

**A Research on The Relationship Between Religious  
tourism and local economic development: Dajia Jenn  
Lann Temple for example**

By

Pochun Huang

黃伯鈞

Submitted to the Faculty of  
Department of International Affairs in partial fulfillment of  
the requirements for the degree of  
Bachelor of Arts in International Affairs

Wenzao Ursuline University of Languages

2023

WENZAO URSULINE UNIVERSITY OF LANGAUGES  
DEPARTMENT OF INTERNATIONAL AFFAIRS

This senior paper was presented

By

Po-Chun Huang

黃伯鈞

It was defended on

November 11, 2023

and approved by

Reviewer 1: Mark Lai, Assistant Professor, Department of International Affairs

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewer 2: Yuan-Ming Chiao, Associate Professor, Dept. of International Affairs

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor: Ren-Her Hsieh, Associate Professor, Departmental of International Affairs

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

A Research on the relationship between religious tourism and local economic development: Dajia Jenn Lann Temple for example

Po-Chun Huang

Wenzao Ursuline University of Languages, 2023

ABSTRACT

Religious tourism is a form that is often overlooked when people think about the motivation for tourism, but religious tourism is a form of tourism with a long history. In this case Dajia is a location that is perfect for religious tourism and the lively area of Dajia has developed a shopping area centered on Jenn Lann Temple, and this business district is also the gathering place of the main merchants in the Dajia District. This study mainly explores the economic benefits and opportunities generated through religious tourism. Using the questionnaire survey method, a total of 320 valid questionnaires were collected. These findings suggest that promoting and supporting religious tourism in Dajia is well received and has the potential to bring positive economic outcomes to the region, but respondents are relatively dissatisfied with whether there are initiatives and activities to promote religious tourism, and they are dissatisfied with existing initiatives and activities. Respondents believe religious tourism has long-term economic benefits, and religious tourism can bring entrepreneurial opportunities, but local residents have limited opportunities for economic participation, and no temple-related economic activities have been observed

to improve infrastructure, businesses, or jobs.

Keywords: religious tourism, Dajia Jenn Lann Temple, regional development

# 宗教旅遊與地方經濟發展關係之研究——以大甲鎮瀾宮為例

黃伯鈞

文藻外語大學國際事務系

## 摘要

宗教旅遊是人們思考旅遊動機時常被忽略的旅遊形式，但宗教旅遊是一種歷史悠久的旅遊形式，大甲是一個非常適合宗教旅遊的地點，而大甲熱鬧的地區已經發展出了以鎮瀾宮為中心的商圈，而這個商圈也是大甲區主要商家的聚集地。本研究主要探討透過宗教旅遊所產生的經濟效益和機會。採用問卷調查法，共回收有效問卷320份。這些發現共同表明，促進和支援大甲的宗教旅遊廣受好評，並有可能為該地區帶來積極的經濟成果，但受訪者對是否有促進宗教旅遊的舉措和活動相對不滿意，他們對現有的舉措和活動感到不滿意。受訪者認為宗教旅遊具有長期的經濟效益，宗教旅遊可以帶來創業機會，但當地居民參與經濟的機會有限，也沒有觀察到與寺廟相關的經濟活動可以改善基礎設施、企業或就業機會。

關鍵詞:宗教旅遊、大甲鎮瀾宮、地區發展

# TABLE OF CONTENTS

<b>INTRODUCTION</b> .....	<b>8</b>
BACKGROUND .....	8
MOTIVATION .....	9
RESEARCH PURPOSE .....	10
RESEARCH QUESTIONS .....	10
CONTRIBUTION .....	10
LIMITS AND DELIMITS .....	11
<b>LITERATURE REVIEW</b> .....	<b>12</b>
DAJIA JENN LANN TEMPLE .....	12
RELIGIOUS TOURISM .....	13
DAJIA MAZU PILGRIMAGE .....	15
THE POTENTIAL ECONOMY BENEFITS AROUND JENN LANN TEMPLE .....	18
THE COASTAL AREAS OF TAICHUNG .....	19
<b>METHODOLOGY</b> .....	<b>21</b>
RESEARCH PROCESS .....	21
QUESTIONNAIRE DESIGN .....	22
DATA COLLECTION .....	23
<b>DATA ANALYSIS</b> .....	<b>24</b>
DESCRIPTIVE STATISTICS .....	24
<b>THE IMPORTANCE OF RELIGIOUS TOURISM TO DAJIA</b> .....	<b>28</b>
<b>THE CONTRIBUTION OF ECONOMIC ACTIVATES AROUND DAJIA JENN LANN TEMPLE TO DAJIA</b> <b>AREA</b> .....	<b>34</b>
<b>CONCLUSION</b> .....	<b>42</b>
SUGGESTION .....	43
<b>APPENDIX A</b> .....	<b>44</b>
<b>APPENDIX B</b> .....	<b>47</b>
<b>REFERENCE</b> .....	<b>48</b>

## LIST OF TABLES

Table 1: The amount of Gender from the questionnaire .....	24
Table 2: The age distribution from the questionnaire .....	25
Table 3: The job distribution from the questionnaire .....	25
Table 4: The income distribution from the questionnaire .....	26
Table 5: The religious beliefs distribution from the questionnaire .....	26
Table 6: The distribution from the questionnaire for People who have businesses in Dajja .....	27
Table 7: The distribution from the questionnaire among People who are residents of Dajja .....	27
Table 8: The familiarity distribution from the questionnaire .....	27
Table 9: The familiarity distribution from the questionnaire .....	28
Table 10: The importance of religious tourism to Dajja .....	29
Table 11: Respondents' Familiarity and Frequency on Religious Tourism Importance .....	30
Table 12: Respondents' Familiarity on the Impact of Religious Tourism .....	31
Table 13: Respondent's Familiarity on Initiatives for Religious Tourism .....	32
Table 14: Respondent's Familiarity and Frequency on Initiatives for Promoting Religious Tourism in Dajja. ....	33
Table 15: Respondent's Familiarity of Economic Activities Impact Assessment around Dajia Jenn Lann Temple .....	34
Table 16: The contribution of economic activities around Dajia Jenn Lann temple to Dajia area .....	36
Table 17: Respondent's Familiarity of Observing Improvement in Local Infrastructure, Enterprises, and Employment Opportunities Due to Economic Activities around Dajia Jenn Lann Temple .....	37
Table 18: Respondents' Familiarity on the Impact of Religious Customs and Beliefs on Economic Behavior .....	38
Table 19: Respondent's Familiarity on the Relationship Between Dajia Jenn Lann Temple's Religious Practices and Business Opportunities .....	39
Table 20: Respondent's Familiarity with the Importance of Resident Support for Economic Success around Dajia Jenn Lann Temple .....	39
Table 21: Respondent's Familiarity with Residents' Economic Participation at Dajia Jenn Lann Temple .....	40
Table 22: Respondents' Familiarity with the Long-Term Sustainability of Economic Benefits in Religious Tourism .....	41

# INTRODUCTION

## Background

Dajia is situated in the coastal area of the northwest corner of Taichung City. To the north, it shares boundaries with Yuanli Town in Miaoli County, while to the south, it is adjacent to Dajiayi and Qingshui District. Its western border extends to Da'an District and the Taiwan Strait, with Houli marking the westernmost edge. Due to its considerable distance from the central city and the presence of rivers and platforms that act as natural barriers, the area enjoys relative independence in terms of daily life and industrial activities, remaining largely unaffected by the urban area of Taichung. This area is the important belt encompassing Dajia, Qingshui, Shalu, Wuqi, and other sea lines, coupled with convenient transportation and a moderate setting, provides a favorable environment for the development of various industries.

