A Study of Local Season Produce Promotion Model in Taiwan
-Case by 2014 Taiping Loquat Festival

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ABSTRACT

The main purpose of this study is to analyze how local government sales of agricultural products a particular season, combined with local tourism resources for packaging and integration, to convert into sales of agricultural festival, and analyze visitors satisfaction with the activity. In this study, 2014 Taiping Loquat Festival in qualitative methods to investigate, through a literature review, field observations and interviews conducted after the effective data obtained from the collation and analysis, this study has the following findings: 1. Apply festivals need government assistance and integration of local human resources to effectively promote events. 2. Festivals need to have handled the theme, and the program and venue arrangements, the need to promote agricultural related. 3. Apply festivals in marketing, the need to integrate the power of the government and civil society, using a variety of media and public relations to disseminate the event information. 4. Festivals handling, integration of local tourism resources, planning travel routes, to develop into a complete tourist product. 5. Visitors and contest participants for 2014 Taiping Loquat Festival of handling the situation most are satisfied the future is also very high willingness to participate. Based on the results of the above analysis, the study not only given local government agencies made reference to the sale of produces handled, but also for researchers in the future to make recommendations about the festivals of the study.

Keywords: agricultural leisure, produce, Taiping Loquat Festival, satisfaction, tourism planning

INTRODUCTION

In recent years, the use of a particular festival in Taiwan handle festivals have become a trend, especially purely agricultural sales activities by way of tourism product packaging, place in a short time become attracts crowds also active in the development of the regional approach. Because after Taiwan's accession to WTO, foreign competition in agricultural products, Taiwan's agriculture is facing a severe test, so all levels of government in order to help farmers to expand the market to attract customers, so often organize promotional activities of local agricultural products, in order of popularity at home and abroad started, and indirectly promote the development of local trade, transport, tourism and other related industries. The Taiping District is located in an altitude of 300-600 meters of hillside land, fertile soil, suitable topography climate, became the first successful cultivation of loquat homeland in Taiwan, there is currently an area of 256 hectares planted loquat, area of cultivate is highest in Taiwan, while there are have a "loquat homeland" good reputation, but also one of the most important industries in Taiping.

In order to produce effective and relevant promotional loquat, Taiping District Office as well as in agriculture, since the 2003 opening of the "Taiping Loquat Festival" to 2014 have been handled for 12 years, on which a large number of sales of agricultural products in Taiwan festivals are handled effectiveness good one activity. Since Taiping Loquat Festival from mere selling local produce will, into a large-scale festivals, but some scholars study found that there are some problems, "loquat Festival"
activities, such as Teng and Ni (2009) findings indicate loquat festival activities on the need to improve the quality and content, and Wang (2009) also pointed out that the results of research, to enhance Taiping Loquat Festival only local visibility, tangible benefits for farmers are not much help.

But Chiang (2010) study, they found that the activity of visitors to feel "satisfied", but it can be done in the hope that the activities of origin. The main purpose of this study was to analyze how local government sales of agricultural products a particular season, combined with local tourism resources for packaging and integration, to convert into sales of agricultural festivals, and analyze visitor satisfaction with the activities of hope analysis the results can provide government agencies and local industry sales of agricultural products handled reference.

LITERATURE REVIEW

According to Getz (2005) categories of event, there are divided to: cultural celebrations (festivals, carnivals, commemorations, religious events), political and state (summits, royal occasions, political events, VIP visits), arts and entertainment (concerts, award ceremonies), business and trade (meetings, conventions, consumer and, trade shows, fairs, markets), education and scientific (conferences, seminars, clinics), sport competition (amateur/professional, spectator/participant), recreational (sport or games, for fun), and private event (weddings, parties, socials). Getz (1991) defined the festival as "a routine in addition to general activities and funding organizations operate under the auspices of cooperation, the special one-time non-recurring events occurring form." And Jackson (1997) explain the meaning of places activities "festival is a special, non-spontaneous, and through careful design brings people happiness and sharing, but also special affairs specialty products, services, ideas, information, and other advocate groups activities, which contains a wealth and diversity, and the need for volunteer support and services, but also need to rely on sponsor's assistance."

