

# 생태관광형 문화축제 참가자 만족도에 관한 연구

- 봉화 송이축제를 위주로 -

Visitors' Satisfaction on Ecotourism Type Cultural Festival

- The case of Bonghwa Pine Mushroom Festival -

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## 요약

생태환경을 보존하고 문화관광활동을 촉진하는 방안으로 최근에 대두되고 있는 생태관광은 인류의 지속가능한 발전을 위한 최선의 방안으로 요즘 연구가 늘어나고 있다. 본 논문은 생태환경과 문화 축제라는 양면의 성격을 가진 "봉화송이축제" 참가자를 대상으로 만족도를 조사하여 차후 생태관광을 통한 문화행사 추진으로 지역경제활성화를 위한 방안을 모색하여 보았다.

## Abstract

Ecotourism is defined as a responsible form of tourism which provide minimum influence on the environment and regional society and maximizes economic benefits and satisfies tourists. So the goal of ecotourism are provide tourism, generate environmental conservation, and residents' economic benefits. The purposes of this study were to examine visitors' characteristics and ecotourism goals which are providing tourism, environmental conservation, and regional economic benefits through 'Bonghwa Pine Mushroom Festival'.

## I. Introduction

Well-being is one of major trends internationally and especially in Korea at the moment. People are concerned about clean environment and their health. People prefer natural foods which grow in a clean environment and considers as an important thing for health. The pine mushroom is a popular mushroom and only grows in the clean environment of deep mountains.

The Bonghwa Pine Mushroom Festival is a festival based on natural product, pinetree

mushrooms. It is one of most popular events and festival which is held in a clean and natural environment in the well-being trend age. The theme of this festival is: "Tasting Natural Flavor of Bonghwa Pine Mushrooms"

Event is always planned and always arouse expectations, and always motivate by providing a reason for celebration<sup>1)</sup>.

Event promotes regional economy and contributes to regional cultural preservation, improving regional image, and creating regional culture. Getz claimed that those are the goals of

events<sup>2)</sup>.

Ecotourism is defined as a responsible form of tourism, which provide minimum influence on the environment and regional society and maximizes economic benefits and satisfies tourists<sup>3)</sup>. The goals of ecotourism are to provide tourism, generate environmental conservation, and residents' economic benefits<sup>4-6)</sup>.

While the common goals of event and ecotourism are providing educational tourism, generating environmental conservation and residents' economic benefit, there is little study which investigates the goals of ecotourism.

The previous studies of festival and events are regional festival<sup>7)</sup>, economic effect of events<sup>8,9)</sup>, ecotourism festival<sup>10 11)</sup>. Interm of investigating the common goals of ecotourism and festivals, Jeong et al<sup>11)</sup> evaluated three years'(1999-2001) the Muju Firefly festival which contained event programs and environmental experiences. Roh et al<sup>12)</sup> examined ecotourism type cultural festival with the Chunsuman Bay Birdwatching festival. Getz 2) emphasized the importance of not only economic impact, sponsorship and marketing but also environmental conservation as the event's goal. However, there is still little ecotourism-type cultural festival research whose main resource is plants.

The differentiation of this study from previous festival studies is this study investigated the satisfaction of ecotourism type cultural festival with plants, pinetree mushrooms whose festival name is the Bonghwa Pine Mushroom Festival. The speific purposes of this study were to emamine visitors' characteristics and eco-tourism goals which are providing tourism,

environmental conservation, and regional economic benefits.

## 2. Methods of Research

### 2.1. Study Area

The Bonghwa county is located in the southeast of Seoul which is rural area. It is well known for a pollution free place with deep and clean mountains. The county recognized the importance of having a clean environment and has used the pollution-free clean image with agricultural products including the pinetree mushrooms. The county produces 15% of pinetree mushrooms in Korea.

The county's Bongwha Pinetree Mushroom Festival was regional and residents centered harmony before this 8th festival. This is the first time a tourism festival bestowed residents based harmonyl. So it is important to understand customers' needs and wants beyond a supplier based festival. The county needs to relate strategically to the image of the county's clean image with well-being agricultural products.

### 2.2. Research Method

This study was conducted using the goals of ecotourism which are providing tourism, generating environmental conservation and residents' benefits. The researched factors of this study were educational tourism, environmental conservation, and residents' benefits. The satisfaction of tourism was measured by harvesting pinetree mushroom, making foods with pinetree mushrooms, and

making festival symbols with mud. The visitors' environmental conservation was measured based on visiting firefly habitat and eco-related program satisfaction. The residents' benefits were measured by tourists' understanding of regional culture and economic effect.

The research questions of this study were: First, does this study festival provide satisfying tourism? Second, does the festival generate environmental conservation? Third, does the festival generate residents' benefits?

