Using the Kano Model to Analyze the Formation of Regional Attractive Factors of Art Street in Taichung, Taiwan

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Abstract
This research integrated the needs to the regional environments, residents, and tourists to discuss the attractive factors of regional characteristics of the public and private realm. Using Tunghai Art Street as an example, the criteria for regional activation were proposed to shape the tourist attraction with cultural and art characteristics. The preliminary investigation recorded the art installations in Art Street's pedestrian-only space and Corbusier Square, and observed the tourist behavior and activities in the space. Then, interviews were conducted with the community administrators and tourists, in order to learn their opinions and determine key indicative factors. A questionnaire survey was conducted on the tourists. Meanwhile, the Kano Model, IPA, and ANOVA were employed to discover and analyze the main attractive elements of Art Street. As indicated by research results, the positive comments of interview respondents center on the unique and charming characteristics of stores and the aesthetic and artistic atmosphere of streets, while the negative impressions mostly concerned transportation issues, such as insufficient parking spaces, obstacles on the sidewalks, and difficulty for pedestrians to walk on the sidewalks. Based on the results, this study offered suggestions for improving local activities, public facilities, street landscapes and stores.

Keywords: public and private realm; pedestrian street; regional characteristics; tourism attraction; Kano model

1. Introduction
Tunghai Art Street, located in Taichung City, Taiwan, was established in 1980. It was the first street in which local residents and merchants could spontaneously participate in community development. The street is located in the Utopia Community of Dadu Mountain in Taichung City. There are many unique artwork stores and restaurants, and the area is famous for its exoticness. The regional economic development of Taichung has had a great influence on Art Street. The area is crowded on weekends due to the artistic activities, but it is rather quiet on weekdays.

This paper treated Tunghai Art Street as the case study to discuss the attractive elements of regional characteristics in the public and private realm. A questionnaire survey was conducted on the community administrators, residents, and tourists of Tunghai Art Street, in order to collect their opinions on the attractive elements of the area. The positive and negative feedback, expectations, and common concerns were generalized based on the results. The findings are expected to inspire more concerns on the environment and facilitate more exchanges in the public and private realm, thus creating regional attractiveness and enhancing tourism benefits.

2. Literature Review
2.1 Art and Communities
An "art village" is different from art museums, art galleries, and other exhibition spaces in general. It provides creators with a proper environment, gathers creators to brainstorm together, and inspire each other, whereas facilitating the possibility of having creators contemplate research, exploration, and the creation of artwork as independent individuals (Tseng, 2009). The government in Taiwan launched the Community Development Policy in 1994, and promulgated the "Regulations Governing the Installation of Public Artworks" in 1998. Community development and public art only started to interact and mingle in recent years, when community developers attempted to enlist artists' help in improving art spaces. As they began to realize the value of community public spaces, artists also began to integrate community into their art themes, and choose communities as a base of their artwork making (Hsu, 2001). Such integration made "user participation" the model for the next overall community development undertaking. However, the focus of the core of the foundation remains on community residents, and it should completely return to the practice of "construction through one's own efforts", as the practice of do-it-yourself not only forcefully symbolizes returning the power to run a space to the public, but also allows people to use their hands to build their own public spaces (Grout, 2002). In this way, the power generated by integrating art with communities could extend residents' imaginations, which have been integrated to reach a consensus, to become an environmental identity that can be implemented in reality. In addition, it can help develop a stronger connection with a community, develop local styles, and help community residents' sense of belonging. The attractive elements that are embedded in such a space for living and lifestyle are the focus of this paper.

2.2 The Relationship between Community Development and Public and Private Realm
The French art critic Grout argued that, "Public space is the space where numerous individuals gather for interaction, listen to each other, exchange opinions, and even take actions to improve the environment through combined efforts." In 1970, the American urbanologist Lynch proposed the importance of open spaces for grouped living, and suggested the five values of open space: provision of choice, autonomous control, new
The street's attractive elements.

The Kano Model was first proposed by Kano et al. in 1984, and relevant research employing the Kano model research method has been widely applied to product design, consumer behavior, community development and tourism services (Sireli et al., 2007; Ho and Lee, 2007; Nilsson-Witell and Fundin, 2005). It involves little mathematical computation and can be used to collect relevant information quickly. Kano's two-dimensional quality model has also been used to improve indices of service quality in the fields of restaurants, tourism and hospitality (Tontini, 2000; Gregory and Parsa, 2013).