In related loquat festivals research, Chiang (2010) analyzed the both relationship between policy and visitors of Taiping Loquat Festivals. The survey analysis found that the combination of agriculture, tourism resources, supplemented by agricultural marketing activities to stimulate buying, creating loquat origin (Touubiankeng fame) shopping surface (quality loquat) allows visitors to feel satisfied. Another combination of government and civil society forces, through environmental, green landscaping and nursery promotional gift, so that people implement environmental, landscaping, caring rural culture, and inspire local residents into local industries, creating a beautiful rural and agricultural transformation to sustainable development environmental surfaces (friendliness of local residents) also allows visitors to feel satisfied. Huang (2010) study found Taiping Loquat Festival can enhance local awareness, increase farmers' income, the development of local tourism and leisure industry and agricultural industry transformation, inspired by local residents into local industrial development, enhance local residents identity, community and create new opportunities for sustainable business. But in the allocation of resources, division of labor, coordination mechanisms through the pipeline, problems and solutions, positioning and activities such as cognitive performance easier to produce varying circumstances.

In related research, festivals, Hung (2010) study, "Flowers in Changhua" festivals handling line strategies, study results indicate that the activities of Changhua County Government's strategy to: (1) use of local industries; (2) integrated public resources; (3) in cooperation with people's organizations; (4) combines folk creativity; (5) to expand the scope of activities. Chen (2012) studied the tea industry and cultural festivals held in Nantou County, was observed in the public and private sector industries and cultural festivals in the third relationship, the study found, in Nantou County third-relations activities,
cultural festivals tea industry, the dynamic nature of "positive feedback the role of "the effect is very obvious, different units of the past experience frequent co-operation will enable the re-establishment of public-private partnership relations with more smoothly. In the interview can also be found in private and public sector showed a high degree of third-relationships between the participants with a common goal, but also be able to trust each other; on the other hand, local government or heads of course also play the role of communication and coordination platform, proactive leading third-operation relations. Yen and Tseng (2012) studied Sanyi Township Hakka Tung Blossom Festival, the interview result shows that the Tung Blossom Festival has brought the highest visitors and the highest turnovers in addition to the Spring Festival holidays, and also increased the awareness of Sanyi. It has promoted economic development and the importance of Hakka culture and both locals and foreigners’ willingness to increase investment, but it also brought traffic problems and the problems of life quality. Jhang (2013) studied effects of Taimali County Daylily Flower Season of the local tourism industry, and found Flower Season For Taimali have a great economic impact, it will not only attract tourists to visit, but also increase sales of local agricultural products. Jhang (2013) recommends festivals, hold should have had to experience the unique local culture and other elements, it will attract more tourists to visit and spend.

METHODOLOGY

Overview of the study area
Taiping District is located in the southeast of the city of Taichung, Taiwan partial area, the fourth highest population of Taichung City, about 17.8 million people, second only to Beitun District, Xitun District and Dali District; area is the city's second largest area (maximum as a Heping District), approximately 120.7 square kilometers. Most of the area is hilly; the population is concentrated in the western edge of Taichung basin, along the north and west of the mountain is most intensive. The main crops are loquat, longan, litchi, banana, etc., among which the most famous loquat, held annually in April has loquat festival. The sign on the main street, Taiping uniform application of Taiping badge with upright signs, and the neighboring district of Taiwan's signature cultural Wufeng District more neatly region (Taiwan Wikipedia, 2013).

