

***The Study of Culture Marketing Strategy on Winery Tourism:
The Case of Kinmen Kaoliang Liquor Incorporation***

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The Asian Conference on Asian Studies 2016
Official Conference Proceedings

Abstract

Kinmen Kaoliang Liquor (KKL) Incorporation is a state-owned enterprise managed by Kinmen County Government which produces and sells Kinmen Kaoliang Liquor. Culture marketing strategy on Winery Tourism has become an important and mature strategy in local culture developments. Winery Tourism can demonstrate the distinctive local culture which comprises humanities, history, and local unique features. The research attempts to use exploratory factor analysis and secondary data to investigate how KKL establishes its competitive culture marketing strategy. The research pinpoints current problems on culture marketing strategy on Winery Tourism of KKL in Kinmen. The expected outcomes include: (1) firstly to analyze the influence of KKL Tourism Winery on consumer behaviors and later propose attractive sightseeing tours for tourists; (2) after evaluating the culture marketing strategy developed by KKL to suggest improvements on the current strategy and adjust KKL's sightseeing activities.

Keywords: Winery Tourism; Kinmen Kaoliang Liquor; Culture Marketing

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The International Academic Forum
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Motivation and background

The Tour Culture marketing has already become an important and mature strategy in local culture developments in the winery.

Touring winery can demonstrate the specific local culture, including humanities, history, and its unique features.

KKL marketing strategies is the main effector on Kinmen Culture and the wine tourism development. It was a positive perception to the economics, socio-cultural impacts and environmental impacts to the KKL wine tourism.

Introduction

Kinmen is one of islands in Taiwan, which is located beside Mainland China. The total area of Kinmen is 150 square kilometers .

Shui Bian at the company's Semi centennial Anniversary on October 5th, 2003. Effusing a unique aroma of liquor for over half a century, Kinmen Kaoliang Liquor Inc. has elevated itself to one of Taiwan's most treasured assets, through its fresh elegant aroma resembling that of mountain orchids, and its crystal clear fluid breathing deep flowing sensations.

Amongst the families of traditional Chinese alcoholic drinks, of which Moutai and Wulianye are well-known; Kinmen Kaoliang Liquor is a renowned member in the long history of "Chinese clear spirits". The company's unique creation - the "Kinmen Aroma Blend"; with its refined flavor, fragrant aroma and crystal-clear appearance has led to excellence in reputation.

The future for KKL is not only to develop the culture and art of drinking; but to consolidate the local Taiwanese market, to dynamically expand KKL's market in China, and to sell our unique product across the whole world. Our goal is to make Kinmen Liquor the NO.1 liquor brand within the global Chinese community - a goal that we hope to achieve through public affection and support.

Research purposes

The purpose why I do this research is because that white alcoholic drinks are well known in traditional Chinese culture. Moutai and Wulianye are two of the well-known white alcoholic drinks by people. Kinmen Kaoliang is a kind of white alcoholic drinks and also a unique product belongs to Kinmen. The unique of this product is its aroma of fermented sorghum together with wheat and it is also clear as water. So that government will like to popularize Kinmen's culture through it.

Literature Review

Factory tourism

Factory tourism is combining establishment, producing department and experience of operate management as resources of tourism. According to the Study on the Development of the Featured Products for a Tourism Factory 2012, it is regarding to a

kind of extraordinary complex tourism for attracting tourist.

Attracting them come for visiting, interviewing, investigating and learning through practice.

Recently, the TAIWAN government has actively promoted the amalgamation of local industry culture and tourism, in order to bring the benefit of tourism to the manufacturing industry. This situation has existed in Europe and the US for many years. In the 20th century, factories abroad such as crystal, glass, foodstuff, winery etc. have combined with the tourism industry to successfully develop international tourism, truly the pioneers of tourism factories. Although Taiwan has started late, its outstanding geographical advantage and local cultural characteristics will be able to demonstrate creativity and charisma, in order to satisfy the diverse tourism market.

The Tourism Factory Project was initiated from 2003 by the Industrial Development Bureau, Ministry of Economic Affairs, and the Central Region Office of the Ministry of Economic Affairs, while the evaluation standard and content of the tourism factory assistance project is outsourced to the Industrial Technology Research Institute. So far, 53 model tourism factories from all industries have been successfully selected throughout Taiwan. Through the innovative concepts and value added services, if you are pondering where to go for a weekend holiday, why not come and experience the knowledgeable and sensational industry tour.

