A Study of Attendee Satisfaction at Publicity Events for Applications for Inclusion in UNESCO’s Intangible Cultural Heritage Lists: The Example of the Japan Food Culture Exhibition

TANABE Fumihiko

This study was designed to map the satisfaction levels expressed by attendees at the ‘Nihon Ryori Bunka Hakuranka’ (Japan Food Culture Exhibition), which was held at Kyoto Gion Yasaka Club November 9-11 as part of the FY 2012 ‘Nihon no Shoku Bunka Tenjikai’ (Japan Culinary Culture Exposition).

Attendees were asked to rate their satisfaction on a scale of five for each of the items surveyed in the questionnaire. The resulting data were analyzed statistically using an ordinal logit model with the main survey items as dependent variables.

The study found that the effect of the actual content of the event (Japanese dietary traditions) on satisfaction became significant only at the 10% level. A finding of particular interest was that the more clearly respondents understood the event’s significance and aims, such as “stimulating interest in food culture,” the more likely they were to be highly satisfied overall. Satisfaction was also a function of whether or not they knew about the application for UNESCO Intangible Culture Heritage listing.

These findings have policy implications, because if a publicity event merely sets out to make something better known, the attendees’ satisfaction will not necessarily increase; instead, it is pivotal to have a solid concept.