Interview Mmanuscripts
In this study, the locations of the interview were handled loquat festival locations Protect Country Qinglian Temple (16 March, 2014). Mmanuscripts was based on interviews and research purposes related to the preparation of literature (Chiang, 2010; Huang, 2010; Jhang, 2013; Wang, 2009), so for interviews on different objects, the content of the interviews are different, it is described as follows:
Organizers staff: Will this activity is handled, how the planning and marketing?
Co-organizer staff: How are you handling activities to assist the organizers?
Contest participants: What are you feeling in take part in this activity? So do you think this activities has helpful on loquat promotion?
Farmers and agricultural sales staff: Will handle this event, for the benefit of sales of agricultural products, why?
Visitors: Do you satisfy this event handle situation? And do you have any suggestion?
Data Collection Methods

1. Collect the Taiping Loquat Festival DM, television report, newspapers, and magazines. 2. Collect and record Taiping District Office loquat festival website announcements and reports about loquat Taiping Farmers Festival website announcements and reports. 3. Loquat festival site to participate in activities and interviews with staff organizers, co-organizers, activists contest participants, agricultural fairs, farmers, as well as visitors.

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<th>Table 1: Respondents Profile</th>
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<tr>
<td>Respondent</td>
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<tr>
<td>TDO (Taiping District Office)</td>
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<td>FA (Farmers Association)</td>
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<td>CU (Co-organizer Units)</td>
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<td>CP (Contest Participants)</td>
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<td>FS (Farmers and Agricultural Sales Staff)</td>
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<td>V (Visitors)</td>
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Data Analysis Methods

1. In this study after the interview, the first interviews with the respondents in accordance with the order of the data collation. 2. Then the contents of the interview recordings into text draft based on interviews outline detailed records of interviews, as subsequent data analysis. 3. According the purpose of the study data and classified so as to simplify the data easy to read, and to be analyzed in the next step. 4. Interview data from this study, the list issued by the representative of the views, but the views expressed do not repeat selected to present the study expressed the actual experiences and feelings. 5. After analyzing and sorting data summarized by the authors discuss, modify, sorting out the analytical framework and the fact that the results clarify the relationship between the content of the interviews and analyzed compared with other relevant documents, and then be discussed separately to complete the analysis of results.

RESULT

Organizer staffs:

The "Taiping Loquat Festival" this activity of government (District Office) has been run for several years, and this year is the 12th year, unlike last year where the handle is the festival venue changed to Hukochenlian Temple. Because before handled in Tanyuan Temple and Dongban Elementary School, there's a narrow road, and lack of tourists parking place, so this year we changed to this place, ··· ··· but compared with the previous site, are handled at the origin of loquat (TDO1). Last year we began offering day activities of loquat sightseeing bus tour, the number of applicants is very enthusiastic, and visitors’
satisfaction was high. Activities loquat day sightseeing bus tour of this year, in February it was full reservation amount, showing the activity is very attractive for tourists, but more importantly, Taiping have rich tourism resources, to provide tourists sightseeing day trip (TDO2). We handle loquat festival is already the twelfth year, and each program and games, we have co-organized assistance, and many human resources in activities, are volunteers from the school and the community. Every year we go through the program are diverse, which is a recent years in the process of substantially similar, there Makeup Fay Fashion Show, painting competitions, government policy propagating, they loquat and marketing of agricultural products, local snacks, DIY activities, floral competitions (flower arrangement) contest, loquat dyeing craft, as well as fun competitions. This year similar previous years there is a handle hiking activity, sending saplings to encourage citizens greening and ecological commentary, etc. (TDO3). Our Farmers' Association handle this event has a lot of experience, mostly funded by government agency and activities are handled three consecutive weeks, to help marketing selling local produce as well as the region (FA1). This activity is planned District Office handling the year, from preparation to execution, as well as Farmers' Associations led by the District Office, we are involved in co-organizer activity based on need, ask them to assist with activities (FA2). In marketing terms, due to the effectiveness of loquat festival in the process of word of mouth has been great, every year we go through before the event, the processing time will be announced at the City Hall, District Office and the Farmers Association website, and issued a notice to each unit (Bureau, Agriculture Committee, county tourism sector, tourism agency, etc.), then we will be issuing leaflets Taichung City to all citizens. Also in the two weeks before the festival handle, we will hold a press conference in loquat products, invites all media reporters to interview. We will use promotional banners, two months before the event, the team hung in a clean car, work propaganda. As the cleaning team is garbage trucks in the city streets, the effect of this publicity is very good; a lot of people know loquat festival handle time and place (TDO3, FA3).

