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Author Chain-fan Chung
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Abstract Abstract
Special events have become the fastest growing form of tourism phenomena all over the world in terms of the quantity, the scale, as well as the number of participants. In recent years, as a result of Doubling Tourist Arrivals Plan and the promotion of related county and city organizations, there are various special events staging everywhere in Taiwan, that make Taiwan an “Island of Special Events ”. However, with the occurrence of huge number of special events, many of them are subject to poor planning and vague theme and that make people less excited about so-called “special events”. It is unfavorable for events tourism development in light of long-term operation.
In view of the challenge that the present tourism industry encounters and the lack of researches related to the evaluative indicators of domestic special events, developing feasible evaluative indicators to examine the quality of special events is necessary and imperative. Thus, the main purpose of this study is to set up objective evaluation indicators for special events as the systematized measuring tool for promoting special events and monitoring the planning as well as progress of special events via Delphi Method and the overall inspection of experts of industries, authorities and the academics. This study expects to find out the core settings that successful special events should contain, and take them as reference for promoting the quality of special events in the future.
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