

國立澎湖科技大學應用外語系

英文實務專題

**A Study of Spreading Stories and Legends of Tourist  
Spots in Penghu**

推廣澎湖景點傳說故事與研究

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# 推廣澎湖景點傳說故事與研究

## 摘要

本研究目的旨在了解台灣本島大學生對於澎湖旅遊的體驗行銷、旅遊意象、觀光解說與英文之相關程度。研究方法係以線上問卷調查作為資料蒐集。有效樣本共計 426 份，研究對象為 2016 年一月至 2016 年九月在台灣本島就讀之大學生。

研究顯示台灣大學生對本次中英觀光導覽解說為能大致理解內容，由此可知大學生們英文程度落點在中等程度。旅遊或打算旅遊澎湖的主要原因在於著名旅遊景點及良好的環境保育。此外，旅客體驗行銷、旅遊意象以及滿意度對澎湖觀光業有顯著之影響。

不同人口統計變項在體驗行銷、旅遊意象、再遊意願之間的關係，分析結果如下：性別對於體驗行銷、旅遊意象有顯著相關，多益成績對於體驗行銷、旅遊意象以及再遊意願都有顯著相關，年級對於體驗行銷、旅遊意象以及再遊意願都有顯著相關。

關鍵詞：體驗行銷、旅遊意象、觀光解說與英文程度

# **A Study of Spreading Stories and Legends of Tourist Spots in Penghu**

## **Abstract**

The objective of this research is to investigate the relationship between Experiential Marketing, Travel Impressions, On-Site Interpretations and the Level of University Students' English in Taiwan. The research method we used is an online questionnaire because it is easy and convenient for students to fill out forms via the Internet. There are 426 valid samples that were collected from college students in Taiwan from January to September in 2016.

This study discovered that university students on the main island can roughly figure out the stories in both Chinese and English. Therefore, the level of the university students' English is around intermediate. Most students who travel or would like to travel in Penghu are attracted by its famous scenic spots and its well-protected environment. Also, Experiential Marketing, Travel Impression and Tourism Satisfaction all have an obvious impact on Penghu tourism industry.

There is a link between different kinds of factors, such as experiential marketing, travel impression, and revisit willingness. The results of the analysis show that gender displays significant differences in relation to experiential marketing and travel impression. The level of students' English (TOEIC) causes significant differences in connection with experiential marketing, travel impression, and revisit willingness. Students' grades significantly affect experiential marketing, travel impression, and willingness to revisit.

**Keywords:** Experiential marketing, Travel impression, On-Site Interpretation, English Level

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

The tourism industry is the most important income for some developing countries. To extend the reputation of Penghu's local characteristics, increase the number of tourists wanting to travel to Penghu, and enhance the English horizons of domestic travelers, we choose some famous landmarks like Fongguei Cave, Shan Shui Beach, the Double Heart Stone Weir, and two islands named Qimei and Wang An in Penghu as the topics of this project in order to combine tourism and English teaching. Additionally, we hope tourists can gain a deeper understanding of these sites again, and discover their secret of beauty by reading local stories and legends spread in residents living in Penghu.

In most books about local famous landmarks, tourists from around the world can easily find tourist information on Penghu in Chinese. However, English resources for tourists are extremely scarce. Our book offering historical tales in English and Chinese hopes to improve the current situation. We make correct this situation and hope that we can give foreign travelers some help. But the main idea is for people in Taiwan to absorb in and increase their knowledge of the words when reading the stories. The word level of the stories is based upon the average university students' English level. The words which are less frequently used have been explained with a simple sentence in English.

As to the section of questionnaire analyses, Sheffe, One-way Anova, and Multiple comparisons used to analyze samples which included the topics of Gender, Toeic score, and Grade, and compared their differences. Each topic is compared to Experiential marketing, Travel impression, and Revisit Willingness. The results of the questionnaire analyses are discussed in details in the Discussion Section.

## **CHAPTER II**

### **RESEARCH MOTIVATION**

#### **2.1 Background**

1. Research university students' English level from English and non-English departments.
2. Research whether experiential marketing is effective on university students.
3. Research university students' travel impression of Penghu.
4. Research university students' satisfaction toward experiential marketing.

#### **2.2 Research Activity**

Our school expects students to develop the ability to do independent research, group cooperation, as well as planning and organizing. During this process, we have recognized the importance of group cooperation and witnessed a cross-disciplinary combination of language and social studies. We would like to share Penghu tourist spots for tourism resources with the local residents and foreign visitor. We used statistical analysis as our research method and we hope to uncover the main factors for university students in Taiwan to visit Penghu.