Co-organizer staffs:

We will be open before the preparatory meeting, a co-organized activity of the units intends to coordinate the work of government assistance, but we are handling with the idea of active organizer, with their ability to provide co-completed work (CU1). We co-organized activity, usually with the organizers to achieve mutually beneficial purposes, such as Ecological Association exhibiting Taiping area insects and plant ecology in hiking trails, the main purpose is to educate everyone emphasis on conservation of the environment (CU2). There is a vocational school, they support the school band to co-host events, in addition to more lively activities, in fact, and their main purpose is to publicize the school, of course, is to recruit students (CU3). District Office and Farmers' Association to handle loquat festival activities, advance notice will be sent to us and asked whether the willingness to assist our unit activities, usually there will be consulted over the activities of the organization or association experienced units, followed by the opening preparations allocation and coordination meetings (CU4).

Contest participants:

I think the organizers handled well loquat painting event, many parents with children to join together to provide our children the opportunity to interact with; do I think this event is helpful for the promotion Taiping loquat (CP1). I live in northern Taiwan, is seeing active media reports, that this activity is very rare, but we cannot buy loquat there, so participation in this event, but also a way to help children apply sketching activities. Of course, the activities of loquat helpful, I also bought some of the loquat and local produce (CP2). My daughter with kindergarten students to participate Makeup Fay
Fashion Show contest, we and teachers was ready for a couple days, · · · · · · · · · · , activities do a good job, our performance is also very good, I hope this event can continue to re-do. · · · · · · , I think not only for the promotion of loquat help, but also on Taiping agricultural areas to enhance visibility and helpful (CP3). While we prepare Makeup Fay Fashion Show activities are very hard, but when I see kids and parents satisfied expression, and our hard work is worth it, I hope to continue to participate in this event again next year (CP4). I was participating in floral competitions (flower arrangement) contest, I have participated in previous years, the activities do feel well, and next year I will come to participate in this activity (CP5). I was the first time to participate in this event, I feel very strange marketing of agricultural products can also feel accomplishing Carnival, I am very satisfied with this activity, but arrangements in the toilet, the next year the organizers still want more carefully, because the portable toilets are too few. · · · · · · , I see there are other agricultural loquat buy a lot of people, you should be selling well loquat (CP6).

Farmers and agricultural sales staff:

Many tourists, as well as sales loquat help of some agricultural products (FS1). Today, just to sell some of it, because the relationship between climate anomalies, we plant of loquat not yet fully mature, but loquat promotional activities have three sections, we will be selling three times (FS2). Many crowds, our loquat quickly sold out, because we planted some loquat yet mature, and then come back, such as next week's promotional activities sold (FS3). Some tourists not only rush to purchase our loquat, but also bought other agricultural products (FS4).

Visitors:

Hold hiking activities I think very good, but also to send a towel, mineral water, loquat doll, as well as saplings, feeling good do this activity (VI1). Hiking route planning activities may not take into account the elderly and couples pushing baby carriage, because we are the first time, do not know there is a large section of hiking trails is a "ladder" of the building, we did not go up, so no way to receive loquat doll, feel pity (VI2). We are living in the city, to see every day is the urban jungle, there is the opportunity to engage in loquat origin hiking activities feel good, let us understand the situation loquat tree growth, and also see rarely seen fruit trees, such as hachi, longan, banana, grapefruit, oranges and papaya, I feel this event offers a fitness and eco-tourism experience (VI3). I think the whole event process is not hiking hard, feel good environment close to nature, the organizers very carefully, giving each person complete the hiking activity, one loquat doll and two saplings, this is a good idea to encourage the people to plant trees, next year we will come to participate in this activity (VI4). Activities are very lively and very interesting, but the activities handled by the venue, portable toilets, so that should go to the temple on the opposite side of the field activities of the toilet, when many people have to wait for the female toilets, not very convenient (VI5) . Due to the elections this year, government officials, candidates and guests addressed more, and also speak very long time, I feel very boring (VI6). Venues offer visitors a place to rest, especially less than eating area where you can sit opposite the venue is the temple, there is not convenient to get to the food eaten (VI7). In the event venue cannot find the place abandoned rubbish, cannot be found there have garbage can (VI8). Use of festival activities and laws of government policy advocacy, and correct answers as well as prizes, I feel very good (VI9). This activity is very lively, we also see the TV media coverage only come to see, because a lot of people, parking is not very convenient, in addition to active selling meals, feeling not much else to be like an ordinary night market snacks (VI10). DIY activity is very interesting, fun competitions are also a lot of fun, but too many people have to wait a long
time (VI11). We did not participate in the morning is a hiking activity, because we live far away, and activity time starts at 7:00 in the morning, the organizers recommend hiking activities next year will be able to postpone the eight o'clock or 9:00 (VI12). We take loquat sightseeing bus tour of the activities carried Taiping, very convenient, save time, the price is very cheap, and send souvenirs by hold agency, I feel very good, but also feel excellent depth travel in Taiping, in some places we have time would want to see (VI13).