Regarding an understanding of travel-related services, Fülle (2006) mentioned that, applying the Kano quality model to understanding tourists' attitudes concerning the elements of environmental quality could lead to discoveries of more exquisite results. Deng (2007) pointed out that the Kano quality model has been applied to a myriad of different service types, including travel-related services (Fülle & Matzl, 2007; Fuchs and Weiermair, 2004). Deng (2006) employed the Kano model to confirm the relevant attributes of service quality in the Taipei Fine Arts Museum. All the aforementioned items are highly related to the regional attractive elements examined by this study. Currently, the Kano model is broadly applied to surveys and research on service quality. Lee (2012) used the Kano model to study the correlation between places where services were provided and perceived quality; Chen (2013) applied the Kano model and the refined Kano model to the exploration of retro-style theme park service quality strategies. The use of IPA, which was extended from the Kano model, has also been frequently used. Zhang and Chow (2004) used IPA to study and analyze "tourists' perceptions of service quality and willingness to revisit", and had the research results verified. Judging from the above statement, the Kano quality model has been used to study "tangible" travel-related services for years. Therefore, this study believes that using the Kano Model and IPA to study regional attractive elements is feasible and reasonable.

The Kano Model's most prominent strength is that this method uses positive/negative question pairs to determine the intensity of interview respondents' preferences when answering questions pertaining to a research theme. Meanwhile, interview respondents' intensity of preferences could be classified into five levels in order that researchers could conduct further comparison and analysis, which is unattainable by using other research tools. However, its main weakness is that it cannot be used to perform differentiated comparison and analysis of people of different genders, ages, and demographic groups. To address this weakness, this study attempted to use ANOVA to compare different preferences of people of different genders, ages, and demographic groups. The biggest contribution of the Kano model analytical tool to this study is that it provides a methodology to compare and analyze questions pertaining to a research topic, such as Art Street's attractive elements.
As mentioned in past literature, art can bring residents together in community development, and is an important medium for creating local characteristics and a residential sense of belonging. These findings are consistent with this study, which also found that art is an attractive feature. The public and private realm of a street can become a platform for diverse public activities and promoting communication in a crowd. This study referred to the attractive features of streets mentioned in previous literature to develop the regional attractive factors for the case study. Meanwhile, given that previous research has indicated that the Kano model and IPA has been widely applied to investigating the development of travel-related services and shopping streets, this study finds that using the Kano Model and IPA to study regional attractive characteristics is feasible and reasonable.

3. Research Methodology
3.1 Research Process and Procedures
The research flow was divided into three phases. Phase 1 focused on the current conditions; Phase 2 involved interviews with community administrators and tourists; Phase 3 was the questionnaire survey of tourists. In the first phase, a field investigation was performed to observe tourists in the research site, and record and analyze the art installations and surrounding environment. The results were generalized for the basis of the interviews in the second phase. Interviews were first conducted with community administrators in order to understand their ideal values. Then, interviews were conducted with tourists in order to learn their opinions and expectations of Art Street. Based on the interview results, a Kano tourism questionnaire was designed, and statistical analysis was conducted on the data. Finally, suggestions were proposed for improving the attractive elements of the public and private realms.

3.2 Kano Model
This study used the Kano two-way questionnaire as the main research tool, which can effectively evaluate current products and environmental content's attractive elements to meet the needs and expectations of users. The relationship between quality performance and improvement was identified to enhance tourist satisfaction. Moreover, this study explored the environmental elements of the attractive quality of Art Street. The findings can serve as strategies for differentiation and the key to creating competitive advantages.

