ABSTRACT

Festival tourism is one of the fastest growing sections of tourism industry. Qingdao International Beer Festival is an important aspect of tourism industry in Qingdao. The purpose of this study is to identify visitors’ motivation in attending the Qingdao International Beer Festival by investigating the Chinese visitors’ demographic characteristics (Age, Gender, Residence, and Frequency of visitor) and motivations (Culture Exploration, Event Novelty, Recover Equilibrium, Known-group Socialization, External Socialization, and Family Togetherness).

The study used descriptive research method. A total of 312 questionnaires were collected from Chinese respondents who attended Qingdao International Beer Festival. Descriptive statistics along with Analysis of Variance (ANOVA) and Independent sample T-test were used in this study.

The majority of respondents were age from 26 – 35 years old, male, local visitor, and visitor who attend the festival for 2-3 times. The social psychological need was the main motivation for respondents attending this beer festival. Moreover, visitors of different ages showed they have different motivations, as alder visitor are more interesting in culture. Young visitors are more interesting in novelty and they desire to recover equilibrium from their life. Male visitors are more interesting to know external socialization than female in the festival. Non-local visitors are more
interesting in beer culture. Both repeat visitors and non-local visitors have strong interest in culture and they like to attend the festival with family together too.

Recommendations based on the findings suggest the organizer of Qingdao International Beer Festival better understand why visitors attend this festival, thereby helping the organizer provide better service to visitors and attract more people to attend this festival.

**KEYWORDS:** motivation, festival, tourism, Qingdao International Beer Festival