#### **2.3 Research characteristics**

1. Research is a systematic and critical investigation.
2. It adopts a scientific method.
3. It is objective and logical.
4. It is based upon observable experience or empirical evidence.
5. Research is directed towards finding answers to pertinent questions and solutions to problems.

6. It emphasizes the development of generalization, principles or theories.

## **2.4 Questionnaire**

In order to understand University students' travel impression of Penghu and satisfaction toward experiential marketing, we designed this questionnaire. We engaged in content validation, designed paper questionnaires and an online questionnaire. We also made charts to get observations. Finally, we received 426 questionnaires and got some results.



# **CHAPTER III**

## **LITERATURE REVIEW**

### **3.1 Revisit Willingness**

Our statistical analysis examines how gender, education, and English level affect marketing attitudes and impressions and desires to revisit of tourists in Penghu. A wide body of literature already suggests that impressions, satisfaction, marketing and behavior affect travelers' desire to revisit a place. The desire to revisit is an extremely important measure of the health and quality of a tourist industry as it not only drives repeat business but also increases the likelihood that word of mouth is spreading positive images of a place. Thus, below, we present the analyses of previous literature on impressions, satisfaction and behavior.

### **3.2 Travel impressions**

First, we believe travel impressions are one of the most important items for visitors. Having good travel impressions can encourage people to revisit a place and helps the economy grow.

Phillip Kotler (2003) said that images of tourist attractions are affected by beliefs and impressions in geography, history, culture and art, including entertainment, relaxation and therapy that result in treatment of the body and the mind.

Swarbrook (2000) discerned that images of tourist attractions are feelings and impressions.

Jarinya Charoensuksai (1992) stated that impressions of tourist attractions are the thoughts and perception of the environment, building from experiences, learning, feeling and understanding. They have a great influence on the feelings of motivations. Visitors' impressions of the scenery, the locals, the convenience and quality of transportation, and the memories and images that they collect are very important to the tourism industry and affect visitors' desire to revisit.

So, we designed many questions about many famous and popular tourist attractions in

Penghu in our questionnaire to prove travel impressions are (or aren't) a variable in tourists' satisfaction and revisit intentions.

### 3.3 Tourist satisfaction

Next, tourist satisfaction is the most important variable which helps tourists decide to travel to a tourist attraction again or not. A bad travel impression influences tourist satisfaction severely.

Noe, Uysal, & Magnini (2010) announced there are five points about service that can affect tourist satisfaction.

(1)	Equitable service means equal services to everyone.
(2)	Timely service means services depending on urgent necessities.
(3)	Ample service requires on appropriate measure of staff services and equipment.
(4)	Continuous service lasts until guests feel satisfied.
(5)	Progressive service means service development in terms of quality and quantity.

The definition of satisfaction above implies that tourists' satisfaction is the feelings after tour services or a visit. If there is a positive attitude, satisfaction is occurring. If there is a negative attitude, there is dissatisfaction (Noe, Uysal, & Magnini, 2010).

Tourists will compare their perceptions of services with their expectations. If the perceptions are worse than the expectations, they will feel dissatisfied. If the perceptions are better than the expectations, they will feel impressed and want to visit the place again, along with telling others about the positive points, too (Kotler, Bowen, & Makens, 2003).

So, from previous research, it can be inferred that tourists' satisfaction affects their complaints (Lee, Jeon, & Kim, 2011; Wang et al, Kozak & Decrop, 2009).

### 3.4 Tourist Behavior

Tourist Behavior means the behavior or the actions that show feelings and emotions towards travelling, for example, the objectives of travel, frequency, duration, trip preparations, trip attendees, destination places, tourism activities, tourism information, type of hotels, etc. (Richard Wozniak, 2001; Chen, 2007)

Snepenger, Marshall and Uysal (2006) presented psychological concepts connected to tourists' behavior. There are 5 groups of tourists as below.

1. Tourists who are self-centered (Psychocentrics) are the tourists who think or are

interested in themselves. They like well-known places and don't want to try new things, including residences, food, entertainment and new people. They don't want to face trouble and abnormal situations.

2. Tourists who are nearly self-centered (Near Psychocentrics) are between Psychocentrics and Mid-Centrics. They can try new things if there are no familiar things.
3. The tourists who are mid-way (Mid-Centrics) are the tourists who don't like adventure, but, they don't hate new things if the new things are not too dangerous or abnormal.
4. The tourists who are likely active (Near Allocentrics) are the tourists gathering in the group between Mid-Centric and Allocentrics. They don't seem to like adventure, but they can take adventurous trips
5. The tourists who have various interests (Allocentrics) are tourists who are interested in various activities. They are open-minded and self-confident. They like adventure and want to see the world outside. They can express their ardor through travelling to exotic places such as how Americans go to travel in Africa.

