

A STUDY ON PUBLIC PARTICIPATION, EXPERIENTIAL MARKETING, TOURISM IMAGE AND BENEFITS OF LEISURE

Ying-Yueh Su
Chinese Culture University, Taiwan
yysu@sce.pccu.edu.tw

Yen-Ku Kuo
Chinese Culture University, Taiwan
ykkuo@sce.pccu.edu.tw

Bang-Li Chang
Chinese Culture University, Taiwan
blchang@sce.pccu.edu.tw

Abstract:

There are so many Fine Art Museum in the worldwide, however, but not all exhibitions are well received by the public. The Taipei Fine Art Museum (TFAM) has been noted one most important art museum in Taiwan. TFAM first opened on August 8, 1983 which was the first museum in Taiwan built for contemporary art exhibitions. The TFAM has curated important expositions for international artists. Moreover, Taiwan government implements two-day weekend system since 2001. People have more leisure time for flexible use, and gradually begin to focus on recreational activities, including cultural activities, outdoor sports and travel. This research applied the concepts of public participation, experiential marketing, and tourism image to investigation benefits of leisure for visitors of Taipei Fine Art Museum. After analysis of quantitative data, this study proposes a model to illustrate the relationship among these factors, and also conclude the appropriate suggestions for the management team of the Fine Art Museum in order to encourage people to participate and visit Municipal Art Museum.

Keywords: public participation, experiential marketing, tourism image and benefits of leisure