In terms of commerce, the region benefits from the vibrant religious activities centered around the Lang Palace in Dajia Town, which contributes to lively commercial exchanges.

Overall, the area's unique geographic location, thriving commercial activities contribute to its growth and potential for further advancement.

Religious tourism is a form that is often overlooked when people think about the motivation for tourism, but religious tourism is a form of tourism with a long history.

In this case Dajia is a location that is perfect for religious tourism and the lively area of Dajia has developed a shopping area centered on Jenn Lann Temple, and this business district is also the gathering place of the main merchants in the Dajia District.



## **Motivation**

As a resident of Dajia, I have always been deeply connected to the Dajia Jenn Lann Temple and have witnessed the significant impact it has on the local community. This personal connection and my curiosity about the intersection of religious tourism and local economic development have motivated me to delve into this research topic. Dajia Jenn Lann Temple attracts a large number of devotees and tourists, both from within Taiwan and internationally, who visit the temple to experience its cultural and religious significance.

This influx of visitors has piqued my interest in understanding the potential connections between religious tourism and the economic development of the surrounding area. I want to explore whether the economic activities surrounding the Dajia Jenn Lann Temple contribute to the overall development of the local community. By examining the economic benefits and opportunities generated by religious tourism, I hope to shed light on the potential strategies that can be implemented to enhance these benefits for the local community.

Furthermore, I believe that a comprehensive analysis of the economic impact of religious tourism in Dajia can provide valuable insights for local policymakers, community leaders, and businesses. It has the potential to guide decision-making processes and shape future development plans, ensuring the sustainable growth and prosperity of the area.

By conducting this research, I aim to contribute to the existing knowledge on the relationship between religious tourism and local economic development, particularly within the context of Dajia. I hope that the findings of this study will provide practical

recommendations to stakeholders involved in promoting and managing religious tourism.

### **Research Purpose**

My research purpose is to figure out the potential strategies that can enhance the economic benefits of religious tourism at Dajia for the local community. By employing quantitative analysis as the main method, I aim to understand why Dajia is a suitable place for religious tourism.

This method allows me to gather and analyze numerical data that can provide insights into the economic impact of religious tourism on the local economy.

Through quantitative analysis, I will examine various factors such as tourist spending patterns, employment opportunities, infrastructure development, and revenue generation to determine the extent to which religious tourism can contribute to the economic growth and prosperity of the Dajia community.

By uncovering the underlying relationships between religious tourism and local economic development, I aim to identify effective strategies that can maximize the potential benefits and foster sustainable economic growth in Dajia.

### **Research Questions**

1. How important is religious tourism to Dajia?
2. How do the economic activities surrounding Dajia Jenn Lann Temple contribute to the development of the surrounding area?

### **Contribution**

This research can provide valuable insights into promoting religious tourism and its economic benefits. By examining the factors that attract visitors, such as religious practices, traditions, and cultural heritage, it can help local authorities and tourism

organizations develop targeted strategies to increase visitor numbers and boost the local economy. Additionally, studying the economic activities around Dajia Jenn Lann Temple, including the impact on local businesses like hotels, restaurants, and souvenir shops, can reveal the economic dynamics and growth potential in the area.

### **Limits and Delimits**

Firstly, it should be noted that the findings of this study cannot be generalized to encompass all religious tourism situations in Taiwan.

The research was conducted solely within the vicinity of Dajia Jenn Lann Temple, which imposes several constraints on its applicability to other regions.

Furthermore, it is important to acknowledge that this study solely analyzes the impact of religious tourism on local economic development in the context of the Dajia Jenn Lann Temple. However, the insights gained from this research can potentially contribute to the development of local communities in Dajia.

Although this study focuses on the case of Dajia Jenn Lann Temple, its findings can serve as a valuable model for understanding the potential benefits that Religious Tourism can bring to local Economic Development.

# LITERATURE REVIEW

## Dajia Jenn Lann temple

Dajia Jenn Lann Temple, located in Dajia District, Taichung City, Taiwan, is one of the most renowned temples in the country. Its history dates back centuries to 1730 AD when it was founded by early Chinese settlers<sup>1</sup>. The temple holds great significance for the local community, particularly those involved in fishing and maritime activities, as Mazu, the goddess of the sea, is highly respected and worshipped.

As the local population increasingly relied on maritime activities, the temple's significance grew. Mazu worship became deeply intertwined with their lives, seeking blessings for safe voyages, abundant catches, and protection from natural disasters. Initially a modest structure reflecting limited resources, the temple underwent multiple expansions and renovations over the years to accommodate the growing number of devotees and highlight its importance.

The temple is famous for its grand architecture and intricate artwork, exemplifying traditional Chinese temple design. The main hall boasts stunning woodcarvings, paintings, and elaborate decorations, featuring sweeping roofs, ornate columns, and colorful dragon motifs.

Dajia Jenn Lann Temple also hosts the Dajia Mazu Pilgrimage, one of Taiwan's largest religious festivals. This annual event, held in the third lunar month, attracts

---

<sup>1</sup> 顏如妙, "宗教節慶活動生態體系要素分析—以大甲媽祖遶境為例," [The Ecosystem Elements of Religious Festival Activities-Dajia Mazu Pilgrimage as an Example.] *觀光與休閒管理期刊* 9, no. 1 (2021).pp. 107

millions of devotees and tourists worldwide. During the pilgrimage, a sacred statue of Mazu is carried on a palanquin, traversing various towns and villages, symbolizing blessings and protection. The procession is accompanied by vibrant parades, traditional music, and enthusiastic crowds<sup>2</sup>.

Today, Dajia Jenn Lann Temple stands as a magnificent testament to traditional Chinese temple architecture, attracting visitors far and wide. Its annual Dajia Mazu Pilgrimage, which began in the late 18th century, further contributes to its rich history. This month-long event, transporting the sacred statue of Mazu on a palanquin across central Taiwan, has evolved into one of the country's largest religious gatherings, drawing millions of participants each year.

Throughout its existence, Dajia Jenn Lann Temple has served as a religious, cultural, and historical landmark, symbolizing the deep-rooted devotion and traditions of the Taiwanese people. It stands as a testament to the enduring significance of Mazu worship and the strong connection between the local community and the goddess of the sea.

### **Religious tourism**

Religious tourism refers to the act of traveling for the purpose of visiting religious sites, participating in religious activities, and immersing oneself in the cultural and spiritual aspects of a specific religion. It involves exploring places of worship, pilgrimage destinations, historical landmarks, and engaging in religious rituals and ceremonies. The

---

<sup>2</sup> 劉郁嘉, "徒步進香為何是藝術作品-以大甲媽祖遶境進香為例," *文化研究季刊*, no. 169 (2020).

motivation behind religious tourism can include seeking spiritual growth, expressing religious devotion, discovering different cultures, or a combination of these reasons. It offers individuals the opportunity to deepen their faith, learn about diverse religious traditions, and gain insights into the historical, cultural, and social contexts surrounding religions worldwide. Religious tourism encompasses various elements, such as pilgrimages, cultural experiences, spiritual retreats, interfaith exchanges, and the exploration of sacred locations and religious festivities.