In order to provide the project with more substantial support, an evaluation operation mechanism was established in 2008; these have undergone several stringent evaluations and assessments, including the factory theme, factory space planning, guided tours and experience facilities, corporate image and promotional material design, as well as the operation model of the tourism factory; in total there are 5 major criteria for the evaluation of the tourism factories. Factory ToursThe intention is to ensure that whilst seeing the production processes of the factories and getting to know industrial culture, the visitors can also safely enjoy a sense of recreation. In addition, the factories that were originally closed to the public are now able to embrace the public, so that people in turn can discover the vitality of the traditional manufacturing industry through systematically knowing the industry, reading culture and visiting the production process. Furthermore, through experiencing the merchandise, a positive circle of consumption is created, thereby stimulating revitalization of local economy and the cluster effect.

All in all, the tourism factory offers traditional industries an alternative for transformation, so as to seek new heights in the fiercely competitive era. In turn, the small and micro enterprises that once generated the Taiwan Economic Miracle, will once again bring glamour to all corners of Taiwan.

With changing times and industrial structure, many local factories in Taiwan have, with assistance from the Ministry of Economic Affairs, transformed into protected manufacturing businesses and converted their facilities into "tourism factories."

Each tourism factory has a unique tourism theme and facility environments that have been improved with landscaping and other beautification. The factories offer tours introducing production processes, exhibitions of cultural relics, and DIY facilities.

Through these and other services, tourism factories present a wealth of industrial knowledge and culture in an artistic ambiance, creating new tourist destinations for both learning and recreation.

Tourism factories are found throughout Taiwan and can be generally categorized into five types: 1) Art and Culture (balloons, body painting colors, glass ceramic art, musical instruments and handmade paper); 2) Daily Necessities (firewood, rice, oil, salt, soy sauce, vinegar, tea, and other daily necessities); 3) Home Life (bedding, furniture, children's and maternity wear, bathroom equipment such as soap and towels, and building materials); 4, Wine and Fine Food (cake, biscuits, marinated foods, seafood, processed meat, chocolate, and fine wine); and 5) Health and Beauty (health food, enzymes, cosmetics, and personal care products). Each factory offers a refreshingly new tourism experience.

Method

Next, let me show you about the method I used. The method I used is case study. Case study is an exploratory research technique which is applied to investigate detailed information on a specific target. The main merit of case study is to provide through information on an organization or a firm. Case study can also allow researchers to conduct rigorous observations on the details of research questions.

A case study is about a person, group, or situation that has been studied over time. If the case study is about a group, it describes the behavior of the group as a whole, not behavior of each individual in the group. Case studies can be produced by following a formal research method. These case studies are likely to appear in formal research venues, as journals and professional conferences, rather than popular works. The resulting body of 'case study research' has long had a prominent place in many disciplines and professions, ranging from psychology, anthropology, sociology, and political science to education, clinical science, social work, and administrative science.

In doing case study research, the "case" being studied may be an individual, organization, event, or action, existing in a specific time and place. For instance, clinical science has produced both well-known case studies of individuals and also case studies of clinical practices. However, when "case" is used in an abstract sense, as in a claim, a proposition, or an argument, such a case can be the subject of many research methods, not just case study research.

Thomas offers the following definition of case study:

"Case studies are analyses of persons, events, decisions, periods, projects, policies, institutions, or other systems that are studied holistically by one or more method. The case that is the subject of the inquiry will be an instance of a class of phenomena that provides an analytical frame — an object — within which the study is conducted and which the case illuminates and explicates."

According to J. Creswell, data collection in a case study occurs over a "sustained period of time.

One approach sees the case study defined as a research strategy, an empirical inquiry that investigates a phenomenon within its real-life context. Case-study research can mean single and multiple case studies, can include quantitative evidence, relies on multiple sources of evidence, and benefits from the prior development of theoretical

propositions. As such, case study research should not be confused with qualitative research, as case studies can be based on any mix of quantitative and qualitative data. Similarly, single-subject research might be taken as case studies of a sort, except that the repeated trials in single-subject research permit the use of experimental designs that would not be possible in typical case studies. At the same time, the repeated trials can provide a statistical framework for making inferences from quantitative data.

The case study is sometimes mistaken for the case method used in teaching, but the two are not the same.

Prospective Results

According to the study of Li, Pei-Jung in 2014, through the arrangement of the corporation main product to guide into the history of KKL. Company will also provide visitors some free Kinmen Kaoliang for testing the taste and provide opportunities for visitors to buy the product immediately in the sales area. If re-design the tourism route, can build an experience zone for visitors to understand the process of making wine.

Recommendations for Future Research

Regarding to the recommendations for future research, KKL and the Kinmen government should develop the tourism and develop overall plan for Kinmen tourism. They must co-ordinate with each other.

A visit to the distillery can adjust production process routes to use transparent glass to visit the region. Not only allows consumers to visit the production process, but also allows consumers to see clearly production process about care their health and product of quality. And that can enhance consumer faith to KKL products.

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