This research was conducted with 235 visitors from October 2nd to 5th, 2004. A Self-administered questionnaire survey and interview were used. The collected samples were compared through the SPSS statistical package. The frequency and average were used. The 7 point Likert scale, based on the one-way ANOVA and Duncan Multiple Comparison Test, was conducted to compare ecotourism goals and satisfaction among residents and domestic visitors.

### 3. Results

#### 3.1. Demographical Characteristics

It was found that visitors consisted of 54.0% of female and 46.0% of male as seen in table 1. In terms of visiting type, families were 70.6%, friends were 22.1%. Groups were 3.8%, couples were 1.7%, and alone was 1.7%. Family was the highest visiting type. Parents brought children for nature education and let the children have uncommon experiences of harvesting pinetree mushrooms. In terms of visitors, Bonghwa county was 14.0% and Gyungbuk was 26.0%.

Daegu visitors were 23.8%

[Table 1] Demographic characteristics

Variables		'04 N(%)
Gender	Male	108(46.0)
	Female	127(54.0)
Visiting Pattern	Family	166(70.6)
	Friend	52(22.1)
	Group	9(3.8)
	Alone	4(1.7)
	Couple	4(1.7)
Region	Bonghwa	33(14.0)
	Gyungbuk	61(26.0)
	Daegu	56(23.8)
	Youngju	49(20.9)
	Seoul	13(5.5)
	Gyunggi	5(2.1)
	Chungbuk	3(1.3)
	Other	15(6.4)

and Youngju was 20.9%. It was found that T.V was the main information resource with 33.5% and word of mouth by relatives and friends with 25.2% was the second at this festival. Internet was 11.7% and those three resources were the major information resources.

#### 3.2. Satisfaction of Tourism Programs

##### 3.2.1. Experiencing of harvesting Pine Mushrooms

[Table 2] Average satisfaction of harvesting experience

Group	Residents	Domestics	t(p)
Group average	5.50	5.32	0.598(0.551)

No significant difference among groups

The average satisfaction of harvesting pine mushroom experiences was 5.35. It was found that this program is the most popular program among 5 programs in this festival.

In the pine mushrooms case, the visitors have one and half hour opportunity to take natural pinetree mushrooms in the mountains where pinetrees are planted. Experiencing of taking pinetree mushrooms positively affected interest of program. Participants had the chance of taking natural pinetree by themselves. It positively contributed to the satisfaction of the experiences. But They could not take many mushrooms due to low temperature that year. Visitors who registered before taking this program only had the chance of taking mushrooms. Compared to participants' expectation, the time of harvesting was short and they were permitted to take one or two mushrooms. The experience time was one and half hour and participants had experiences within planned mountain pinetree mushroom areas. So participants' satisfaction was not high according to participants' interview. But pre-registration with internet and telephone provided other area visitors' a great opportunity. Interpretation and guiding of pinetree mushrooms were just provided at the experiencing place. So it is necessary to provide the opportunity of interpretation and guiding about the mushrooms at this festival place, too.

### 3.2.2 Contest of making mushroom foods and tasting experiences

**[Table 3] Average satisfaction of making foods and tasting**

Group	Residents	Domestics	t(p)
Group average	5.25	5.23	0.066(0.908)
No significant difference among groups			

The average satisfaction of making

mushrooms and tasting experiences were 5.24. The contest of making mushrooms and tasting the mushrooms experiences with low prices positively affected visitors' satisfaction.

Eventhough this program was developed as an experience oriented program, visitors could not have much chance of participating to make mushroom food. Visitors just put them in a pot and had boiled mushroom experiences. There should be more experience oriented making mushroom foods. Also developing more diverse mushroom foods menus are necessary to increase visitors' satisfaction.

### 3.2.3 Theme exhibition & making festival symbol

**[Table 4] Average satisfaction of exhibition & making festival symbol**

Group	Residents	Domestics	t(p)
Group average	5.50	4.81	2.607(0.008)

No significant difference among groups

The average satisfaction of festival interesting of the program was 5.16.

Visitors make festival symbol with mud and they can bring it. So it was a popular program among family group visitors. But there was no place to wash hands after the experience and it decreased the motivation of taking the experience. The booth was located the backside from pinetree theme room. It was difficult to recognize it and there was no guides. The reason of locating the place was founded that festival committee wanted to show the process of pinetree mushrooms' growing. The 17 pinetree mushrooms were planted but there was no guiding signal, so visitors could not recognize it and 2 were missed. The guides were only a

teacher and two students. There should be many plans to improve visitors' participation and recognition including placing guides for the programs. To improve the satisfaction of the program, there should be the mushroom related information includes collecting good pinetree mushrooms and knowledge about the mushrooms, etc.

### 3.3. Environmental Conservation

#### 3.3.1 Conservational Education with Firefly

Eco-experience

[Table 5] Average satisfaction about conservation

Group	Residents	Domestics	t(p)
Group average	5.28	4.84	1.707(0.089)

No significant difference among groups

It was found that the average satisfaction of eco-experience was 5.16. Tourists have the chance of visiting fireflies habitat. Fireflies live only clean environment. So they are the symbol of clean environment.