Festivals play a crucial role as significant tourist attractions and contribute to the revitalization of cities. They not only create a sense of place, social cohesion, and national pride but also enhance the image and appeal of a city or tourism destination. Festival activities have the potential to positively impact the perception and attractiveness of a city, ultimately promoting its cultural identity and tourism prospects<sup>3</sup>.

Religious tourism plays a very important role in the history of human development, whether in politics, economy or society. The main activities of religious tourism include religious activities, recreational activities and service activities brought about by the former two. Religious activities include religious ceremonies, tourists offering incense, missionary activities, etc. Recreational activities can be divided into static sightseeing and dynamic entertainment. Static activities include viewing scenery, cultural relics, historic sites, buildings, statues of gods and Buddhas, and gardens; dynamic activities include picnics, camping, and artificial playgrounds. Service activities include vendors, shops, catering, accommodation, etc.<sup>4</sup>.

---

<sup>3</sup> T. H. Lee, C. J. Fu, and P. S. Chang, "The Support of Attendees for Tourism Development: Evidence from Religious Festivals, Taiwan," *Tourism Geographies* 17, no. 2 (2015).pp. 223

<sup>4</sup> 鄭啟瑞, "宗教觀光客旅遊動機、滿意度與重遊意願之研究—以大甲鎮瀾宮為例," [A Study of Travel Motivation, Satisfaction and Revisit Intention in Religious Tourism: The Dajia Mazu Temple.] *觀光與休閒*

## Dajia Mazu Pilgrimage

The Dajia Mazu Pilgrimage is an annual religious event held in Taiwan and is considered one of the largest religious processions globally, attracting millions of participants and spectators. Dedicated to the worship of Mazu, the revered goddess of the sea in Taiwanese culture, the pilgrimage serves as a way for devotees to express gratitude and seek blessings from Mazu, who is believed to protect fishermen, sailors, and those venturing out to sea.

Taking place in the town of Dajia, Taichung City, the Dajia Mazu Pilgrimage spans nine days, commencing on the 15th day of the third lunar month (usually corresponding to April). During the procession, a grand palanquin carries a large statue of Mazu through the streets of Dajia and neighboring towns. Devotees believe that by participating in carrying the palanquin, they can receive Mazu's blessings and protection. The vibrant atmosphere is amplified by colorful floats, marching bands, lion dancers, and people dressed in traditional costumes, accompanied by fireworks, incense, and chanting.

Covering approximately 350 kilometers (220 miles), the procession follows a route that passes through various temples and communities. Many devotees join for a portion of the journey, while some follow the entire route. The Dajia Mazu Pilgrimage holds deep cultural and religious significance in Taiwan, fostering community bonds and attracting tourists from around the world eager to experience Taiwanese religious and cultural traditions.

The origins of the Dajia pilgrimage can be traced back to the commemoration of

Mazu's birthday, which takes place on the 23rd day of the third lunar month, corresponding to April in the Gregorian calendar. Mazu temples throughout China observe this occasion with pilgrimages and the offering of incense, providing opportunities to enhance the temples' efficacy and prestige through the generous donations of pilgrims and believers.

During the Qing Dynasty, the Beigang Mazu Temple emerged as a substitute for Taiwanese pilgrims due to its perceived efficacy and responsiveness to prayers. The Jenn Lann Temple in Dajia embarked on a journey to the Beigang Mazu Temple to acquire incense fire and ashes, thereby enhancing the efficacy of their own temple dedicated to Mazu.

With changes in the geopolitical landscape in 1987, Mazu temple committee members and believers in Taiwan eagerly sought pilgrimages to Mazu's homeland in China. A significant incident involving the Jenn Lann Temple occurred when committee members traveled to the Isle of Mei, returning with incense ashes, and claiming an elevation in the temple's spiritual strength. This led to a dispute with the Beigang Temple, which was considered the "mother temple," as the Jenn Lann Temple refused to offer an apology. In response to their religious needs, the Jenn Lann Temple substituted the Xingang Temple for the Beigang Temple in their jinxiang ritual<sup>5</sup>.

This historical account showcases the complexities of the Dajia pilgrimage, involving geopolitical constraints, the quest for substitutes, and disputes among temples, which have significant effects on their prestige and financial well-being.

---

<sup>5</sup> 張家麟 and 曲兆祥, "論台灣媽祖信仰的「擴張性」—2009年大甲媽祖遶境進香實證分析," [The Expanding of Mazu Belief in Taiwan-A Analysis on the 2009 Tachia Mazu Go around Boundary Ceremony.] *Journal of Data Analysis* 7, no. 1 (2012).pp. 117



During the Qing Dynasty, the Beigang Mazu Temple emerged as a substitute for Taiwanese pilgrims due to its miracles and responses to prayer.

Due to its prestige, Dajia Jenn Lann Temple will go to acquire incense fire and ashes, thereby enhancing the efficacy of their own temple dedicated to Mazu.

With the change in the geopolitical landscape in 1987, members and believers of Taiwan's Mazu Temple Committee eagerly sought to make pilgrimages to Mazu's hometown (Meizhou island). When the commissioners went there, they Return with incense ash, and claims that the spiritual power of Jenn Lann Temple has been enhanced.

They Return with incense ash, and claims that the spiritual power of Jenn Lann Temple has been enhanced. This led to a dispute with Beigang Temple, which is believed to be the mother temple, Because Jenn Lann Temple refused to apologize. In response to their religious needs, Jenn Lann Temple replaced Beigang Temple with Xingang Temple in their Jinxiang ceremony. This historical account shows the complexity of the pilgrimage of Dajia, including geopolitical restrictions, the search for alternatives and disputes between temples, this has had a significant impact on their prestige and financial situation.

According to statistical data, the income of the Jenn Lann Temple has experienced an upward trend since their pilgrimage to Meizhou island, whereas the Beigang Temple has witnessed a decline in income since the cessation of visits by the Jenn Lann Temple<sup>6</sup>.

---

<sup>6</sup> Chang Hsun, "Between Religion and State: The Dajia Pilgrimage in Taiwan," *Social Compass* 59, no. 3 (2012).

## The potential economy benefits around Jenn Lann Temple

The potential economy benefits around Jenn Lann Temple can be in many aspects, it could include catering industry, hospitality Industry, local Businesses, souvenir, and employment Opportunities.

By the analysis of 李安娜 (2007), she find out the surrounding businesses will be benefit from various related activities of Jenn Lann temple , especially the pastry industry is the most obvious, followed by the catering industry. According to 吳芷萱 (2022), the emergence and growth of Yu Jan Shin appear to be closely intertwined with the reverence of Mazu in the Daija region. This relationship is attributed to the distinctive social composition and structure of the area. Yu Jan Shin has steadily expanded its presence in this locality by capitalizing on its proximity to the Mazu worship tradition and the bridge that connects the two<sup>7</sup>.

To maximize regional economic benefits, 李安娜 also suggested that peripheral business districts align their consumption services with the characteristics of visitors, particularly in relation to the tourism development of Jenn Lann Temple. By analyzing the preferences and characteristics of tourists, businesses can identify opportunities to develop regional specialty products and enhance the souvenir shopping experience.