### **3.5 Experiential marketing**

The WTO (World Tourism Organization) defines tourism as involving three basic elements:

1. Where tourists engage in activities to leave the daily life of their residence.
2. These activities need to transport tourists to sightseeing place.
3. Tourist destinations must provide facilities, services, etc., to meet the needs of various tourist activities.

These basic elements cover the scope of the tourism industry. Our project focuses on the second and third elements in the sense that we evaluate our subjects' experiences of Penghu. We examine the first element in the sense that we consider how their status in daily life affects those experiences.

From the view of service requirements and products provided, the tourism industry is

composed of four basic services (Shaw, G. & Williams, A. M,1994; Chung, Wang &Kao, 2000):

1. Accommodations: hotels, resorts, etc.
2. Destination attractions: amusement parks, museums, art galleries, national parks, historical sites, etc.
3. Transportation: road construction, airports, sea transportation, railways, highways and other services such as car rentals, etc.
4. Travel organizations: travel agencies, ticket reservation services, and navigation services.

However, regardless of the quality of all these services, they are pointless if travelers are unaware of their availability and the means of accessing them. Thus, it is essential for services to promote the advantages that they provide. Awareness of services should have a significant impact on visitors' impressions of a place. Providing sample experiences should encourage visitors to participate in more activities.

Our book is also intended to provide visitors with greater cultural and historical context in their travels and thus enhance their experiences. We hope that it will encourage visitors to expand their experience of Penghu and to return in the future.

The four basic services will affect tourist satisfaction and the revisit willingness. Thus, these factors of experiential marketing should have an impact on tourism satisfaction and revisit willingness.

So, from those literature, we can declare that travel impressions can influence visitors re-visit intention through experiential marketing and not only affect tourist satisfaction to make visitors recommend others visit, but also influence travelers to visit.

# **CHAPTER IV**

## **METHODOLOGY**

### **4.1 Background**

The research “Factors influencing Taiwanese Tourists’ Penghu Destination Choice” was a quantitative study. The research instrument was a questionnaire used to collect data from Taiwanese people who have read Penghu stories we arranged. In this study, Magong, the capital of Penghu, was the setting. In the next section, the methodology is described.

### **4.2 Research design**

The research “Factors influencing the Taiwanese Tourists’ Tourism Destination Choice in Penghu” aimed to study the factors influencing people who have read Penghu’s stories so that we can analyze Taiwanese behavior and satisfaction after they read these stories and we can examine Taiwanese loyalty towards Penghu’s tourism. This research was a quantitative study. Data was collected with a questionnaire from 426 Taiwanese who read the stories during April 2016 and September 2016.

The questions were designed to investigate Taiwanese university students’ motivation towards Penghu’s tourist places, their impressions, loyalty, tourist satisfaction, and behavior while visiting Penghu, and collect demographic data on Taiwanese tourists in Penghu.

### 4.3 Target participants

In this study, the target participants were 426 Taiwanese that read the Penghu’s stories that we arranged. This project started in April 2016 and it ended in September 2016. The duration of this project is about 6 months.

### 4.4 Procedures

This study took place from April, 2016 to September 2016. Procedures are presented in Table 4-1 and Table 4-2.