Kano (1984) suggested that the most significant difference between a one-dimensional quality model and a two-dimensional quality model is: customers in a one-dimensional quality model feel satisfied when they feel that elements of service quality are adequate, while customers in a two-dimensional quality model do not necessarily feel satisfied when they feel that elements of service quality are adequate. On the contrary, customers in a two-dimensional quality model at times feel dissatisfied or apathetic. By dividing quality elements into five categories, Kano (1984) proposed that the correlation between the sufficiency of quality elements in the five categories and customer satisfaction in a two-dimensional space is different. Descriptions of the quality elements in the five categories and corresponding quality management strategies, as proposed by Kano et al. (1984), are provided, as follows: (Table 1.)

| Reverse conditions | Likes | Of course | No matter | Be able to bear | Dislikes |
|--------------------|-------|-----------|-----------|----------------|---------|
| Likes              | Contradiction quality | Attractive quality | Attractive quality | Attractive quality | One-dimensional quality |
| Of course          | Reverse quality | Indifferent quality | Indifferent quality | Indifferent quality | Must-be quality |
| No matter          | Reverse quality | Indifferent quality | Indifferent quality | Indifferent quality | Must-be quality |
| Be able to bear    | Reverse quality | Indifferent quality | Indifferent quality | Indifferent quality | Must-be quality |
| Dislikes           | Reverse quality | Reverse quality | Reverse quality | Reverse quality | Contradiction quality |

As seen in Fig.1., the vertical axis of the Kano quality model represents the satisfaction and dissatisfaction of users, while the horizontal axis represents conditions being sufficient or insufficient. Using the relative relationship of these two coordinates, the provision of the quality elements and the sense of satisfaction of users, quality can be divided into five types: attractive quality, must-be quality, one dimensional quality, indifferent quality, and reverse quality.

3.3 Important-Performance Analysis (IPA)
This study used the Kano Model's positive/negative question pairs, and then, the four quadrants of IPA were employed to delve into the intensity of respondents' preference.

![Fig.1. Kano Quality Model (Kano, 1984)](image-url)
regarding Art Street's attractive elements in order to determine the street's attractive elements. IPA is this study's main research method.

IPA has been applied as an effective means of evaluating a firm's competitive position in the market, identifying improvement opportunities, and guiding strategic planning efforts (Hawes and Rao, 1985; Martilla and James, 1977; Myers, 2001). IPA, first introduced by Martilla and James (1977), identifies which product or service attributes a firm should focus on to enhance customer satisfaction (Matzler et al., 2004). Typically, data from customer satisfaction surveys or service quality surveys (using SERVPERF model (Cronin and Taylor, 1992) with preconsuming measurement of customer attribute importance are utilized to construct a two-dimensional matrix. In this matrix, attribute importance is depicted along the x-axis and attribute performance (satisfaction or service quality) is depicted along the y-axis. Attribute importance is measured using some form of self-stated importance (e.g., rating scales, constant sum scales, etc.) or implicitly derived importance (e.g., multiple regression weights, structural equation modeling weights or partial correlation weights). The means of performance and importance, commonly utilized in practice, divide the matrix into four quadrants (Fig.2.).

### 4. Investigation of the Current Conditions

#### 4.1 A Description of the Research Field

While Tunghai Art Street is essentially a street for shopping, its art street name did not originate from the presence of related public art installments. Instead, it became an art street when streets built along a small slope were occupied by a myriad of charismatic and characteristic stores, and gradually a utopia community of humanistic elements, artistic landscapes, and community consciousness was formed (Chen, 1999). Other than being a place of residence for the general public, this area has also attracted some cultural and creative stores and artists. Therefore, many art lovers, foodies, and tourists are lured to pay this area a visit. In particular, various art and cultural events, which are usually organized on non-workday afternoons, attract a constant flow of people, and make this area a famous tourist attraction in Taichung City. Along Art Street, there are approximately 60 stores on both sides, and the majority of these stores are clothing stores, cafes, and arts & crafts stores (Fig.3. and Fig.4.). Meanwhile, a myriad of exotic restaurants, which are hidden among the lanes and alleyways on both sides of the street, expand the scale of the street to become an area with checkerboard-like streets. Corbusier Square, which spreads out from the middle part of Art Street's sidewalks, is an open area with the capacity to accommodate massive outdoor activities. Corbusier Square provides a place for people of this residential and commercial mixed area to partake in activities. Meanwhile, Corbusier Square and the surrounding sidewalks make a very charismatic public and private realm in the shopping district. For this reason, Art Street and the lanes and alleyways in the vicinity were chosen as the main areas of investigation for this study.

