

## The Structural Model For Festival Marketing in Case of Danshig Naadam&Tsam Dance Festival

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### Abstract

*In 2015 Mongolia revived old traditional religious festival, and had started to celebrate Danshig Nadaam festival every beginning of August since then and it is main reason of the growth of tourist number. But until now Danshig Naadam festival does not have enough influence on Mongolian economic growth. And also Mongolian Government is planning to increase the number of tourists up to 2 million by 2025, in other words, it has to be increased by 2.8 times. But annual growth is only around 16.6%, and without solution to attract more tourist there is very low chance reaching the desired numbers at this pace. Thus it is essential to organize festivals with high quality by creating new cultural products which is interesting to tourists. This paper aimed to analyze factors influencing on traditional festival marketing and propose solution to improve Danshig religious festival marketing. Questionnaire was taken from 108 respondents who live in Taiwan. The analysis was done by LISREL 8.8. The results showed that topic and program of festival, content of festival positively impact on festival marketing, but city marketing, cultural quality presentation, service planning don't have significant influence on festival marketing, activity experience has negative impact on festival marketing.*

**Keywords:** Danshig, Tsam Dance, Confirmatory Factor Analysis.

### Introduction

Tourism in Mongolia had been developing slowly yet steady since revolutionary in 1989, and started to attract tourists by its relatively untouched and undiscovered nature, nomadic lifestyle, culture, and low density of Mongolian population. Total income shared of tourism in GDP only around 4 percent, due to income comes from short tourism season. Due to Mongolia has long; frigid winters and short, warm summer, almost 45 (Ulaanbaatar city tourism department, 2018) percent of all tourists visit Mongolia summertime of year. 49% of tourists visiting Mongolia came to experience traditional customs and ceremonies, 22% of them saw the beauty of Mongolian nature and wild animals, 21% of them had adventurous trip, and rest of them learned about history of Mongolia (Mongolian bank, 2017). This studies will analyze that our countries customs and ceremonies surely attract tourist, therefore government can

develop tourism policy. The statistics showed that tourist number and income that comes from tourism has been increasing from 4.6% to 16.6% since 2016.(appendix 1) In 2015 Mongolia revived old traditional religious festival, and had started to celebrate Danshig naadam festival every beginning of August since then and it was main reason of the growth of tourist number. But until now Danshig Naadam festival does not have enough influence on Mongolian economic growth. And also Mongolian Government<sup>1</sup> is planning to increase the number of tourists up to 2 million by 2025, in other words, it has to be increased by 2.8 times. But annual growth is only around 16.6%, and without solution to attract more tourist there is very low chance reaching the desired numbers at this pace. Therefore, it is important to hold any type of festivals with high quality by making new cultural products which is interesting to tourists. The use of local festival as a tool to attract tourist and therefore to create economic benefit in short term by creating job, hotel rooms and business revenue (Stankova, 2015) has become global trend. (Felsenstein & Fleischer, 2003).

## Research Purpose and Objective

This study aimed on analyzing factors influencing on traditional festival marketing and providing solution to improve Danshig religious festival marketing. Therefore, this study tried to answer following questions:

1. Does topic and program positively influence on festival marketing?
2. Does content of festival planning positively influence on festival marketing?
3. Does city marketing positively influence on festival marketing?
4. Does service quality positively influence on festival marketing?
5. Does cultural quality presentation positively influence on festival marketing?
6. Does activity experience positively influence on festival marketing?

Econometrically, structural equation modeling was used to determine influence on festival marketing and tested hypothesis by LISREL 8.8.

## Research Structure

The study was done in following structures. The next chapter reviewed the literature related to defining festival marketing factors and chapter 3 described the methodology, data, and variables. The chapter 4 showed discussion of the empirical results. The final chapter summarized the findings and discusses managerial and further studies. And at the end of paper will be included appendix and references.

