an increase in 2003.

This longitudinal study compared the Gang-jin celadon festival from the years 1999 to 2003, which was an evaluation period of 5 years. This kind of longitudinal evaluation study is relatively rare. This study could have a practical implication to event practitioners, too. There should be studies that include a larger variety of factors and empirical in the future.