

Title	経験価値に基づく地域活性化に向けた祭りの分析 九谷陶芸村祭りのケーススタディ
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An Analysis of Festival for Promoting Regional Activities based on Experience Value

—A Case Study of KUTANI Pottery Village Festival—

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The purpose of this research is to clarify how experience value in local festival promotes regional activities from the viewpoint of value co-creation between visitors and people in the region. Experience values in the experience based marketing are specified by five kinds of experiences such as FEEL, SENSE, ACT, THINK, RELATE. In this research, these experience values were measured and evaluated for their influence to regional activations. For this purpose, the fieldwork including questionnaire survey was carried out through KUTANI Pottery Village Festival in Nomi-city for collecting data, measuring these experience values and evaluating the effects of these values to the region activation.

For doing this research, the follow questions were set up;

1. How can the experience values be measured for the festival?
2. What are the relations between the experience values of ‘festival ’and the local knowledge?
3. What is the most important experience value of ‘festival’ which can promote the regional activation?

In this research, firstly on-site investigation and questionnaire survey in KUTANI Pottery Village Festival was conducted. Then, how much experience values occurred during this

"festival" was calculated and how it influenced to regional activation was evaluated by analyzing collected data. Through doing the above analysis, the following facts were turned out:

- (1) The experienced values were categorized to three categories of local knowledge such as knowledge of Kutani-yaki, and brought lots of important feedback to the regional activation.
- (2) The experience values, Value co-creation in festival, and Knowledge creation motivation are strongly related through analysis of questionnaire data.

It is important for regional activations to promote value co-creation between visitors and people in the region.