Discussion and Suggestion

Discussion

A. Planning and marketing

District Office in interviews, the researchers found that the organizers previously handled every year for lack of improvements, such as the festival's handling venue changed to visitor’s convenient parking space, and event is still handled in loquat origin. And promotional agricultural products festivals in Taiwan can continue to apply for 12 years, also highlights the achievements of local government, and help sales and marketing local agricultural areas. However, the majority of funding is still loquat section from government subsidies, the local NGO to conduct this activity, there are still restrictions still exist. This is the same argument with the Yen and Tseng (2012) studied Sanyi Township Hakka Tung Blossom Festival, and also that there is no government funding shop help on places to complete the sale of agricultural products into a festival is difficult.

However handle local festivals, rely on government agencies human resources shortage will occur, the local community and therefore still need to co-host events in order to make the whole event can be completed successfully. The main reason for the successful conduct of loquat festival activities are planned this year in the District Office, from preparation to execution by the District Office and led Famers Association, and the need to event content requirements on the integration of the local co-organizer to assist with activities. Co-organizer of the answer from the point of view, District Office to do with the activities of loquat section, notice will be issued prior consultation have had co-organized, followed by open allocation and coordination of the preparatory meetings, usually with the organizers to achieve mutual objectives. Findings of this study and Hung (2010) apply the same line of research strategy festivals, the main strategy for the use of local industries, the integration of public resources, cooperation and people's organizations, combining folk creativity, and to expand the scope of activities.

From case loquat section view, as has been handled for 12 years, the whole event already exist a complete handle pattern, for the programs are diverse. Judging from the content event, there is hiking, sending saplings to encourage universal green environment, ecological commentary, Makeup Fay Fashion Show, painting competitions, government propaganda, they loquat and marketing of agricultural products, local snacks, DIY activities, floral competitions (flower arrangement) contest, loquat dyeing process, as well as fun competitions. The results of this study and Chen (2012) studied the same tea industry and cultural festivals held in Nantou County, different units of the past experience frequent co-operation will enable the re-establishment of public-private partnership relations with more smoothly.

In marketing terms, due to the effectiveness of loquat festival in the process of word of mouth has been great, the organizers before the event handling, will be published in the District Office and the processing time of Famers Association's website, and issued a notice to the various government agencies and tourism units, asking them to help campaign, which is part of the external marketing activities. Another organizer also include the use of internal marketing strategies, including issuing leaflets to all the
people in Taichung City, held a press conference for media publicity, but also the use of promotional banners hanging in the team's clean car, advocacy work, and publicity works well, a lot of people are aware of the time and place of loquat festival for processing.

