Tourist Loyalty to a local Festival: A Case Study of Chiang Mai Yi Peng Festival

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Abstract

Since festival success requires the loyalty of the participants, it is important to understand which factors may influence it. Therefore, this study comes up a comprehensive model for analysis the local festival participant loyalty. More specifically, this study tested the value of the festival, the satisfaction of festival, and destination images on the loyalty of specific festivals. The study also learns the relationship between loyalty and predictors. Confirmatory factor analysis (CFA) and structural equation model (SEM) were used for empirical testing. Firstly, in this research, perceived festival value affected satisfaction and destination image. The findings showed that perceived festival value influenced perceived destination image and satisfaction. Secondly, in this research, perceived high satisfaction affected destination image and festival loyalty. Finally, perceived specific destination image affected d festival loyalty. This research had important theoretical implications: first, the research focused on the traditional mega cultural festival, which had seldom been addressed. Second, the research explored attendees' perceptions of the traditional local mega cultural festival, which had seldom been investigated in the literature that published relate with Thailand. Third, the research focused on the Northern Thailand region, which had received little attention. Fourth, this research developed a comprehensive model of attendee loyalty. Incorporating various predictors of attendee loyalty into a model helps to better understand which factors lead to attendee loyalty. Fifth, the research investigated the relationships among the predictors. Although the relationships among festival value and satisfaction had been investigated in the festival literature, the roles of destination image had been neglected.