#### 4.2 Contents of the Investigation

The investigation aimed to understand the current developmental features, and discuss the relationship between people, the environment, and art installation in the public and private realm. The investigation scope included analyzing the characteristics of the public and private realm, recording the art installations, and observing the tourist behaviors and activities. For the current community development and street landscape, the investigation recorded the entire street view. Meanwhile, in order to avoid difficulties in conducting analysis due to dividing the street district into too many sub-areas, every two to three lanes or alleyways in the checkerboard-like street district were grouped as one sub-area. Finally, the street district was partitioned into 15 sub-areas for subsequent reference and comparison (Fig.5.). Based on the observation, four major characteristics were found:

1. Abundant trees and plantations can be found on the roadside, but few trees have blooming flowers.
2. The stores have unique characteristics, but lack consistency in atmosphere.
3. Motorcycles are randomly parked on the sidewalk, which ruins the street appearance.
4. There is a lack of public resting facilities and common images.

The existence value of the public and private realm is conducive to enhancing the surrounding atmosphere and
generating positive comments on the street landscape. The facilities should meet the expectations of the tourists and bring an artistic sense to the street. However, the investigation found that the dissatisfaction of the tourists comes from traffic congestion and limited pedestrian space. On the other hand, the tourist behaviors and local activities were diverse and rich. Based on the above findings, further interviews were conducted.

5. Interview Investigation

As this study mainly examined Art Street's regional attractive elements, component elements, including stores and tourists' opinions were the center of this study's investigation. Therefore, store operators and tourists were chosen as this study's main interview respondents. Finally, three store operators and 12 tourists were chosen as the interview respondents.

5.1 Interview Purposes

The findings from the preliminary investigation served as the data source for in-depth interviews with community administrators and tourists. The core values of the interviews were the opinions and expectations of the community administrators and tourists concerning Art Street. A cross analysis was conducted to find the similarities and differences of the tourists' opinions and community administrators' concepts. The findings can provide a reference to the questionnaire design of the next phase.

5.2 Interview Summary

The concerns of community administrators and tourists were compared. Their main shared views are listed in Table 2. As can be seen, the community administrators and tourists shared many common views, such as types of stores and greening. Therefore, based on the five attractive elements, negative factors, and expectations, a questionnaire was designed to collect tourists' opinions, in order to improve their satisfaction and propose suggestions to the community administrators.

6. Statistical Analysis on the Tourist Questionnaires

Based on the interviews with community administrators and tourists, the key attractive factors perceived by the tourists were used as the reference for questionnaire design. The questionnaire survey aimed to understand the tourists' opinions on each of the factors affecting the community development, in order to validate the final outcome of the community administrators. Specific improvement suggestions were proposed for promoting tourist satisfaction. By random sampling, the questionnaires were distributed to tourists at Corbusier Square and nearby areas during weekday and weekend afternoons. The tourists were expected to provide reliable opinions based on experiential sensory feedback, as well as specific details to the items. In order to gain an international perspective, an English version of the questionnaire was prepared for foreign tourists. The survey was carried out for 22 days, in the period of May to July 2013 (including weekdays and weekends). Each questionnaire required five to seven minutes for completion. A total of 251 copies were distributed. After eliminating 31 ineffective samples, there were 220 valid samples (of which 76 were collected on weekdays, and 144 on weekends), with a valid return rate of 88%.

The data were analyzed with composite factor evaluation analysis; questionnaire reliability and validity analysis, IPA, and ANOVA were chosen to test the attractive elements. A description of the results of the abovementioned four methods is provided, as follows.

6.1 Reliability and Validity Analysis

In the questionnaire, the content to evaluate Art Street's tourism appeal included three main parts: (1) questionnaire respondents' basic demographic information; (2) positive and negative attractive elements; (3) an evaluation of the current situation. The descriptive statistics revealed that Cronbach's α is 0.94, the internal consistency is adequate, and the respondents' judgment on and comparison of Art Street's tourism appeal have good consistency.

6.2 Composite Factor Evaluation Analysis

The statistical results categorized the attractive and negative factors into three attributes, namely one-dimensional quality, attractive quality, and indifferent quality (Table 3.), which are defined as priority items, differential items, and low priority items.

6.3 IPA Analysis

IPA was performed to help the community administrators determine the priority improvement items. The average values
of performance and importance (Table 4.) are used to denote the X-axis and Y-axis (4.51, 3.58) in the quadrant diagram. The four quadrants (Fig.6.) are main strength, main weakness, minor strength, and minor weakness. The survey items respectively fell into one of the quadrants to determine its performance characteristics.