Organizers last year (2013) began offering sightseeing bus loquat day trip activities, the number of applicants is very enthusiastic, and visitor satisfaction is high. The Year of the loquat day sightseeing bus tour in February was an appointment is full, visible this activity is very attractive for tourists, especially combined with the local tourism resources, and tourism became the main factor Taiping to attract tourists. Researcher interviews conducted Taiping loquat sightseeing bus tour tourists, found it convenient, save time, the price is very cheap, but also souvenirs, visitors feel very good, but also feel the depth of Taiping Tourism was excellent, they heavy high willingness to travel. So from the above results, the loquat day sightseeing bus tour event organizers launched, allowing visitors to experience a high degree of satisfaction with the situation. Compare to Chiang (2010) study found that the origin of activities to do in the loquat, visitors feel the same activities "satisfactory" results.

B. Loquat Promotion

In contest participants for the effectiveness of cognitive promotional loquat, respondents said that sales activity for loquat helpful, the main reason is that many bought crowd , some people came from outside to come to Taiping to purchased, because they are residents of the where no loquat. Respondents also said that sales of products activity not only help Taiping region, but also for the region to enhance visibility helpful. According to the interviewed farmers and agricultural sales staff noted that the activities of the handle helps sales loquat and agricultural products, and the research and Wang (2009) findings indicate Taiping Loquat Festival only enhance local visibility, tangible benefits for farmers are not much help , studies comparing the two results are very different . The researchers speculate, Wang (2009) the overall effectiveness of the institute is to explore, and it is believed that only respondents who do the day's activities, it is impossible for farmers to help substantially. However, results of this study and Huang (2010) studied the marketing strategy of Taiping Loquat Festival, he found festival can enhance the visibility and increase farmers' income is the same.

As the researcher living in Taiping District has 30 years, and for the development of a deep understanding of local , loquat festival is for local produce substantial benefits exist , the following main reasons : 1.loquat festival attracts tourists come Taiping District for local agricultural development have a deeper understanding of , and willing to buy local produce. 2 Through media coverage, so many Taiwan’s people understand agricultural development and tourism resource in Taiping District, help attract outside tourists come to local tourism . Loquat Festival of this study , for example, now offers not only the domestic loquat , but also exported to China , Japan, and Singapore, in addition to the sale of agricultural products also led to other foreign countries, such as lychee is now exported to foreign countries. The results of this study, but also with Huang (2010) studied Taiping Loquat Festival 's marketing strategy , event handling found enhance local awareness and increasing farmers' income in the same result . However, the researchers found that the observation that many farmers do not participate in the carnival of sales activity, they choose the product sales side of the road, because after all, they think short-term activities (only three days, and divided to three Sunday), while sales in the street is a day can be, and do not pay rent stalls, so they do not participate in sales activities.

c. Contest Participants and Visitors Satisfaction

From the reaction contest participants, respondents believed that handle loquat painting contest, providing opportunities for interaction between parents and children, and that to do well in this competition. Researcher also found that the presence of media coverage have benefits, sketching contest
also attracted outside visitors to participate in that activity very strange for loquat festival, loquat and special agricultural products not easily available in the field. The Makeup Fay Fashion Show and floral competitions (flower arrangement) participants (including parents), but also on activities handled was "satisfactory", and said that next year will again participate in the celebration of the contest. The results of this study and Jhang (2013) studied Taimali County Day-Lily Flower Season same impact on the local tourism industry, which is the local festivals to have a great economic impact, it will not only attract tourists to visit, and increase the sales of local agricultural products. And festivals, we should have had to experience the unique local culture and other elements, it will attract more tourists to visit and spend. Respondents think by festival to handle hiking and ecological experience, knowledge and diverse crops and insect ecology, as well as send a towel, mineral water, and loquat Dolls and saplings, government policy advocacy, satisfaction loquat activities programs.

Not only advocate the people engaged in recreational sports, to establish good exercise habits, but also to promote the concept of public ecological conservation. The respondents who live in the city, but also that there is the opportunity to engage in loquat origin hiking activities, let us understand the various fruit trees, such as loquat, lychee, longan, banana, grapefruit, oranges, papayas and feel of the event support fitness and eco-tourism experience. Respondents said that next year will participate in loquat festival activities. The same result relations between the two results of this study and Chiang (2010) analysis of Taiping Loquat Festivals policies and tourists, it is a combination of agriculture and tourism resources, supplemented by agricultural marketing activities to stimulate buying, creating loquat Hometown Shopping surface so that visitors are satisfied. Another combination of government and civil society forces, send landscaping and nursery for environmental green, so that people implement environmental, landscaping, caring rural culture, and create a beautiful rural and agricultural transformation to sustainable management of the environment surface also allows visitors satisfied.