Table 4-1 Procedures

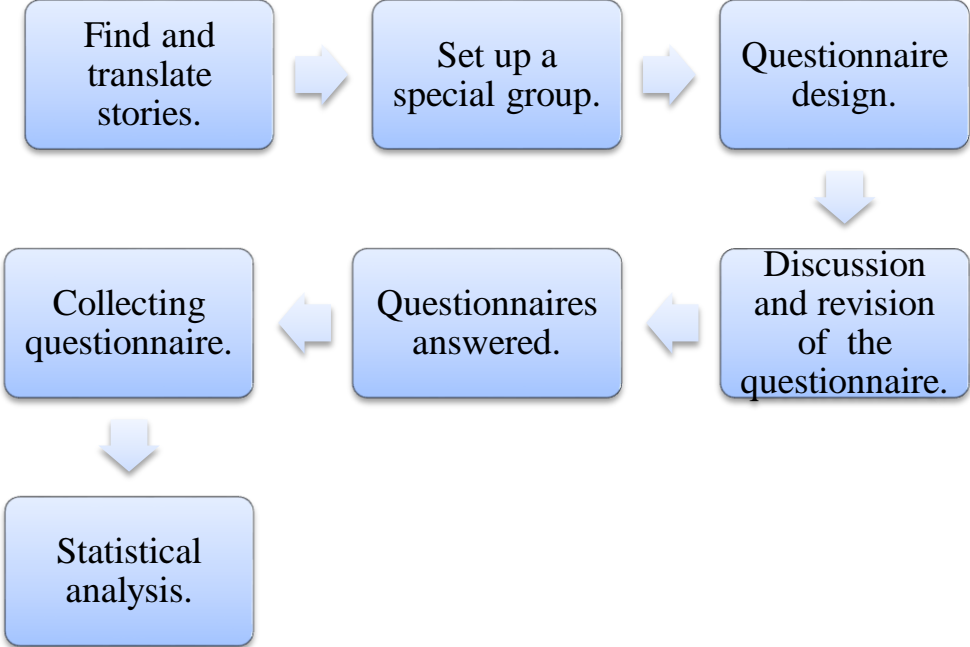


Table 4-2 Time Table of the Procedures

Item	April	May	June	July	August	September
Find and translate stories.						
Set up a special group.						
Questionnaire design.						
Discussion and revision of the questionnaire.						
Questionnaires answered.						
Collecting questionnaire.						
Statistical analysis.						

# CHAPTER V

## DISCUSSION

### 5.1 Analysis

#### 5.1-1 Gender

Gender shows significant differences in the experiential marketing segment ( $p < .05$ ). In addition, tourism image also has an obvious difference ( $p < .05$ ). However, revisit willingness didn't have significant differences in this segment ( $p > .05$ ). We can explain that the tuition of men and women is different. There is a significant difference when it comes to the sensory levels that men and women feel out of their tuition. (Table5-1)

Table5-1 ANOVA

		SS	N-1	MS	F-Test	P.
AA	B	23.058	1	23.058	22.759	.000
	W	428.552	423	1.013		
	T	451.609	424			
BB	B	10.619	1	10.619	6.305	.012
	W	712.431	423	1.684		
	T	723.049	424			
CC	B	.434	1	.434	.193	.661
	W	949.604	423	2.245		
	T	950.038	424			

\*Note: AA: experiential marketing

BB: travel impression

CC: revisit willingness



## 5.1-2 TOEIC

The results about TOEIC are divided into four categories, group 1 is below a score of 350; group 2 is a score of 350-550; group 3 is a score of 550-700; group 4 is above a score of 700. There are significant differences between the four categories in experiential marketing, travel impression, and re-visit intention ( $p < .05$ ). (Table5-2)

From Sheffe's Post Hoc analysis, in experiential marketing, there is an obvious difference between group 1 and group 4 ( $p < .05$ ), but there are no significant differences in other categories. In revisit intention, there is a significant difference between group 1 and group 3 ( $p < .05$ ), and as in the other groups (group 1 and group 4, group 2 and group 3, group 3 and group 4) except for 1 and 2. In the terms of experiential marketing and revisit intention, we can consider that the people whose English proficiency is higher can know more about travel information in the tour itinerary. Similarly, they can know more about information in the stories which are about tourist attractions (English version). Travel impression is associated with sensory cognition, so the English level cannot detect the difference. (Table5-3)

Table5-2 ANOVA

		SS	N-1	MS	F-Test	P.
AA	B	19.375	3	6.458	6.291	.000
	W	432.234	421	1.027		
	T	451.609	424			
BB	B	13.253	3	4.418	2.620	.050
	W	709.796	421	1.686		
	T	723.049	424			
CC	B	126.864	3	42.288	21.628	.000
	W	823.174	421	1.955		
	T	950.038	424			

