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# Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan

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### Abstract

Festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy. Festivals are a type of cultural events and are travel attractions with unique features. Much research, undertaken from a variety of perspectives, exists on festivals. However, very few studies related to aboriginal cultures have been published. The main objective of this study is to profile tourists based upon their motives and demographic characteristics, as these traits are associated with attraction to aboriginal cultural festivals and other related activities. The research reveals that cultural exploration, among other motivational dimensions, is the most important factor attracting tourists to the aboriginal cultural festival. In addition, not all tourists have the same degree of interest in the festival cultural experience. Furthermore, motivational variables are found to be more important than demographic variables in explaining and

segmenting visitors to an aboriginal festival.



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## Keywords

Aboriginal cultural festival; Rukai tribe; Market segmentation; Taiwan

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