But at the time hiking route planning, activities beforehand road advocacy, and organizers still need to be improved. Another respondent response activities very lively and very interesting, and found full benefits of media coverage, attracting outside visitors to come to participate in activities. However, the activities financed venue, event toilet is relatively small, so that should go to the toilet on the opposite side of the field activities of Buddhist temples, when many people have female toilets, etc., is not very convenient. Circumstances related to lack of toilets, in terms of race participants have the same reaction. Another problem handled the whole event, there is a message from the guest account for much more time, the venue provides a place for visitors to restless, less eating area where you can sit, inadequate number of bins, activity sell meals nothing special like an ordinary night market snacks.

As the crowds and more activities, more often the wait time cannot be avoided, but the visitor’s reaction DIY activity is very interesting, fun competitions are also a lot of fun. In Huang (2010) studied Taiping Loquat Festival marketing strategy, the organizers also found in the allocation of resources, division of labor, coordination mechanisms through the pipeline, problems and solutions, positioning and activities such as cognitive performance easier to produce varying circumstances. Arising from this situation usually leads to events handling flaws process, the problem is to improve coordination with the organizers and co-organizers next year in the process of activity, need to effort. Although Teng and Ni (2009) The study concluded that the quality and content of loquat festival activities need to be improved, but Teng and Ni their research in 2009, but the organizers have improved the situation, the programs of this year's event tourists are still satisfied.
Suggestion

Based on the results of this study, suggestions for future intention to apply for promotion of local agricultural products, refer to the section apply loquat mode. Brief description of the researchers conducted as follows:

1. Selected places most distinctive fishery products product packaging.
2. Still apply for government grants and funding for non-government entities to assist activities.
3. Because the activities of human resources is the key to success handle, so that can recruit large number volunteers to assist activities.
4. Venue of choice is very important to be able to and promotion of agricultural and fishing products related to conduct activities such as the production area.
5. The event programs the need to diversify, and can attract tourists to visit.
6. On a combination of local tourism resources, organizer need support slightly bus and travel information to attract outside tourists comes to visit.
7. Attract corporate sponsorship support the activities to increase funding.
8. Government agency financed activities need long-term planning vision, not just short-term operating behavior.

The results of this study found that visitors to this year's activities are very satisfied with the situation, but for the event, there was insufficient garbage can, portable toilet, eating area seats, not much food types, as well as hiking route arrangement is unsatisfactory circumstances are. Therefore, the researchers recommended that the organizers next year and then apply for this activity, to have the following improvements:

1. Hiking can be arranged to suit elderly and couples pushing baby carriage route, the researchers found that the hold loquat festival place where there are some agricultural path available for hiking, and flat easy to hiking, suggested organizers included hiking route planning reference.
2. Because event place there was garbage can, portable toilet, eating area seats insufficiently, it is recommended that organizers next year and then apply for festival, select venues suitable place to increase the numbers.
3. In terms of diversification snacks, suggest organizers to do stand rent, to have given specification, it is recommended drinks and meals can be provided by the restaurant service are somewhat different, try not to repeat, in order to avoid this most food stands sales the same food situation.

Due to capacity constraints of researchers in the subject of the investigation is limited to the organizers and co-organizers personnel, agricultural sales, events contest participants, as well as visitors, failed to make further analysis Taiping activities for local residents feel, it is suggested that future research local residents were able to discuss in depth the loquat festival for the recognition and support of the handle. Since loquat festival is divided into three weeks holiday with, once for festival, the other two for promotional activities, is not hold in loquat planting areas. The researchers therefore suggest that the future, in the case of research capabilities permit, comparing the effectiveness of three places handling activities, take a clear understanding of the overall effectiveness of hold loquat festival.
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