6.4 ANOVA Results of Attractive Elements

Analysis of variance (ANOVA) was used to test whether mutual influence between each element existed. As discovered by the results, males expressed a stronger preference than females for "local activities", "public facilities", "street landscape", and "types of stores" questions, due to the "place of residence" factor, which reached a level of significance (F=2.24, p=0.023<0.05), indicating that males and females exhibited significantly different levels of preference for "local activities", where males liked the Art Street activities more than females (245.12>122.68). Meanwhile, the different levels of preference for the overall "local activities" questions, as the "gender" factor reached a level of significance (F=14.214, p=0.016<0.05), indicating that males and females exhibited significantly different levels of preference for "local activities", where males liked the Art Street activities more than females (245.12>122.68). The clothing and craft shops on Art Street are attractive.

In terms of the reliability of the questionnaire's rating scale for tourists to make evaluations, Cronbach's α of question items under "local activities", "public facilities", "street landscape", and "types of stores" are 0.91, 0.81, 0.87 and 0.93, respectively, all of which are greater than the reliability threshold value of 0.6 and indicate that the rating scale has good acceptability and internal consistency. Additionally, as demonstrated in Table 5., the results of one-way ANOVA showed the different preference levels for the overall "local activities" questions, as the "gender" factor reached a level of significance (F=14.214, p=0.016<0.05), indicating that males and females exhibited significantly different levels of preference for "local activities", where males liked the Art Street activities more than females (245.12>122.68). Meanwhile, the different levels of preference for the overall "types of stores" questions, due to the "place of residence" factor, also reached a level of significance (F=2.24, p=0.023<0.05), indicating that local tourists and non-local tourists exhibited significantly different levels of preference regarding "types of stores", where non-local tourists preferred Art Street's stores more than local tourists (32.42>10.29).

Table 3. The Attribute Classification of Kano Evaluation Items (unit: %)

| Comprehensive evaluation projects | Attractive (A) | One-Dimensional (O) | Necessary (M) | Indifferent (I) | Reverse (R) | Contradiction (Q) | Kano Classification |
|-----------------------------------|----------------|---------------------|---------------|----------------|-------------|-------------------|---------------------|
| Local activities                  |                |                     |               |                |             |                   |                     |
| 1. There are hand-made markets    | 58.6           | 16.4                | 2.7           | 21.4          | 0.0         | 0.9               | Attractive quality   |
| 2. There are musical performances, street performers, and other performances. | 58.6 | 19.1 | 3.6 | 17.3 | 0.5 | 0.9 | Attractive quality |
| 3. There are experience events or exchange activities. | 37.7 | 7.7 | 1.4 | 50.0 | 2.7 | 0.5 | Indifferent quality |
| 4. There are special sales supported by all stores. | 42.7 | 16.8 | 0.9 | 35.5 | 2.7 | 1.4 | Attractive quality |
| Public facilities                 |                |                     |               |                |             |                   |                     |
| 5. There is sufficient space in the square for leisure activities. | 30.5 | 43.2 | 10.5 | 14.5 | 0.5 | 0.9 | One-dimensional quality |
| 6. The pavement of the sidewalk is leveled, spacious, and free of barriers. | 23.2 | 47.7 | 14.1 | 14.5 | 0.5 | 0.0 | One-dimensional quality |
| 7. The leisure facilities on Art Street are sufficient and well maintained. | 27.3 | 41.8 | 10.5 | 20.0 | 0.5 | 0.0 | One-dimensional quality |
| 8. There are sufficient and convenient parking spaces on Art Street. | 22.3 | 45.0 | 13.6 | 18.2 | 0.0 | 0.9 | One-dimensional quality |
| 9. There are measures to prohibit vehicles from entering Art Street. | 24.1 | 35.0 | 12.3 | 22.3 | 5.0 | 1.4 | One-dimensional quality |
| 10. There are shades to make outdoor spaces cooler and more comfortable. | 32.7 | 41.4 | 7.3 | 16.8 | 1.4 | 0.5 | One-dimensional quality |
| Street landscape                  |                |                     |               |                |             |                   |                     |
| 11. The cherry blossom trees planted along the street can enhance the street landscape. | 53.6 | 12.7 | 2.7 | 26.8 | 3.2 | 0.9 | Attractive quality |
| 12. The flowerbeds can improve the street landscape. | 49.1 | 19.1 | 5.0 | 25.9 | 0.9 | 0.0 | Attractive quality |
| 13. The power lines are moved underground to make the street cleaner and more beautiful. | 42.7 | 22.7 | 6.8 | 26.8 | 0.5 | 0.5 | Attractive quality |
| 14. The street has a unique artistic atmosphere. | 43.2 | 33.2 | 7.3 | 15.5 | 0.0 | 0.9 | Attractive quality |
| Types of stores                   |                |                     |               |                |             |                   |                     |
| 15. The restaurants on Art Street are attractive. | 38.2 | 29.5 | 6.4 | 25.0 | 0.9 | 0.0 | Attractive quality |
| 16. The clothing shops on Art Street are attractive. | 35.9 | 20.9 | 7.3 | 35.5 | 0.5 | 0.0 | Attractive quality |
| 17. The craft shops on Art Street are attractive. | 37.3 | 31.8 | 8.2 | 22.7 | 0.0 | 0.0 | Attractive quality |
| 18. There are a variety of shops on Art Street. | 40.5 | 35.0 | 6.8 | 16.8 | 0.5 | 0.5 | Attractive quality |