## Literature Review

### Background of Danshig Naadam Festival

At the time of the 8th Bogd Jetsun Dampa, 'Danshig Naadam' enriched with much greater significance and extended its scope to become a nationwide festival. Initially, it was celebrated once every three years, and later it was organized annually. A reason for this change was to organize secret meetings of Mongol nobles under the umbrella of this 'Naadam' for the sake of independence from the Qing Dynasty of Manchu rulers. During the celebration of 'Danshig Naadam' in 1910, Mongol nobles and high Lamas gathered at one valley of Bogd Khan Mountain and made their final decision to be independent from Qing Dynasty. It was decided by that particular meeting to send messengers to Tsarist Russia for support. Mongolia proclaimed its independence from Qing Dynasty and enthroned the Eighth Bogd Jetsun Dampa as a King on 29th of December, 1911. Right after the 'People's Revolution' succeeded in 1921, 'Seven Banners' Danshig Naadam' was changed its name as 'Great Naadam Festival for Anniversary of People's Revolution'.

This is start of today's National Naadam Festival of Mongolia. 'Danshig' was a very specific Naadam festival dedicated to successive Bogd Jetsun Dampa Rinpoches' long life and peace for the entire nation. At the actual Long Life Ceremony day, Mongolian nobles and high lamas stood in their respective lines and offered over 90 various items those symbolize longevity of life span and best quality of goods one by one. This special offering event was called as, 'Danshig Line. The very first item offered was a Silver Mandala with five-color silks, and then a golden statue of Amitayus followed by the Sutra of Longevity, which was written by Five Jewels, and so on. Before the Danshig, each Banner of all Four Aimags (Provinces) had to transfer 1000 lian of silver to Jetsun Dampa Rinpoche's treasury house, and then, offering items were prepared by monk officials and handed over to respective nobles' responsible subjects. During the offering time, all items were brought to the Great Temple Hall and placed in the exact order of the offering line. Those high-ranking nobles and lamas took what they should offer to Bogd in their exact order and offered it. Attendants of Bogd Jetsun Dampa Rinpoche were accustomed to receiving those offering items on behalf of Bogd and handing them over to the Treasury House monk-officials, who were standing behind the throne. The Offering ritual went on like this without any break.

### **Research Hypothesis Establishment**

#### **Festival Marketing**

For determine the festival marketing, there are many factors that can influence, but most importantly, the topic is the best solution for marketing. The festivals that by organized on a specific topic are attracting tourists' interest and are the biggest channel for promoting the country's culture and tradition. (Hinch, 1996). As the new era progresses, the characteristics of festival has evolved and the festival is moving forward with a fascinating approach. (Razaq, 2003)

#### **Topic and Program**

Any topic and program of festival is very important; thus it needs to be interesting to tourist who decided to visit festival. Government had issued order to celebrate "Danshig naadam-Tsam khuree" again in 8th of August, 2015 at Khui doloo khutag. Tsam dance is included in the smallest intellect dance of the biggest and the smallest ten intelligences. By wearing the mask of characters of different apostles and devils, animals or real people, clothes, reading mantra, and doing dance performance, it will exorcist evil, eliminate any kind of obstructions and threads in force. The whole festival continues for 3 days and around 4 thousand local and foreign tourists come to watch festival. Urtnasan,(2004) views unique topic and program is the biggest advantage of festival.

H<sub>1</sub>: Topic and program positively influences on festival marketing.

#### **Content of Festival**

Every festival has a content expressed through one or more myths. The content conserves the cultural memory or meaning of the festival and manifests itself in various forms or practices made visible in different modes and ways through the ritual acts and performances (Brandt & Iddeng, 2012). The scope of festival usually has positive relationship with the content of festival. Danshig Naadam's special ritual act is Tsam dance which aims to restore national culture, promotes buddism religion and aims to increase tourist numbers, promotes tourism products of province and improves cooperation of protection national environment. According to report of culture and tourism research, main reasons that tourists' visitation to Mongolia are religion ritual, livelihood, customs and traditional festival and thus the content of festival mainly has positive impact on festival marketing. According to Dolgorsuren,(2008), arranging festival content by history, art, culture and tradition has positive impact on festival marketing.

H<sub>2</sub>: Content of festival positively influences on festival marketing.