Additionally, leveraging the proximity to recreational spots in the Daija area can further expand the economic benefits for the region. Therefore, it is recommended that peripheral business districts collaborate with the Jenn Lann Temple tourism development,

---

<sup>7</sup> 吳芷萱, "民間信仰, 糕餅業與地方宗教組織之共構—以台中大甲裕珍馨為例," (2022).

strategically curate non-food specialty products and souvenir offerings, and integrate them with nearby recreational attractions. This approach will contribute to the expansion of regional economic benefits and create a more enticing experience for visitors<sup>8</sup>.

### **The coastal areas of Taichung**

In the journal “Travel in Taiwan (No.83 2017 09/10) Published on Aug 24, 2017 “ They detailed introduced well-known sea line attractions such as Dajia, Qingshui, and Wuqi in English, hoping to promote Taichung tourism to the international level and attract more international tourists to Taichung<sup>9</sup>. By showcasing the attractions and highlights of Dajia, Qingshui, and Wuqi in English, the article sought to enhance the visibility and accessibility of Taichung's coastal destinations for international travelers.

The intention behind this journal was to position Taichung as an appealing and must-visit destination, emphasizing the unique cultural, natural, and historical experiences that can be found along its sea line. By targeting international tourists, Taichung aspires to expand its tourism industry, boost local businesses, and foster cultural exchange, thereby further enriching the tourism landscape of the region.

### **Summary**

Religious tourism involves traveling to sacred sites, partaking in rituals, and immersing oneself in a religion's culture and spirituality. It encompasses visiting places of worship, pilgrimage spots, and religious ceremonies, driven by reasons like spiritual growth and cultural exploration. Festivals associated with religious tourism play a pivotal role in attracting visitors and rejuvenating cities, fostering social cohesion, national pride, and tourism appeal. This form of tourism significantly bolsters the economy by

---

<sup>8</sup> 李安娜, "宗教活動與地方經濟發展之關係研究-以大甲鎮瀾宮周邊商圈為例," (2007). “Travel in Taiwan (No.83 2017 09/10).”

benefiting catering, hospitality, local businesses, and souvenir shops, with Jenn Lann Temple's pastry and catering industries standing out. To optimize economic gains, businesses should tailor services to religious tourists, offering regional specialties and enhancing the souvenir shopping experience. Promoting coastal attractions in Taichung, Taiwan, in English targets international tourists, enriching the tourism landscape, supporting local businesses, and enhancing cultural exchange. In essence, religious tourism provides spiritual and cultural immersion while driving economic growth through smart business strategies and destination promotion.

# **METHODOLOGY**

## **Research Process**

The researcher designed and developed the questions based on the overarching topic of investigating the relationship between religious tourism and local economic development, with a specific focus on Dajia Jenn Lann Temple as an exemplary case study. By exploring the possible factors and their importance in promoting religious tourism in Dajia, the study aims to shed light on the unique attributes, cultural significance, and attractions associated with the temple that make it appealing to visitors.

Additionally, the research seeks to examine how the economic activities surrounding Dajia Jenn Lann Temple contribute to the development of the surrounding area, including aspects such as job creation, revenue generation, infrastructure improvements, and overall economic growth. Furthermore, the study aims to identify potential strategies that can effectively enhance the economic benefits derived from religious tourism at Dajia, specifically for the local community. By investigating these research questions, the researcher endeavors to provide insights and recommendations that can support sustainable economic development and maximize the positive impacts of religious tourism in the Dajia region.

Using the quantitative research is the way to find out what people thought on the possible factor of promoting religious tourism in Dajia, how do the economic activities surrounding Dajia Jenn Lann Temple contribute to the development of the surrounding

area and also find out the potential strategies that can enhance the economic benefits of religious tourism at Dajia for the local community.

### **Questionnaire design**

I used the online tool called Google form to collect data. The motivation to use this tool is that it is more comfortable to click, and it is familiar with people to fill in the questionnaire.

The questionnaire for this research project gathered information about the participants' age, gender, occupation, education level, income, the religion professed and whether you have a business in Daija and whether you are a resident of Daija.

The questionnaire predominantly used Likert scales for categorization and coding. In this scale, "5" represented "strongly agree," "4" signified "agree," "3" denoted "neutral," "2" indicated "disagree," and "1" represented "strongly disagree."

I have two set of frequency-based questions, one of them I use, "4" corresponded to "always," "3" stood for "most of the time," "2" meant "sometimes," "1" signified "never." The other I use "5" represented "never been to," "4" signified "at least once a year," "3" denoted "every 6 month," "2" indicated "every month," and "1" represented "every week."

For binary questions, "1" indicated "yes," "2" meant "no."

Using an online questionnaire can conveniently access the potential respondents quickly, and without the time and locations limit, it is also easy for me to collect and analyze.

My questionnaire is divided into two main sections.

The first part is religious tourism and Jenn Lann Palace. In this part, I will mainly focus on the questionnaire fillers familiarity with Jenn Lann temple, and the issues related to religious tourism.

The second part is economic activity and local development, in this section, the focus will be on economic activities and local development around Dajia Jenn Lann temple and on the relationship between local resident and religious tourism on whether they can benefit from it.

### **Data collection**

My data collected mostly from a Facebook group called “I love Daija”, this is a Facebook group that focus on the daily life of the Daija resident, so I think it is very convenient to use this group as a main collecting tool.

I joined this Facebook group since 2015, because as a resident in Dajia I want to know more about my community, and it is a group that everyone can share their news and some information.

I start collecting my questionnaire since 2023/08/23 to 2023/10/2, total collect 320 of the questionnaires. In the first I felt that the people who filled out the questionnaire were not enthusiastic, so I contacted my family and friends to help me promote my questionnaire, it went well after the help of them.

After encoding the data in this manner, it was imported into SPSS for statistical analysis. The primary focus of the analysis was to address the research question.

## DATA ANALYSIS

In this study, the author wants to realize the current situation of the questionnaire filler's attitude on the importance of religious tourism to Dajia, the contribution of economic activities around Dajia Jenn Lann temple. Then describe the mean and standard deviation of each dimension.

### Descriptive Statistics

Through descriptive statistics, we can analyze the following key demographic insights:

**Gender:** In terms of gender, males made up 28.4% of respondents, while females account for 71.6%. This indicated that the majority of questionnaire participants were female.

Table 1: The amount of Gender from the questionnaire

<b>Gender</b>	<b>Amount(percentage)</b>
Male	91(28.4%)
Female	229(71.6%)

Source: the author sorted



**Age:** in terms of age 18-25years old made up 39.1% of the respondents, 26-35 5years old made up 25% of the respondents, 36-45years old made up 29.4% of the respondents, older then 55years old made up 6.6% of the respondents.

Table 2: The age distribution from the questionnaire

<b>Age</b>	<b>Amount(percentage)</b>
18-25 years old	125(39.1%)
26-35 years old	80(25%)
36-45 years old	94(29.4)
Over 55 years old	21(6.6%)

Source: the author sorted

**Occupation:** The questionnaire shows that service industry is the largest group in the people who fill the questionnaire, service industry represented 30.7% of the respondents and students represented 29.5% of the respondents.