Note: Contradiction (Q) should be less than 2% to have high validity.
Table 4. Parameters of IPA Matrix (in contrast to Fig.3.)

| Dimension                | Composite items                                                                 | Performance | Importance |
|--------------------------|----------------------------------------------------------------------------------|-------------|------------|
| **Local activities**     |                                                                                 |             |            |
| 1. There are hand-made markets that sell hand-crafted products. | 4.67        | 3.58       |
| 2. There are musical performances, street performers, and other performances. | 4.69        | 3.70       |
| 3. There are experience events or exchange activities. | 3.97        | 3.11       |
| 4. There are special sales supported by all stores. | 4.22        | 3.32       |
| **Public facilities**    |                                                                                 |             |            |
| 1. There is sufficient space in the square for leisure activities. | 4.70        | 4.16       |
| 2. The pavement of the sidewalk is leveled, spacious, and free of barriers. | 4.67        | 4.30       |
| 3. The leisure facilities on Art Street are sufficient and well maintained. | 4.58        | 4.10       |
| 4. There are sufficient and perfect parking spaces on Art Street. | 4.49        | 4.23       |
| 5. There are measures to prohibit vehicles from entering Art Street. | 4.27        | 4.05       |
| 6. There are shades to make outdoor spaces cooler and more comfortable. | 4.63        | 4.07       |
| **Street landscape**     |                                                                                 |             |            |
| 1. The cherry blossom trees planted along the street can enhance the street landscape. | 4.39        | 3.48       |
| 2. The flowerbeds can improve the street landscape. | 4.56        | 3.72       |
| 3. The power lines are moved underground to make the street cleaner and more beautiful. | 4.49        | 3.73       |
| 4. The street has a unique artistic atmosphere. | 4.72        | 4.09       |
| **Types of stores**      |                                                                                 |             |            |
| 1. The restaurants on Art Street are attractive. | 4.55        | 3.92       |
| 2. The clothing shops on Art Street are attractive. | 4.35        | 3.65       |
| 3. The craft shops on Art Street are attractive. | 4.60        | 4.00       |
| 4. There are a variety of shops on Art Street. | 4.70        | 4.14       |

By integrating the results of the attributive classifications of the Kano analysis and the IPA, strategic analysis for the business aspect of Art Street (Table 5.) was proposed.

6.5 Priority Items

The improvement items for maintaining competitive advantages and ensuring tourism quality are as follows: (1) leveled and spacious sidewalk without barriers; (2) a square that is suitable for leisure activities; (3) adequate and convenient leisure facilities; and (4) outdoor shading devices. The items requiring immediate improvement are all traffic problems, such as providing adequate and convenient parking spaces, and prohibiting the entrance of cars onto Art Street.