### **City Marketing**

Felsenstein and Fleischer (2003) view having successful festival, tourism demand has increased and has a positive impact on the city's economy and the city's reputation, some literature, the festivals focus on economic benefits for country or city (Crompton, 1995; Crompton & McKay, 1994). City marketing promotes urban development and competitiveness with other cities. Urban development is including several infrastructure factors such as comfort, environment, and transportation (Koster, 1994). Organizing special events or festivals helps to define the city's image (Moscardo, 2007) which is the biggest example of the 2008 Olympic Games to Beijing. From this we can make following hypothesis:

H<sub>3</sub>: City marketing has a positive impact on festival marketing.

### **Culture Quality Presentation**

Reorganizing annual traditional festival interesting is one way to attract more tourists. Baker and Crompton (2000) viewed good quality performance has positive impact on festival marketing and is core of tourism. Tsam dance is practiced in Tibet, Ladakh, Nepal, Sikkim, Bhutan, Inner Mongolia. Mongolian Buddha monks, sage cultivated and made unique Tsam dance which can reflect Mongolian traditions. Mongolian Great Khuree Tsam dance has become representation of majestic, powerful, perfection and has profound content, enormous and distingue religious clothes, mask and accessories.

H<sub>4</sub>: Cultural quality presentations positively influences on festival marketing.

### **Service Planning**

According to report of Danshig naadam festival organizing workgroup, religious and traditional exhibition, and around 45 entities which are main temples including Gandantegchilen temple, Dashchoilon temple and Maidar project team, many other private business companies show their tourist products during Danshig naadam festival.

During festival, Ulaanbaatar city tourism department organized mobile information center, gave tourist travel guide, information and history about festival, and archery, wrestling horse racing in English and all guide books were published in English which were very helpful to foreign visitors.

H<sub>5</sub>: Service planning positively influences on festival marketing.

### **Activity Experience**

The festival is associated the history and culture that demonstrate the face of rural country, also it organized to fasten for traditions. (Wu, 2016; Liang, Wang, Tsaur, Yen, & Tu 2016). In addition, the festival is one of the important incentives for attracting tourists and it seems to that one of the main factors of tourists sector. (Veres, Clark & Golbourne; 2008).

The souvenirs associated with the festival leaves an impression for tourists not just about the festival, but also it demonstrate their experiences. (Kinnunen, & Haahti, 2015). Recycling is associated activities with reconstruction buildings is one kind of cultural champion. (Wu, 2016; George, 2015). Experiences are based on clients satisfaction, (Anderson, Fornell, and Lehmann, 1994) and require be unique that attract their interest. (Saleh & Ryan, 1993).

H<sub>6</sub>: Activity experience positively influences on festival marketing.

## Main Framework

Based on research hypothesis, this study was done by following framework.