### Multiple comparisons

Table5-3 Sheffe

Variable	(I) Toeic	(J) Toeic	MD (I-J)	SD	P.	95% of Confidence interval	
						Min	Max
AA	1.00	2.00	.10535	.13606	.896	-.2765	.4872
		3.00	.28266	.15484	.344	-.1520	.7173
		4.00	.73894(*)	.17775	.001	.2400	1.2378
	2.00	1.00	-.10535	.13606	.896	-.4872	.2765
		3.00	.17731	.18654	.825	-.3463	.7009
		4.00	.63359(*)	.20595	.025	.0555	1.2117
	3.00	1.00	-.28266	.15484	.344	-.7173	.1520
		2.00	-.17731	.18654	.825	-.7009	.3463
		4.00	.45628	.21881	.228	-.1579	1.0705
	4.00	1.00	-.73894(*)	.17775	.001	-1.2378	-.2400
		2.00	-.63359(*)	.20595	.025	-1.2117	-.0555
		3.00	-.45628	.21881	.228	-1.0705	.1579
BB	1.00	2.00	-.14040	.17436	.885	-.6298	.3490
		3.00	.15708	.19843	.890	-.3999	.7140
		4.00	.55613	.22777	.115	-.0832	1.1955
	2.00	1.00	.14040	.17436	.885	-.3490	.6298
		3.00	.29748	.23905	.671	-.3735	.9684
		4.00	.69653	.26392	.075	-.0442	1.4373
	3.00	1.00	-.15708	.19843	.890	-.7140	.3999
		2.00	-.29748	.23905	.671	-.9684	.3735
		4.00	.39905	.28040	.568	-.3880	1.1861
	4.00	1.00	-.55613	.22777	.115	-1.1955	.0832
		2.00	-.69653	.26392	.075	-1.4373	.0442
		3.00	-.39905	.28040	.568	-1.1861	.3880
CC	1.00	2.00	.17689	.18777	.828	-.3501	.7039
		3.00	-.61247(*)	.21369	.043	-1.2123	-.0127
		4.00	1.72669(*)	.24529	.000	1.0382	2.4152
	2.00	1.00	-.17689	.18777	.828	-.7039	.3501
		3.00	-.78936(*)	.25743	.025	-1.5119	-.0668
		4.00	1.54981(*)	.28421	.000	.7521	2.3475
3.00	1.00	.61247(*)	.21369	.043	.0127	1.2123	
	2.00	.78936(*)	.25743	.025	.0668	1.5119	

	4.00	2.33916(*)	.30197	.000	1.4916	3.1867
4.00	1.00	-1.72669(*)	.24529	.000	-2.4152	-1.0382
	2.00	-1.54981(*)	.28421	.000	-2.3475	-.7521
	3.00	-2.33916(*)	.30197	.000	-3.1867	-1.4916

\*(P<.05)

\*Note: AA: experiential marketing  
BB: travel impression  
CC: revisit willingness

### 5.1-3 Grade

Grade is divided into 3 groups: Group 1 is high school students, freshman and sophomore. Group 2 is junior and senior college students. Group 3 is super seniors. In the above three groups, there are significant differences in experiential marketing, tourism image and revisit willingness. (p<.05) (Table5-4)

According to Sheffe's analysis, in experiential marketing, there is a significant difference between Group 1 and Group 2 (p<.05). In tourism image, there is a significant difference between Group 1 and Group 2. As to revisit willingness, there is a significant difference between Group 1 and Group 2 (p<.05). Therefore, the difference between Group 1, Group 2 and Group 3 may lie in the students' heavy schoolwork, or perhaps it is caused by academic pressure. (Table5-5)

Table5-4 ANOVA

		SS	N-1	MS	F-Test	P.
AA	B	7.568	2	3.784	3.596	.028
	W	444.041	422	1.052		
	T	451.609	424			
BB	B	13.452	2	6.726	4.000	.019
	W	709.597	422	1.682		
	T	723.049	424			
CC	B	19.344	2	9.672	4.386	.013
	W	930.694	422	2.205		
	T	950.038	424			

### Multiple comparisons

Table5-5 Scheffe

Variable	(I) Grade		(J) Grade	MD(I-J)	SD	P.	95% of Confidence interval	
							Min	Max
AA	1.00	2.00		-.26197(*)	.10359	.042	-.5164	-.0075
		3.00		.03149	.20221	.988	-.4652	.5282
	2.00	1.00		.26197(*)	.10359	.042	.0075	.5164
		3.00		.29346	.19998	.342	-.1978	.7847
	3.00	1.00		-.03149	.20221	.988	-.5282	.4652
		2.00		-.29346	.19998	.342	-.7847	.1978
BB	1.00	2.00		.32832(*)	.13095	.044	.0066	.6500
		3.00		-.14365	.25562	.854	-.7716	.4843
	2.00	1.00		-.32832(*)	.13095	.044	-.6500	-.0066
		3.00		-.47196	.25280	.176	-1.0930	.1490
	3.00	1.00		.14365	.25562	.854	-.4843	.7716
		2.00		.47196	.25280	.176	-.1490	1.0930
CC	1.00	2.00		-.44393(*)	.14997	.013	-.8123	-.0755
		3.00		-.26667	.29274	.661	-.9858	.4524
	2.00	1.00		.44393(*)	.14997	.013	.0755	.8123
		3.00		.17726	.28952	.829	-.5339	.8884
	3.00	1.00		.26667	.29274	.661	-.4524	.9858
		2.00		-.17726	.28952	.829	-.8884	.5339