6.6 Differential Items to Create Regional Features

The differential items do not need immediate improvement. If they are present, tourist satisfaction will be enhanced; if not tourist satisfaction is not affected. Hence, those items can be regarded as attractive factors to improve the uniqueness of Art Street. The items for achieving main strength are: (1) more variety of stores; (2) unique artistic atmosphere; (3) attractive craft stores; and (4) attractive restaurants. The items for achieving minor strength are: (1) flowerbeds for improved landscape; (2) street performances; and (3) hand-made markets.

7. Conclusions and Suggestions

With the growing quality of life and artistic preferences, consumers have higher demands. For community development, it is necessary to create differentiated characteristics, which cannot be imitated by competitors. The rules for the public and private realm should be established based on the concept of co-existence, in order to create regional characteristics, attract tourists, and enhance their revisit intention. This study analyzed the attractive factors of Art Street in Taichung, and proposed the following suggestions for four aspects.

1) Local Activities

The community administrators believed that hands-on markets and street performances are important because the attractive quality can bring a sense of surprise and joy to tourists. Therefore, it is suggested that more efforts can be devoted and more budgets can be allocated to local activities, in order to enhance tourists' satisfaction and their revisit intention.

2) Public Facilities

The community administrators and tourists mentioned that sidewalk barriers are a problem to pedestrians. Moreover, tourists indicated that well-planned sidewalks and parking spaces are the essential infrastructure. Therefore, it is recommended that the sidewalk and parking spaces should be improved to reduce negative evaluations. The addition of shading devices would also increase tourist satisfaction. As the attractive quality of public facilities accounts for the highest proportion, its relative efficiency was high.

3) Street Landscape

The planting of cherry blossom trees and the reconstruction of flowerbeds are beneficial to the street landscape. Tourists suggested that the attractive quality of environmental greening accounts for the highest proportion in this category, especially the attractive quality of the cherry blossom trees is the third highest among all items. This suggests that tourists would feel especially surprised and satisfied if they visit during the flowering season. Moreover, the item "the street has a unique artistic atmosphere" is of most concern to tourists, suggesting the mutual influence between artistic atmosphere and street greening.
### Table 5. Analysis of Business Operation (in the order of importance)

| IPA | Classification of attributable items | Differentiated items (attractive quality) | Low priority items (indifferent quality) |
|-----|--------------------------------------|------------------------------------------|-----------------------------------------|
|     | Priority items (one-dimensional quality) |                                           |                                         |
| Main strength | ● Leveled and spacious sidewalk without barrier. | ● Variety of shops. |                                           |
|     | ● The square is suitable for leisure activities. | ● Artistic atmosphere of the street. |                                           |
|     | ● Sufficient and well-maintained leisure facilities. | ● Attractive craft shops. |                                           |
|     | ● Shading devices set outdoors. | ● Attractive restaurants |                                           |
| Main weakness | ● Sufficient and convenient parking spaces. | ● Flowerbeds to improve the street landscape. | ● Experience events or exchange activities. |
|     | ● Measures for prohibiting cars from entering the pedestrian space. | ● Street performances. |                                           |
| Minor strength |                                           | ● Hand-made market. |                                           |
| Minor weakness | ● Flowerbeds to improve the street landscape. | ● Undergraduate power lines to make the street clean and beautiful. |                                           |
|     | ● Street performances. | ● Attractive clothing shops |                                           |
|     | ● Hand-made market. | ● Planting cherry blossom trees |                                           |
|     | ● Street-wide sales event | |                                           |

4) Types of Stores

The community administrators hoped to create differentiated features for the store types, and the tourists were also highly concerned about the "diversity of store types", followed by "attract craft stores". Hence, it is recommended that the business development association invite more types of stores to Art Street, especially those stores selling art-related products. This can be the key to enhancing the business attractiveness and the clustering effect.

In the future, Art Street's sustainable operations must pay attention to the balanced development of the four above-mentioned aspects, but more importantly, they must factor in the preferences of tourists with different attributes (including: gender, demographic groups, and place of residence), in order to create more attractive differentiated regional characteristics. Meanwhile, this study applied the concept of co-existence in the regional characteristics of the public and private realm, and treated Tunghai Art Street in Taichung as the case study. By integrating the view of the community administrators, stores, tourists, and residents, this study proposed suggestions on finding the features of the public and private realm. Although different regions have different co-existence perspectives, this model can be applied to other public and private realms for creating regional characteristics.

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