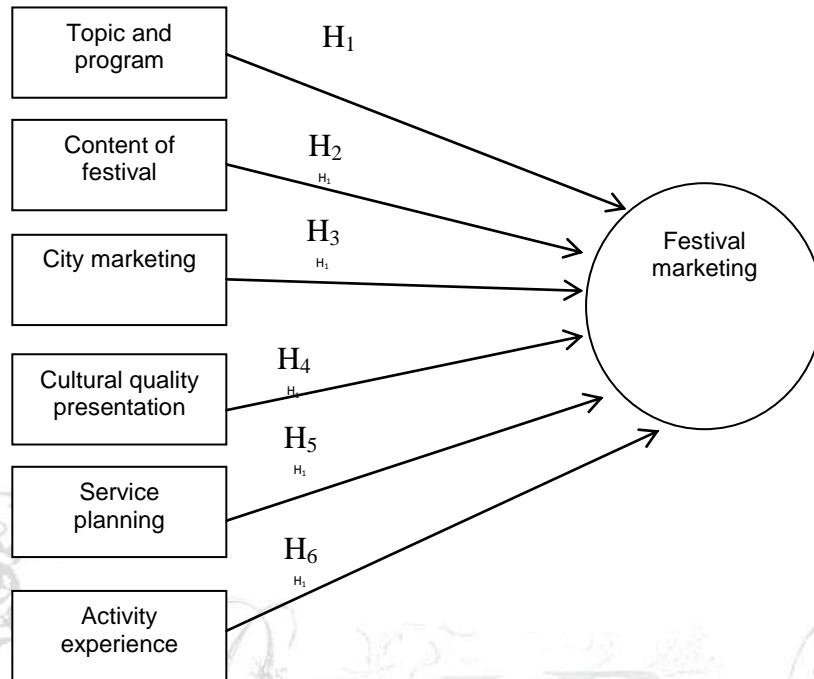


Figure 1. Research framework

## Methodology

### Research Sample

This research tied to provide on enhancing the Danshig Naadam festival throughout some factors in tradition festival marketing. The data was collected by Mongolian students whose are studing in Taiwan and whose living in Mongolia, with two different languages, Mongolia and English. The propose questionnaire distributed by social media using a Google docs. There were 108 valid respondents of 112.

### Questionnaire Design

There are seven factors in this questionnaire: festival topic, program and comprises, the content of festival, city marketing, culture quality presentation service planning, activity experience, and festival marketing satisfaction. This study utilized the Likert 5-point scale, ranging from 1 as strongly disagree to 5 as strongly agree.

### Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is one of the statistical technique to test the factor structure of observed variables, it tests underlying latent variables and relationship between observed variables in the hypothesis.

Table 1. Research measurement scales

Factor	Variable	Author
Topic and program	The festival topic is especially attractive	Borkhuu, (2004)
	The program creativity is attractive	
	The program is attractive your vision and auditory	
Content of festival	The activity is lovely	Borkhuu, (2004)
	The festival content is novel and attractive	
	The festival content is wonderful and attractive	
City marketing	The festival can increase the city seasons growth	Mila, (2005)
	The festival can increase the city business opportunity	
	The festival can attract more tourists	
	The festival can assist city marketing	
Cultural quality presentation	Customs	Borkhuu, (2004)
	Unique lifestyle of the nomads	
	The profession of service personnel in this festival	
Service planning	The attitude of service personnel in this festival	Lam&Hsu, (2004)
	The profession of participating units	
Activity experience	The venue order in the festival	Gantumur, (2003)
	The tourist satisfaction on vision and audio of the festival	
	Tourist overall satisfactory	Lam&Hsu, (2004)

## Results

### Data Analysis

Above table shows that 62 percent of all respondents are female, rest of them are male. The dominant age group was 21-30 (44%), followed by 31-40 (39%), below 20 (13%) and the least was 50 years and above (4%). Most of the respondents stated that they are from Mongolia (89%). In terms of education, most of respondents were high school (38%), followed by bachelor's degree (28%), Doctoral degree (22%), and 9% of respondents has master's degree. The most of the respondents were students (58%), followed by teacher (21%), business (7%), other (12%) and the least was government (1%).

Table 2. Demographic profile of respondents

Variable	Frequency	Percentage
<b>Gender</b>		
Male	41	38%
Female	67	62%
<b>Age</b>		
Below 20	14	13%
21-30	48	44%
31-40	42	39%



50 years and above	4	4%
<b>Country</b>		
Mongolia	96	89%
Other	12	11%
<b>Occupation</b>		
Student	63	58/%
Teacher	23	21%
Business	8	7%
Government	1	1%
Other	13	12%
<b>Education</b>		
High school	41	38%
College	3	3%
Bachelor's degree	30	28%
Master's degree	10	9%
Doctoral degree	24	22%

N=108

Table 3.Covariance Matrix

	F <sub>1</sub>	F <sub>2</sub>	F <sub>3</sub>	F <sub>4</sub>	F <sub>5</sub>	F <sub>6</sub>	F <sub>7</sub>
Topic and program	0.179						
Content of festival	0.117	0.379					
City marketing	0.026	0.052	0.074				
Cultural quality presentation	-0.008	0.064	0.010	0.213			
Service planning	0.029	0.062	0.051	0.011	0.095		
Activity experience	-0.005	-0.014	-0.003	0.009	0.006	0.125	
Festival marketing	0.075	0.112	0.037	0.024	0.047	-0.003	0.159

Covariance shows linear relationship between two variables. Table 3 shows covariance matrix between variables by Minitab 10. Positive numbers shows positive linear relationship between two variables, and negative numbers shows negative linear relationship between two variables.