Table 3: The job distribution from the questionnaire

<b>Job</b>	<b>Amount(percentage)</b>
Student	94(29.4%)
Service industry	98(30.6%)
Government employee	35(10.9%)
Financial industry	17(5.3%)
freelancing	38(11.9%)
others	38(11.9)

Source: the author sorted

**Income:** The questionnaire shows that the people who earn 10001-25000NTD represented 33.1 of the respondents and people who earn 25001-40000NTD represented 33.8 of the respondents.

Table 4: The income distribution from the questionnaire

Income	Amount(percentage)
10001-25000	106(33.1%)
25001-40000	108(33.8%)(percentage)
40001-55000	60(18.8%)
55001-70000	27(8.4%)
over70001	19(5.9%)

Source: the author sorted

**religious beliefs:** The questionnaire shows that the people who beliefs in Taoism represented 36.3% of the respondents, people who beliefs in Buddhism represented 19.1% of the respondents, the people who don't have religious beliefs have 36.9% of the respondents this is the highest group in the respondents.

Table 5: The religious beliefs distribution from the questionnaire

Religious beliefs	Amount(percentage)
Taoism	116(36.3%)
Buddhism	61(19.1%)
Christianity	9(2.8%)
Catholic	5(1.6%)
No religious beliefs	118(36.9%)
others	11(3.3%)

Source: the author sorted

**People who have business in Daija:** people who have business in Daija represents 10.6% of the respondents, people who don't have business in Daija represents 89.4% of the respondents.

Table 6: The distribution from the questionnaire for People who have businesses in Daija.

<b>Business in Daija</b>	<b>Amount(percentage)</b>
yes	34(10.6%)
no	286(89.4%)

Source: the author sorted

**People who are resident of Daija:** people who are resident of Daija represent in 34.7% of the respondent.

Table 7: The distribution from the questionnaire among People who are residents of Daija.

<b>Resident of Daija</b>	<b>Amount(percentage)</b>
yes	111(34.7%)
no	209(65.3%)

Source: the author sorted

**Frequency:** The questionnaire shows that the people who go to Daija Jenn Lann temple at least once a year is most of this questionnaire.

Table 8: The frequency distribution from the questionnaire

<b>frequency</b>	<b>Amount(percentage)</b>
every week	17(5.3%)
every month	47(14.7%)
every 6 months	60(18.8%)
at least once a year	126(39.4%)
never been to	70(21.0%)

Source: the author sorted

**Familiarity:** The questionnaire shows that the people who are familiar to Dajia Jenn Lann temple is 32%, combine with the people who is very familiar is 58.1%, so we can say half of the people was familiar to Dajia Jenn Lann temple.

Table 9: The familiarity distribution from the questionnaire

familiarity	Amount(percentage)
very familiar	81(25.3%)
familiar	105(32.8%)
neutral	79(24.7%)
unfamiliar	26(8.1%)
very unfamiliar	29(9.1%)

Source: the author sorted

### **The importance of religious tourism to Dajia**

The current distribution on the importance of religious tourism to Dajia is shown in Table 8. The overall average of " importance " is 4.25(M=4.25).

The ranking from Table 8: the first is 'religious tourism is important'(M=4.36), the second is 'positive impact on local economy'(M=4.30), the third is 'economic activities around have positive impact on the development of the surrounding area'(M=4.25), the fourth is 'there any promote'(M=4.21), the last is 'these initiatives or activities are effective'(M=4.21).

We can see that people agree religious tourism is important and has positive impact on the local economy, but people seem less agree on the initiatives or activities are effective in promoting religious tourism and also think is not quite effective.

Table 10: The importance of religious tourism to Dajia

Question	M	SD	M*	SD**
1. Do you think religious tourism is important for the local economy of Dajia?	4.36	0.77	4.25	0.87
2. Do you think religious tourism has a positive impact on the local economy of Dajia?	4.30	0.93		
3. Are there any initiatives or activities to promote religious tourism in Dajia?	4.21	0.87		
4. Do you think these initiatives or activities are effective in promoting religious tourism in Dajia?	4.16	0.88		
5. Do you think that the economic activities around Dajia Jenn Lann Temple have had a positive impact on the development of the surrounding area?	4.25	0.90		

\*: average of five questions \*\*: average of the standard deviations of the five questions

Source: the author sorted

After realizing the situation and the background of the importance of religious tourism to Dajia, we can do more detail know what the factors are in each group.

In the table 11, the researcher reveals interesting insights into how participants perceive familiarity. Notably, the data shows that the respondent who are very familiar think religious tourism is significantly surpasses the 'neutral' (rating 3) with an average score of 4.63 compared to 4.06. Additionally, 'very familiar' (rating 5) also exceeds 'unfamiliar' (rating 2) with an average score of 4.63 compared to 4. In a similar vein, 'familiar' (rating 4) demonstrates higher familiarity than 'neutral' (rating 3), with an average score of 4.49 compared to 4.06.

In the table 11, the researcher uncovers an interesting finding, the respondent who go to Dajia Jenn Lenn temple at least once a year surpasses never been to with an average score of 4.5 compared to 4.14. This result highlights a clear trend in the participants' engagement, indicating that activities rated as 'at least once a year' are more frequent than those labeled 'never been to.'

Table 11: Respondents' Familiarity and Frequency on Religious Tourism Importance for Dajia's Local Economy

	familiarity 5=veryfamillair,4=familiar, 3=neutral ,2=unfamiliar, 1= very unfamiliar	frequency 5= every week, 4= every month, 3= every 6 months, 2= at least once a year, 1= never been to
The extent that the respondents think religious tourism is important for the local economy in Dajia.	5>2, 5>3, 4>3,	2>1

Source: the author sorted

In the table 12, the researcher unveils notable insights into the participants' perception of familiarity. It is evident that the respondent who are very familiar exceeds 'neutral' (rated 3) with an average score of 4.56 compared to 3.96. Moreover, 'familiar' (rated 4) demonstrates a higher level of familiarity than 'neutral' (rated 3), with an average score of 4.5 compared to 3.96. These findings underscore the consistent trend among the participants, indicating that the concepts or subjects deemed 'very familiar' or 'familiar' significantly outpace those rated as 'neutral' in terms of their familiarity levels.

Table 12: Respondents' Familiarity on the Impact of Religious Tourism on Dajia's Local Economy

	familiarity 5=very famillair,4=familliar,3=neutral, 2= unfamillair,1= very unfamiliar
The extent that the respondents think religious tourism has a positive impact on the local economy of Dajia.	5>3, 4>3

Source: the author sorted

In the table 13, the researcher illuminates intriguing patterns in how participants perceive familiarity. Notably the respondent who are very familiar clearly surpasses the people who are neutral, with an average score of 4.52 compared to 3.87. Furthermore, 'very familiar' (rated 5) is notably higher than 'unfamiliar' (rated 2), with an average score of 4.52 compared to 3.88, and 'very familiar' also outpaces 'very unfamiliar' (rated 1) with an average score of 4.52 compared to 3.83. In addition, 'familiar' (rated 4) also exhibits a significant familiarity advantage over 'neutral' (rated 3), with an average score of 4.4 compared to 3.87, and over 'very unfamiliar' (rated 1) with an average score of 4.4 compared to 3.83. These findings underline a consistent trend among participants,

illustrating that subjects considered 'very familiar' or 'familiar' consistently surpass those rated as 'neutral' or 'very unfamiliar' in terms of familiarity.