\*=(P<.05)

\*Note: AA: experiential marketing

BB: travel impression

CC: revisit willingness

## 5.2 Conclusion

From this research, we can draw the following conclusion: The results of the analysis showed that gender is significantly different in relation to experiential marketing and travel impression. The level of students' English (TOEIC score) is significantly different in connection with experiential marketing, travel impression, and revisit willingness. Student's grade is significantly different in reference to experiential marketing, travel impression, and revisit willingness. Travel impression can influence visitors' re-visit intention through experiential marketing and it not only affects tourist satisfaction to make visitors recommend others to visit, but also influences visitors to visit again. Our bilingual handbook with interesting content could make tourists deeply impressed with Penghu's beautiful scenery and therefore increase tourists' visit and revisit willingness and bring a stream of people to the tourism industry in Penghu.

# APPENDIX

## Questionnaire

Dear all:

First, our project team members, Sam, Rebekah, Jack, Baily and Willow, would like to thank you for making the time and effort to complete the following survey.

This is an academic questionnaire. Our purpose is to understand the characteristics and the relationship between experiential marketing and tourism image in Penghu.

Your answer is important to our research. There are four parts and directions are given for each part in this questionnaire. Please read the directions and answer the questions. No true and false questions in this form. The questionnaire is anonymous and the result of the questionnaire would only be analyzed for research. Please answer the questions as honestly and thoroughly as possible.

Thank you very much. Hope you have a nice day.

Project Students: Sam, Rebekah, Jack, Baily and Willow

Advisor: Jessica Yao

National Penghu University of Science and Technology (NPU)

### Part A Experiential marketing

**Directions:** Please answer each question by circling one of the numbers (1 to 5) that can best indicate your opinion. The numbers stand for the following responses.

1=strongly agree

2=agree

3=neither agree nor disagree

4=disagree

5=strongly disagree

#### a. Senses

Penghu is a beautiful island and the spectacular  
sights very attractive to me. 5 4 3 2 1

Penghu's original and natural environment is 5 4 3 2 1

very attractive to me.

I think this experiential marketing is very interesting. 5 4 3 2 1

I think this experiential marketing of itinerary is 5 4 3 2 1

very rich and wonderful.

**b. Emotion**

Seeing the beautiful beach and the natural landscape make me feel comfortable. 5 4 3 2 1

Seeing the beautiful sea view make me feel happy and enjoy. 5 4 3 2 1

I am very impressed by the local coral reserve. 5 4 3 2 1

**c. Thinking**

Through this explanation, I feel that the relationship between people and nature is very close. 5 4 3 2 1

This explanation makes me curious about Penghu. 5 4 3 2 1

Through this presentation, I found the importance of protecting natural resources. 5 4 3 2 1

**d. Action**

Beautiful seascape will make me want to do water activities. 5 4 3 2 1

After seeing the rich resources in the sea, I would like to share the experience about others. 5 4 3 2 1

After seeing the original and natural environment, I would like to take pictures or take a video. 5 4 3 2 1

**e. Relevance**

I would like to buy local souvenirs. 5 4 3 2 1

This explanation lets me to have a sense of identity of protecting the natural environment. 5 4 3 2 1

**Part B Tourism image**

**Directions:** Please answer each question by circling one of the numbers (1 to 5) that can

best indicate your opinion.

1=strongly impression

2=impression

3=no comment

4=no impression

5=strongly no impression

**a. Product image**

The natural scenery is beautiful.	5	4	3	2	1
Rich resources in the sea	5	4	3	2	1
The landscape in the sea	5	4	3	2	1
Good to do diving activities.	5	4	3	2	1
Marine ecological zone	5	4	3	2	1
Coral reef ecology	5	4	3	2	1
White sand and fine grains are on the beach.	5	4	3	2	1

**b. Quality image**

The Seawater is clean and clear	5	4	3	2	1
Many recreational facilities	5	4	3	2	1
The local food is appealing (e.g. seafood)	5	4	3	2	1
Being able to take a yacht	5	4	3	2	1
Being able to do snorkeling and diving	5	4	3	2	1
The purest sea waters in the world	5	4	3	2	1
Being able to go swimming or doing water activities	5	4	3	2	1

**c. Services image**

The local residents are nice and friendly.	5	4	3	2	1
The service that the staff members can provide visitors is rapid and immediate.	5	4	3	2	1
The attitude of the staff is good.	5	4	3	2	1
The physical and mental disability facilities (such as the provision of disabled ramps, etc.)	5	4	3	2	1

The arrangements for tourism activities can provide tourist convenience. 5 4 3 2 1

**d. Prices image**

Travel costs are reasonable. 5 4 3 2 1

The costs of one's own expense are reasonable. (such as water sports) 5 4 3 2 1

The price of local products is clearly marked. 5 4 3 2 1

**Part C Attraction**

**Directions:** After you reading the story of Penghu, please answer each question by circling one of the numbers (1 to 5) that can best indicate your opinion.