Table 4.Goodness-of-fit statistics measurement

Fit measure	Statistics measurement target	Value
X <sup>2</sup>	Smaller grades is better	0.00
P-value	P-value greater than 0.05	1.00
RMSEA	RMSEA	0.000

Goodness of fit estimation was done by LISREL. The result shows that chi-square is zero which is good for our estimation. In other words, there is no significance difference between our expected variables and observed variables. RMSEA is to calculated around value to allow confidence interval, if RMSEA less than 0.08 it is accepted the model. [ $\chi^2=0.00$ , P-value=1, RMSEA=0.000].

### Structural Modeling Analysis

Six factors influencing the festival marketing, the H1: topic and program has positive effect in festival marketing (estimate value=0.27, t-value=3.17), H1 was supported. In other words, when tourists found that festival program or topic is attractive and interesting, it will influence positively on festival marketing

therefore attract more tourists. H2: content of festival factor has positive effect in festival marketing (estimate value=0.14, t-value=2.33), so that hypothesis was supported. Having successful festival contest can increase possibility of good festival marketing. H3: city marketing has positive effect in festival marketing (estimate value=0.13, t-value=0.86), H3 was rejected.

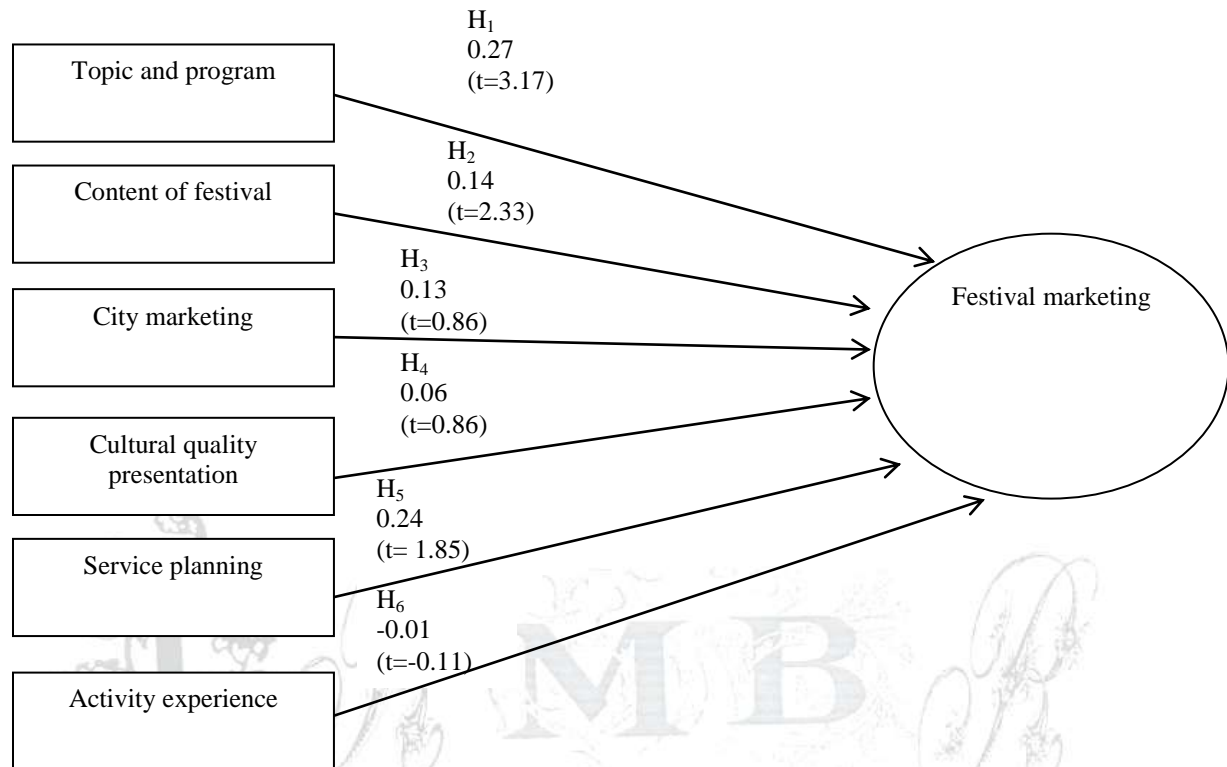


Figure 2. Estimated value and t-value in the initial hypothesis model

H4: cultural quality presentation has positive effect in festival marketing (estimate value= 0.06, t-value=0.86), H4 was rejected. H5: service planning has positive effect in festival marketing (estimate value=0.24, t-value=1.85), H5 was rejected. H6: activity experience has negative effect in festival marketing (estimate value=-0.01, t-value=-0.11), hence H6 was rejected. In other words, two hypothesis (topic and program, content of festival) was supported and other four hypothesis was rejected. Therefore it means city marketing, cultural quality presentation, service planning don't have any influence on festival marketing. Result shows that activity experience has negative impact on festival marketing.

Table 5. Hypothesis result

		Estimate Value	T-value	Results
H1: [TP]	→ Festival marketing	0.27	3.17	Supported
H2: [CF]	→ Festival marketing	0.14	2.33	Supported
H3: [CM]	→ Festival marketing	0.13	0.86	Rejected
H4: [CQP]	→ Festival marketing	0.06	0.86	Rejected
H5: [SP]	→ Festival marketing	0.24	1.85	Rejected
H6: [AE]	→ Festival marketing	-0.01	-0.11	Rejected