Table 13: Respondent's Familiarity on Initiatives for Religious Tourism Promotion in Dajia

	<p>familiarity                      5=very familiar, 4=familiar,                      3=neutral, 2= unfamiliar,                      1= very unfamiliar</p>
<p>The extent that the respondents think there any initiatives or activities to promote religious tourism in Dajia.</p>	<p>5&gt;3, 5&gt;2, 5&gt;1, 4&gt;3, 4&gt;1</p>

Source: the author sorted

In the table 14, the researcher reveals fascinating trends in how participants perceive familiarity. Notably the respondent who are very familiar significantly surpasses the people who are neutral, with an average score of 4.53 compared to 3.81. Moreover, 'very familiar' (rated 5) demonstrates a clear advantage over 'unfamiliar' (rated 2), with an average score of 4.53 compared to 3.88, and 'very familiar' also outpaces 'very unfamiliar' (rated 1) with an average score of 4.53 compared to 3.72. In addition, 'familiar' (rated 4) exhibits a significant familiarity advantage over 'neutral' (rated 3), with an average score of 4.33 compared to 3.81, and over 'very unfamiliar' (rated 1) with an average score of 4.33 compared to 3.72. These findings consistently underscore the participants' perception, illustrating that subjects considered 'very familiar' or 'familiar' consistently surpass those rated as 'neutral' or 'very unfamiliar' in terms of familiarity.



In the table 14, the researcher reveals an intriguing finding the respondent who go to Dajia Jenn Lann temple at least once a year notably exceeds the people who are never been to with an average score of 4.33 compared to 3.93. This result underscores a clear trend in participants' engagement, indicating that activities classified as 'at least once a year' are more frequent than those labeled 'never been to.'

Table 14: Respondent's Familiarity and Frequency on Initiatives for Promoting Religious Tourism in Dajia.

	familiarity 5=very familiar, 4=familiar, 3=neutral, 2= unfamiliar, 1= very unfamiliar	frequency 5= every week,4= every month, 3= every 6 months, 2= at least once a year, 1= never been to
The extent that the respondents think these initiatives or activities are effective in promoting religious tourism in Dajia.	5>3, 5>2, 5>1, 4>3, 4>1	2>1

Source: the author sorted

In the table 15, the researcher reveals an interesting finding the respondent who are very familiar significantly outpaces the people who are very unfamiliar, with an average score of 4.49 compared to 3.83. This result underscores a clear trend in participants' perception, illustrating that subjects considered 'very familiar' are notably more familiar than those rated as 'very unfamiliar.'

Table 15: Respondent's Familiarity of Economic Activities Impact Assessment around Dajia Jenn Lann Temple

	<p>familiarity                      5=very familiar, 4=familiar,                      3=neutral, 2= unfamiliar,                      1= very unfamiliar</p>
<p>The extent that the respondents think the economic activities around Dajia Jenn Lann Temple have had a positive impact on the development of the surrounding area.</p>	<p>5&gt;1</p>

Source: the author sorted

From this analysis, we can know that religious tourism is important to Dajia's economy and has a positive impact on the local economy and the economy around Dajia Jenn Lann temple, but the Respondents were relatively unsatisfied with whether there were promotions and activities to promote religious tourism and they were dissatisfied with existing promotions and activities.

Overall, this analysis shows a consistent trend that participants who are more familiar with the concepts or subjects tend to have more positive perceptions or beliefs regarding their importance, impact, or effectiveness.

**The contribution of economic activates around Dajia Jenn Lann temple to Dajia area**

The current distribution on the contribution of economic is shown in Table 9. The overall average of " contribution " is 4.04(M=4.04). Among of the question, which

question is that overall, economic benefits of religious tourism are sustainable in the long run is most agree (M=4.20).

The ranking from Table 16: the first is 'the economic benefits of religious tourism are sustainable in the long run' (M=4.20), the second is 'agree that the religious practices and beliefs of Dajia Jenn Lann temple can generate entrepreneurial initiatives or business opportunities' (M=4.15), the third is 'agree that the support of residents is important for the economic success of the enterprises' (M=4.14), the fourth is 'agree that the religious customs and beliefs of residents have an impact on their economic behavior' (M=4.12), the fifth is 'did residents have the opportunity to participate in economic activities related to Dajia Jenn Lann temple' (M=4.01), the last is did respondent observed any improvement in local infrastructure, enterprises, or employment opportunities due to the economic activities around the Dajia Jenn Lann temple' (M=3.64).

We can see that people are agree on economic benefits of religious tourism are sustainable in the long run and we can agree that religious practices and beliefs of Dajia Jenn Lann temple can generate entrepreneurial initiatives or business opportunities. The support of residents is also important for the economic success of the enterprises around Dajia Jenn Lann temple, and we can know the religious customs and beliefs of residents have an impact on their economic behavior. But in other hand residents seems like they don't have the opportunity to participate in economic activities related to Dajia Jenn Lann temple and they didn't observe any improvement in local infrastructure, enterprises, or employment opportunities due to the economic activities around the Dajia Jenn Lann temple.

Table 16: The contribution of economic activates around Dajia Jenn Lann temple to Dajia area

Question	M	SD	M*	SD**
1. Have you observed any improvement in local infrastructure, enterprises, or employment opportunities due to the economic activities around the Dajia Jenn Lann temple?	3.64	0.98	4.04	0.92
2. Do you agree that the religious customs and beliefs of residents have an impact on their economic behavior?	4.12	0.90		
3. Do you agree that the religious practices and beliefs of Dajia Jenn Lann temple can generate entrepreneurial initiatives or business opportunities?	4.15	0.93		
4. You agree that the support of residents is important for the economic success of the enterprises around Dajia Jenn Lann temple.	4.14	0.91		
5. Do residents have the opportunity to participate in economic activities related to Dajia Jenn Lann temple?	4.01	0.96		
6. Do you think the economic benefits of religious tourism are sustainable in the long run?	4.20	0.82		

\*: average of seven questions \*\*: average of the standard deviations of the seven questions

Source: the author sorted

After realizing the situation and the background of the contribution of economic, we can do more detail know what the factors are in each group.

In the table 17, the researcher reveals compelling insights the respondent who are very familiar with Dajia Jenn Lann temple significantly surpasses both respondent who are neutral and very unfamiliar, with average scores of 4.05 compared to 3.46 and 4.05 compared to 3.10, respectively. This finding emphasizes the participants' consistent perception that subjects considered 'very familiar' are notably more familiar than those rated as 'neutral' or 'very unfamiliar.'

Table 17: Respondent's Familiarity of Observing Improvement in Local Infrastructure, Enterprises, and Employment Opportunities Due to Economic Activities around Dajia Jenn Lann Temple

	familiarity 5=very familiar, 4=familiar, 3=neutral ,2= unfamiliar, 1= very unfamiliar
The extent that the respondents observed any improvement in local infrastructure, enterprises, or employment opportunities due to the economic activities around the Dajia Jenn Lann temple.	5>3, 5>1

Source: the author sorted

In the table 18, the researcher reveals noteworthy patterns the respondent who are very familiar with Dajia Jenn Lann temple significantly surpasses the people who are

neutral with an average score of 4.37 compared to 3.80. Additionally, 'familiar' (rated 4) also exhibits a distinct advantage over 'neutral' (rated 3), with an average score of 4.26 compared to 3.80. These findings highlight the consistent perception among participants that subjects classified as 'very familiar' or 'familiar' are notably more familiar than those rated as 'neutral.'