1=strongly agree

2=agree

3=neither agree nor disagree

4=disagree

5=strongly disagree

Special dishes	5	4	3	2	1
Features products	5	4	3	2	1
Related activities	5	4	3	2	1
Background story	5	4	3	2	1
Experience itinerary	5	4	3	2	1
Relax body and mind	5	4	3	2	1
Relieve the pressure	5	4	3	2	1
Close to nature	5	4	3	2	1
Enjoy the Phytoncide	5	4	3	2	1
Clean environment	5	4	3	2	1
Fresh air	5	4	3	2	1
Beautiful landscape	5	4	3	2	1
Features flowers	5	4	3	2	1



## **Part D Personal information**

**Directions:** Please answer the following question based on your personal background; questionnaire is anonymous and the result of the questionnaire would be analyzed only for our research. We will not show your personal background to the public.

1.  Male  Female
2. School: \_\_\_\_\_
3. Do you major in English or Applied Foreign Languages?  Yes  No
4. Level of your educational:  High school  Freshman  Sophomore  Junior  
 Senior  Institute students
5. Have you passed any of the following English proficiency tests? If you have, please choose the highest score that you have obtained on the test.  
 GEPT Elementary Level (TOEIC 350)  
 GEPT Intermediate Level (Listening and Reading Module) (TOEIC 340-450)  
 GEPT Intermediate Level (Speaking and Writing Module) (TOEIC 550)  
 GEPT High-intermediate Level (TOEIC 550-700)  
 GEPT Advanced Level (TOEIC over 700)
6. Have you ever been to Penghu before?  Yes  No

***Thanks for your help and cooperation.***

## 體驗行銷、旅遊意象研究問卷

親愛的同學您好：

首先感謝您撥空填寫這份問卷。

這是一份學術性的問卷，其目的旨在了解國人赴澎湖旅遊的體驗行銷、旅遊意象的特徵及差異情形，您的寶貴意見對本研究非常重要，問卷共分為三個部分，每一部分問題前均有說明，請仔細閱讀該說明後，再回答下列問題，各項答題無所謂對與錯，本問卷採不記名方式，所得資料僅提供統計分析之用，不做個別探討，請依個人實際情形安心勾選，非常感謝您。

祝 旅途愉快

國立澎湖科技大學 學生 江柏霖、劉芳妤、張晉豪、郭玟如、李姿儀

指導教授 姚慧美 敬上

### 第一部分：體驗行銷

請您於下列屬性中選擇您對於澎湖的體驗行銷？請在□打✓。

非 同 沒 不 非  
常 意 同 不  
同 意 見 意 意

#### A、感官

1. 澎湖美麗的島嶼、壯觀的景點，非常吸引我 . . . . .
2. 澎湖的原始與自然環境，非常吸引我 . . . . .
3. 我覺得這次的體驗行銷，非常富有樂趣 . . . . .
4. 我覺得這次的體驗行銷，行程豐富精彩 . . . . .

#### B、情感

5. 看到美麗的沙灘、自然景觀，讓我身心舒暢 . . . . .
6. 看到美麗的海景，讓我感到歡樂愉快 . . . . .
7. 我對當地的珊瑚保護區，非常的感動 . . . . .

#### C、思考

8. 透過這次講解覺得人與大自然的關係是很密切的 . . . . .
9. 透過這次講解，引發我對澎湖產生好奇心 . . . . .
10. 透過這次講解，讓我覺得維護自然資源的重要性 . . . . .

#### D、行動

11. 美麗清澈的海景，會使我想從事水上活動 . . . . .
12. 看到豐富的海中資源，我很想分享觀賞的心得 . . . . .

13. 看到原始與自然的環境，我很想拍照、錄影留念 . . . . .

**E、關聯**

14. 我會想購買與當地相關的紀念品 . . . . .

15. 透過這次講解，讓我對自然環境的維護產生認同感 . . . . .