Family group visitors also have educational experiences with watching fireflies, insects, and fishes. Family groups who brought children were interested in live fishes and insects.

Visitors wished to increase educational effects with interpretation about fireflies, insects and exhibited fishes.

While guides had knowledge about fireflies, the guiding and interpretation of fireflies should be improved with providing pamphlets. More interpreters are necessary for exhibitions.

The satisfaction of residents and domestic tourists was 5.28 and 4.84.

### 3.4 Understanding regional cultures

[Table 6] Average satisfaction of regional cultures

Group	Residents	Domestics	t(p)
Group average	5.50	5.23	1.121(0.263)

No significant difference among groups

#### 3.4.1. Understanding regional culture

The average evaluation point of understanding regional culture was 5.27. Visitors had a positive image with an average satisfaction rate of the 5.27 scale on 7 Likert scale. Running this pinetree mushroom festival eight times and harvesting and selling pinetree mushrooms contributed to the visitors' perceptions about the understanding of this county's cultures.

Introducing Bongwha county's each sub-county agricultural products and presenting traditional marriage also let visitors understand the regional culture indirectly.

It is recommended that developing and providing each sub-county's information pamphlets.

The satisfaction points by residents and domestic tourists was 5.50 and 5.23. There were no significant differences among two groups.

#### 3.4.2. Economic effect

[Table 7] Average cost per visitor

Items	Average cost (Won)	%
Shopping	32,505	34.2
Food & Beverage	25,472	27.2
Transportation	21,331	22.8
Accommodation	6,495	6.9
Entertainment	6,000	6.4
Misc.	2,356	2.5
Total	93,700	100

It was found that total average expenditure per person was 93,700 Won as seen in table 7. The

visitors responded with shopping, food & beverage, transportation, accommodation, as well as other questions as seen in table 7. Visitors who came from far away using well made express way facilities were main reasons of increased costs. Visiting various programs were also the reason of increased fees.

Shopping cost was 32,505 Won with 34.2% of total average cost. Buying pine mushrooms were the main festival product among festival products. In the transportation cost case, oil and express way toll gate cost were major costs in this festival transportation cost. Accommodation cost was founded with 6,495 Won and consisted of 6.9% of total cost. There were many one day visitors and it provided negative effect on economic benefits for the regional economies. Staying type was Yogwan, Condo, and friends/relatives' house.

Entertainment costs was 6,000 Won. It was found that the major reason for consuming of foods and beverages was the hot weather. Miscellaneous costs decreased

to 2,356won

#### 4. Conclusions and Suggestions

This study examined the visitors' characteristics and ecotourism goals based on the Bonghwa Pine Mushroom Festival. The results of this study were as follows:

First, It was found that word of mouth by friends and relatives consisted of 27.6%, T.V was 24.4%, and newspaper was 11.0% in terms of publicity resources. So it is necessary to strengthen publicity resources including internet

to attract far away visitors.

While there were many family group visitors, this festival program did not have enough programs for family visitors. So it is necessary to plan and develop programs for family visitors.

Second, visitors showed educational tourism program satisfaction. Visitors experienced "Visiting Firefly Habitat" field trip. This habitat trip is an educational program which visitors can see fireflies which only live in the clean environment. Interpreters are required to have knowledge of fireflies to improve program interest and educational effects.

Third, residents' and domestic visitors showed environment conservation in this festival. It was found that visitors recognized the importance of environmental conservation.

Fourth, it was found that visitors had satisfaction about regional culture. Running this pine mushroom festival eight times and harvesting and selling pine mushrooms positively contributed to visitors' perceptions about the county cultures.

Fifth, The average shopping cost was 32,505 Won which is higher than other domestic festival visitors' shopping cost. It showed the possibility of increasing residents' economic benefits with quality agricultural products in this well-being trends age. So there should be more diverse strategies to increase positive economic effect. Also, there should be more festival related products. Diverse and unique foods and beverages based on regional products should be developed, too.

This study only examined the visitors' characteristics and ecotourism goals based on

the festival visitors. It is necessary to investigate visitors' satisfaction factors including motivations, experiences, and interpretations to increase visitors' satisfaction in the future.

There should be additional experience-based festival programs. Having areas taking photos based on festival character is necessary. Placing guiding signals and benches for taking photos are recommended. Developing pine and or mushrooms related fairy telling by fairy telling experts are recommended. Also pine and or mushrooms related story telling performance in the natural environment could be one ways to increase childrens' satisfaction. Also, environment friendly programs including eco-experiences with mushroom guides while hiking is recommended. More interpreters who can interpret in foreign languages about festival programs are necessary for foreign visitors' festival satisfaction.

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