Table 18: Respondents' Familiarity on the Impact of Religious Customs and Beliefs on Economic Behavior

	familiarity 5=very familiar, 4=familiar,3=neutral, 2= unfamiliar,1= very unfamiliar
The extent that the respondents agree that the religious customs and beliefs of residents have an impact on their economic behavior. familiarity	5>3, 4>3

Source: the author sorted

In the table 19, the researcher uncovers interesting insights the respondent who are very familiar with Dajia Jenn Lann temple notably surpasses both respondent who are neutral and unfamiliar, with average scores of 4.35 compared to 3.89 and 4.35 compared to 3.59, respectively. Additionally, 'familiar' (rated 4) demonstrates a significant advantage over both 'neutral' (rated 3) and 'unfamiliar' (rated 2), with average scores of 4.32 compared to 3.89 and 4.32 compared to 3.59, respectively. These findings underline the participants' consistent perception that subjects rated as 'very familiar' or 'familiar' are notably more familiar than those categorized as 'neutral' or 'unfamiliar.'

Table 19: Respondent's Familiarity on the Relationship Between Dajia Jenn Lann Temple's Religious Practices and Business Opportunities

	familiarity 5=very familiar, 4=familiar,3=neutral, 2= unfamiliar,1= very unfamiliar
The extent that the respondents agree that the religious practices and beliefs of Dajia Jenn Lann temple can generate entrepreneurial initiatives or business opportunities.	5>3, 5>1, 4>3,4>1

Source: the author sorted

In the table 20, the researcher reveals intriguing patterns the respondent who are very familiar with Dajia Jenn Lann temple significantly surpasses the people who are very unfamiliar with an average score of 4.31 compared to 3.66. Furthermore, 'familiar' (rated 4) exhibits a distinct advantage over both 'neutral' (rated 3) and 'very unfamiliar' (rated 1), with average scores of 4.35 compared to 3.91 and 4.35 compared to 3.66, respectively. These findings highlight the participants' consistent perception that subjects rated as 'very familiar' or 'familiar' are notably more familiar than those categorized as 'neutral' or 'very unfamiliar'.

Table 20: Respondent's Familiarity with the Importance of Resident Support for Economic Success around Dajia Jenn Lann Temple

	familiarity 5=very famillair,4=familiar, 3=neutral ,2= unfamiliar, 1= very unfamiliar
The extent that the respondents agree that the support of residents is important for the economic success of the enterprises around Dajia Jenn Lann temple.	5>1, 4>3, 4>1

Source: the author sorted

In the table 21, the researcher uncovers a noteworthy trend the respondent who are familiar with Dajia Jenn Lann temple notably exceeds the people who are neutral, with an average score of 4.21 compared to 3.76. This finding underscores the consistent perception among participants that subjects rated as 'familiar' are significantly more familiar than those categorized as 'neutral'.

Table 21: Respondent's Familiarity with Residents' Economic Participation at Dajia Jenn Lann Temple

	familiarity 5=very famillair,4=familiar, 3=neutral ,2= unfamiliar, 1= very unfamiliar
The extent that the respondents agree that residents have the opportunity to participate in economic activities related to Dajia Jenn Lann temple.	4>3

Source: the author sorted

In the table 22, the researcher uncovers compelling trends the respondent who are very familiar with Dajia Jenn Lann temple significantly exceeds both respondent who are neutral and very unfamiliar, with average scores of 4.43 compared to 4.01 and 4.43 compared to 3.69, respectively. Additionally, 'familiar' (rated 4) demonstrates a distinct advantage over 'very unfamiliar' (rated 1) with an average score of 4.36 compared to 3.69. These findings highlight the participants' consistent perception that subjects rated as 'very familiar' or 'familiar' are notably more familiar than those categorized as 'neutral' or 'very unfamiliar'.



Table 22: Respondents' Familiarity with the Long-Term Sustainability of Economic Benefits in Religious Tourism

	<p>familiarity                      5=very familiar, 4=familiar,                      3=neutral, 2= unfamiliar,                      1= very unfamiliar</p>
<p>The extent that the respondents agree that the economic benefits of religious tourism are sustainable in the long run.</p>	<p>5&gt;3, 5&gt;1, 4&gt;1</p>

Source: the author sorted

It is widely acknowledged that the economic benefits derived from religious tourism have the potential for long-term sustainability. Furthermore, there is consensus on the idea that the religious practices and beliefs associated with the Dajia Jenn Lann temple can serve as catalysts for entrepreneurial initiatives and business prospects. The active support of the local residents also plays a pivotal role in the economic success of enterprises in the vicinity of the Dajia Jenn Lann temple. Notably, the religious customs and beliefs of these residents exert a significant influence on their economic behavior.

However, it appears that local residents have limited opportunities to engage in economic activities linked to the Dajia Jenn Lann temple. Regrettably, they have not witnessed any discernible improvements in local infrastructure, businesses, or employment prospects resulting from the economic activities centered around the Dajia Jenn Lann temple.

## Conclusion

Religious tourism is a frequently overlooked but historically significant form of tourism. Dajia, in this context, emerges as an ideal location for religious tourism, with the vibrant Dajia area having cultivated a shopping district centered around the Jenn Lann Temple. This bustling business district also serves as the primary hub for merchants in the Dajia District.

The surge in visitors to this area has sparked my curiosity about the potential links between religious tourism and the economic growth of the surrounding community. I am eager to investigate whether the economic activities revolving around the Dajia Jenn Lann Temple contribute to the overall development of the local community. By studying the economic advantages and prospects arising from religious tourism, I aim to uncover strategies that can further enhance these benefits for the local community.

In conclusion, the data analysis offers valuable insights into the respondents' perceptions, revealing a positive view of religious tourism and its economic contributions in Dajia. It underscores the significance of familiarity and engagement in shaping these perceptions, with higher familiarity consistently associated with more positive responses and agreement on the economic impact and sustainability of various aspects related to Dajia Jenn Lann Temple. These findings collectively suggest that promoting and supporting religious tourism in Dajia is well-received and has the potential to yield positive economic outcomes for the region. However, the respondents expressed a level of dissatisfaction with the availability and quality of promotions and activities aimed at promoting religious tourism, particularly with regard to the existing initiatives. Increasing familiarity with the temple, its economic activities, and related beliefs and customs may

lead to stronger support for economic initiatives linked to Dajia Jenn Lann Temple and religious tourism in the area. Unfortunately, it seems that local residents face restricted economic opportunities connected to the Dajia Jenn Lann temple, and they have not observed any noticeable enhancements in local infrastructure, businesses, or employment prospects resulting from the economic activities centered around the temple.

### Suggestion

The data only reflect general conclusions, and the sample size of the Furthermore study is limited, In the future, the researchers may combine an interview study and a survey study to analyze this topic. It can not only obtain public opinions through survey research, but it can also analyze the explicit details of interviews based on people's ideas.

