

The Festival and Community Building in Pingtung: A Case Study of Pingtung Dong-gang Wangye Worshipping Ceremony

Ting-Yu Chen, B.A.

Wenzao Ursuline University of Languages, 2017

ABSTRACT

Taiwan is a festival island. There are 400 festivals held in Taiwan. More and more festivals are created or commercialized in order to catch tourists' eyes. Pingtung Dong-gang Wangye Worshipping Ceremony is a religious activity held once every three years from 1907. Every time Dong-gang Wangye Worshipping Ceremony is held, residents and tourists would work together and join the festival. In the past, religious activities could gather the relationship between residents. Nowadays, religious activities can also attract many tourists and bring economic benefits. Local culture has become a way to promote economic.

Much information introduced the Dong-gang Wangye Worshipping Ceremony. There were many literatures about community building and community consciousness, too. However, rarely researches explore the relation between community building and festival. Therefore, this research aimed to find out how community building injects into festival

Key words: Dong-gang (東港), Wangye Worshipping Ceremony (迎王平安祭典), Tung lung temple(東隆宮), community building, community consciousness, Pingtung Bluefin tuna Cultural Festival(屏東黑鮪魚文化季), Wanye (王爺), local identity