## Conclusion

### Topic and Program

The result of this study, (H1) topic and program positive impact on festival marketing was supported by Urtnasan.J (2012), Danshig Tsam-Dance festival's program becoming more interesting year by year.

### Content of Festival

The result of this study, (H2) content of festival positive impact on festival marketing was supported by Dolgorsuren.J, (2004), content of festival can become main product to develop tourism sector.

### City Marketing

City marketing has a positive impact on festival marketing. The result rejected H3 which supported by (Fleischer, 2003; Moscardo, 2007). In this study can be explained by following reasons, Danshig, Tsam&Dance festival was organized for 3 days located at Khui-Doloon Khudag, which is the nearest steppe place in the city of Ulaanbaatar. Khui-Doloon Khudag is a large plain about 40km west of the Ulaanbaatar. So that the tourists easy to get tired. Result shows that improving city marketing don't have any impact on festival marketing.

### Culture Quality Presentation

The result of this study couldn't support hypothesis developed from Baker and Crompton research, maybe it was because 44 percent of our respondents were age between from 21 to 30. Because our main focus was traditional festival, it might be not interesting and difficult to understand to young adults.

### Service Planning

According to our result, service planning doesn't have any influence on festival marketing. The main reason could be the lack of information to respondents.

### Activity Experience

H6: activity experience has a positive effect on festival marketing, was rejected in this study, which supported by Saleh & Ryan (1993) and Wu (2016), George (2015). Because the Dabshig festival has been organized for only the last 3 years, which is not a long-term experience.

## Limitation and suggestion for further studies

For further studies, the sample pool has to be selected more carefully. Choosing respondents who are older than 30 years might change significance levels of estimation.

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## Appendix

Appendix 1. Total tourist number and total earnings from tourism

Indicators	2014	2015	2016	2017	2018
<b>Tourist</b>	392,844	386,204	404,156	471,094	529,370
<b>The growth of tourist number</b>		-1.7%	4.6%	16.6%	12.4%
<b>Tourism Income / usd/</b>	253,817,148	276,752,796	312,873,514	400,791,920	569,542,966s
<b>The growth of tourism income</b>		9.0%	13.1%	28.1%	42.1%
<b>Share of tourism income in GDP /%/</b>	2.1%	2.4%	2.8%	3.5%	4.0%

Source: Ulaanbaatar city tourism department's monthly statistics report