## Appendix A

宗教旅遊與地方經濟發展關係之研究——以大甲鎮瀾宮為例  
Research on the relationship between Religious tourism and local economic  
development: Dajia Jenn Lann Temple for example

親愛的先生/小姐:

這是一份學術研究問卷，主要目的是探討「宗教旅遊與地方經濟發展關係之研究」，在此希望能耽誤您幾分鐘時間，依您真實的感受填寫此問卷，懇請您提供寶貴建議。

本問卷採不記名方式作答，您的回答僅供學術研究使用，絕不對外公開，請放心填寫。感謝您在百忙中抽空填答此問卷，您的協助將使本研究更具貢獻，在此獻上最誠摯的謝意。

敬祝 事事順心，健康愉快!

文藻外語大學 國際事務系

指導老師: 謝仁和 教授

學生:黃伯鈞

### 第一部分: 宗教旅遊和鎮瀾宮

1. 你熟悉大甲鎮瀾宮嗎?

非常不熟悉 不熟悉 熟悉 稍微熟悉 完全不熟悉

2. 您多久去一次大甲鎮瀾宮?

從未去過 每年至少一次 每半年 每月 每週

3. 您認為宗教旅遊對大甲當地經濟重要嗎?

非常不同意 不同意 同意 稍微同意 完全不同意

4. 您認為宗教旅遊對大甲當地經濟有積極影響嗎?

非常不同意 不同意 同意 稍微同意 完全不同意

5 在大甲，有沒有促進宗教旅遊的舉措或活動？

非常不同意 不同意 同意 稍微同意 完全不同意

6 您認為這些舉措或活動在促進大甲宗教旅遊方面是有效的嗎？

非常不同意 不同意 同意 稍微同意 完全不同意

7 您認為大甲鎮瀾宮周圍的經濟活動對周邊地區的發展產生了積極影響嗎？

非常不同意 不同意 同意 稍微同意 完全不同意

## 第二部分：經濟活動與地方發展

1. 您是否觀察到由於大甲鎮瀾宮周圍的經濟活動，當地的基礎設施，企業或就業機會有任何改善？

非常不同意 不同意 同意 稍微同意 完全不同意

2 您個人是否從大甲鎮瀾宮周圍的經濟活動中受益？

從未 偶爾 經常 總是

3 當地居民是否積極參與與宗教旅遊相關的經濟活動？

從未 偶爾 經常 總是

4 您認為當地居民的宗教習俗和信仰對他們的經濟行為有影響嗎？

非常不同意 不同意 同意 稍微同意 完全不同意

5 您是否認為大甲鎮瀾宮的宗教實踐和信仰能產生創業舉措或商機？

非常不同意 不同意 同意 稍微同意 完全不同意

6 您認為當地居民的支持對大甲鎮瀾宮周圍企業的經濟成功是重要的。非常不同意 不同意 同意 稍微同意 完全不同意

7 當地居民是否有機會積極參與與大甲鎮瀾宮相關的經濟活動？ 非常不同意 不

同意  同意  稍微同意  完全不同意

8 您認為當地政府是否積極支持和促進大甲鎮瀾宮周邊的經濟發展？  非常不同意

不同意  同意  稍微同意  完全不同意

9 您認為宗教旅遊的經濟效益從長遠來看是可持續的嗎？  非常不同意  不同意

同意  稍微同意  完全不同意

### 第三部份：政府監管態度

1 您認為宗教旅遊的經濟效益是否在當地經濟的不同部門中平均分配？

非常不同意  不同意  同意  稍微同意  完全不同意

2 您認為當地企業和服務與大甲的宗教旅遊業的聯絡密切嗎？

非常不密切  不密切  密切  稍微密切  非常密切

3 您認為宗教旅遊有潛力吸引國際遊客到大甲嗎？

非常沒有潛力  沒潛力  有潛力  稍微有潛力  完全沒有潛力

4 是否有具體的政策或法規來支持和規範大甲的宗教旅遊？

非常不同意  不同意  同意  稍微同意  完全不同意

5 您對大甲鎮瀾宮周邊的經濟發展狀況有滿意嗎？

非常不滿意  不滿意  滿意  稍微滿意  完全不滿意

6 你有沒有向別人推薦過大甲鎮瀾宮作為宗教旅遊目的地？

從未  偶爾  經常  總是

7 您認為大甲應該進一步推廣宗教旅遊嗎？

非常不同意  不同意  同意  稍微同意  完全不同意

### 第四部分：您的基本資料

1. 性別:

男性 女性

2. 年齡:

18-25 歲 26-35 歲 36-45 歲 55 歲以上

3. 職業:

學生 服務業 軍公教 金融業 自由業 其他：

4 月收入

10001-25000 元 25001-40000 元 40001-55000 元 55001-70000 元 70000

元以上

5 信奉宗教

佛教 道教 基督教 天主教 無宗教信仰 其他

6 是否在大甲有經營生意

有 無

7 您是否是大甲居民

是 否

問卷到此結束，感謝您的填答!

Appendix B

<https://www.dajia.taichung.gov.tw/media/659746/108年大甲經濟發展概況-11016.pdf>

[https://issuu.com/travelintaiwan/docs/tit\\_2017\\_9\\_10](https://issuu.com/travelintaiwan/docs/tit_2017_9_10)

<https://travel.taichung.gov.tw/zh-tw/tourist/tour/928>

<https://www.taichung.gov.tw/1002469/post>

<https://travel.taichung.gov.tw/zh-tw/tourist/tour/941>

## Reference

吳芷萱. "民間信仰, 糕餅業與地方宗教組織之共構—以台中大甲裕珍馨為例."

(2022).



李安娜. "宗教活動與地方經濟發展之關係研究-以大甲鎮瀾宮周邊商圈為例."

(2007).

張家麟, and 曲兆祥. "論台灣媽祖信仰的「擴張性」－2009 年大甲媽祖遶境進香實

證分析." [In 繁體中文]. *Journal of Data Analysis* 7, no. 1 (2012): 107-27.

劉郁嘉. "徒步進香為何是藝術作品-以大甲媽祖遶境進香為例." *文化研究季刊*, no.

169 (2020): 1-23.

鄭啓瑞. "宗教觀光客旅遊動機、滿意度與重遊意願之研究－以大甲鎮瀾宮為例." [In

繁體中文]. *觀光與休閒管理期刊* 3, no. 1 (2015): 239-47.

顏如妙. "宗教節慶活動生態體系要素分析－以大甲媽祖遶境為例." [In 繁體中文].

*觀光與休閒管理期刊* 9, no. 1 (2021): 106-15.

Hsun, Chang. "Between Religion and State: The Dajia Pilgrimage in Taiwan." *Social*

*Compass* 59, no. 3 (2012): 298-310.

Lee, T. H., C. J. Fu, and P. S. Chang. "The Support of Attendees for Tourism

Development: Evidence from Religious Festivals, Taiwan." [In English]. *Tourism*

*Geographies* 17, no. 2 (Mar 2015): 223-43.

Issuu. "Travel in Taiwan (No.83 2017 09/10 )," August 24, 2017.

[https://issuu.com/travelintaiwan/docs/tit\\_2017\\_9\\_10](https://issuu.com/travelintaiwan/docs/tit_2017_9_10).