**第二部分：旅遊意象**

請您於下列屬性中選擇您對於澎湖的旅遊意象？(依照您對澎湖印象的深刻程度，請在

打V

非 深 沒 不 非  
常 刻 意 深 常  
深 刻 見 刻 深  
刻 刻 見 刻 刻

**F、產品意象**

1. 自然風景優美 . . . . .

2. 豐富的海中資源 . . . . .

3. 海底景觀 . . . . .

4. 非常適合潛水 . . . . .

5. 潔白顆粒細膩的沙灘 . . . . .

6. 海洋生態區 . . . . .

7. 珊瑚礁生態 . . . . .

**G、品質意象**

8. 海水乾淨清潔 . . . . .

9. 遊憩據點多 . . . . .

10. 當地餐飲(如：海鮮)吸引人 . . . . .

11. 搭乘遊艇出海 . . . . .

12. 可浮潛及潛水 . . . . .

13. 擁有全世界透明度最高的海域 . . . . .

14. 可從事游泳或水上活動 . . . . .

**H、服務意象**

15. 當地居民友善、親切、樂於助人 . . . . .

16. 相關服務人員能提供遊客迅速且即時的服務 . . . . .

17. 相關服務人員的服務態度良好 . . . . .

18. 身心障礙服務周延完善(如設置殘障坡道等) . . . . .

19. 旅遊活動的各項安排均能提供遊客便利 . . . . .

**I、價格意象**

20. 旅遊花費價格合理 . . . . .
21. 自費行程收費合理 (如水上活動) . . . . .
22. 當地販賣產品價格標示透明 . . . . .

### 第三部分：吸引力

閱讀完澎湖的景點故事介紹, 我會因為以下特色活動及個人因素而去拜訪澎湖。請在  打 。

- |                     | 非<br>常<br><br>同<br>意     | 同<br>意                   | 沒<br>意<br>見              | 不<br>同<br>意              | 非<br>常<br>不<br>同<br>意    |
|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. 特色餐點 . . . . .   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. 特色產品 . . . . .   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. 相關活動 . . . . .   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. 背景故事 . . . . .   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. 體驗行程 . . . . .   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. 放鬆身心 . . . . .   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. 紓解生活壓力 . . . . . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. 接近大自然 . . . . .  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. 享受芬多精 . . . . .  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. 放鬆身心 . . . . .  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. 乾淨的環境 . . . . . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. 清新的空氣 . . . . . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. 優美的景觀 . . . . . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. 花草的特色 . . . . . | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

#### 第四部分：個人基本資料

以下是關於個人的基本資料，所得資料僅供統計分析之用，絕對不會對外公開，請詳實在打√，謝謝您的合作。

1．性別： (1)男  (2)女

2．就讀學校： (1)公立  (2)私立

3．是否就讀英文相關科系： (1)是  (2)否

4．目前在校級別： (1)大一  (2)大二  (3)大三  (4)大四  (5)研修生

5．目前已通過之英文能力檢測（請挑選最高分數的選項）：

(1)全民英檢初級初試（多益 350）  (2)全民英檢中級初級初試（多益 340-450）  (3)全民英檢中級初級複試（多益 550）  (4)全民英檢中高級以上（多益 550-700）  (5)全民英檢高級（多益 700 以上）

6．是否造訪過澎湖： (1)有  (2)從未

本問卷到此結束，謝謝您的熱心協助！請再檢查一次，避免疏漏。

## STORIES

### 七美島的由來

在明朝時期倭寇猖獗，不只搶人財物更淫人妻女，官府卻毫無作為。某日一幫流寇登陸大嶼島燒殺擄掠，並且盯上了村中七位姿色出眾的女子，女子們不甘受辱，便一齊跳入島上一口枯井自絕。數年後井中竟長出七棵樹，村民見此認為這些樹為七位女子所化，為弔念七位女子於是將島名改為現今的七美島。數年後井中竟長出七棵樹，村民見此認為這些樹為七位女子所化，為弔念七位女子於是將島名改為現今的七美島。

### **The Origin of Chimei Island**

In the Ming Dynasty (1522-1566), there were many pirates who not only grabbed money from villagers but also seduced men's wives and daughters. Government officers took no action to protect the villagers' families or their wealth. One day, a gang of pirates landed on Da-Yu. They started robbing, killing people and trying to rape the seven beauties. The seven beauties did not want to be raped, so they jumped into a dry well to protect their virginity by committing suicide. After several years, some villagers found that out of the well there came seven trees! The villagers thought the trees were changed by the seven beauties, so they used "Chimei" (meaning seven beauties) to mourn for their deaths. This is where the name of this off-shore islet originated from.



七美人塚-拍攝者:吳佳翰

## 七美雙心石滬

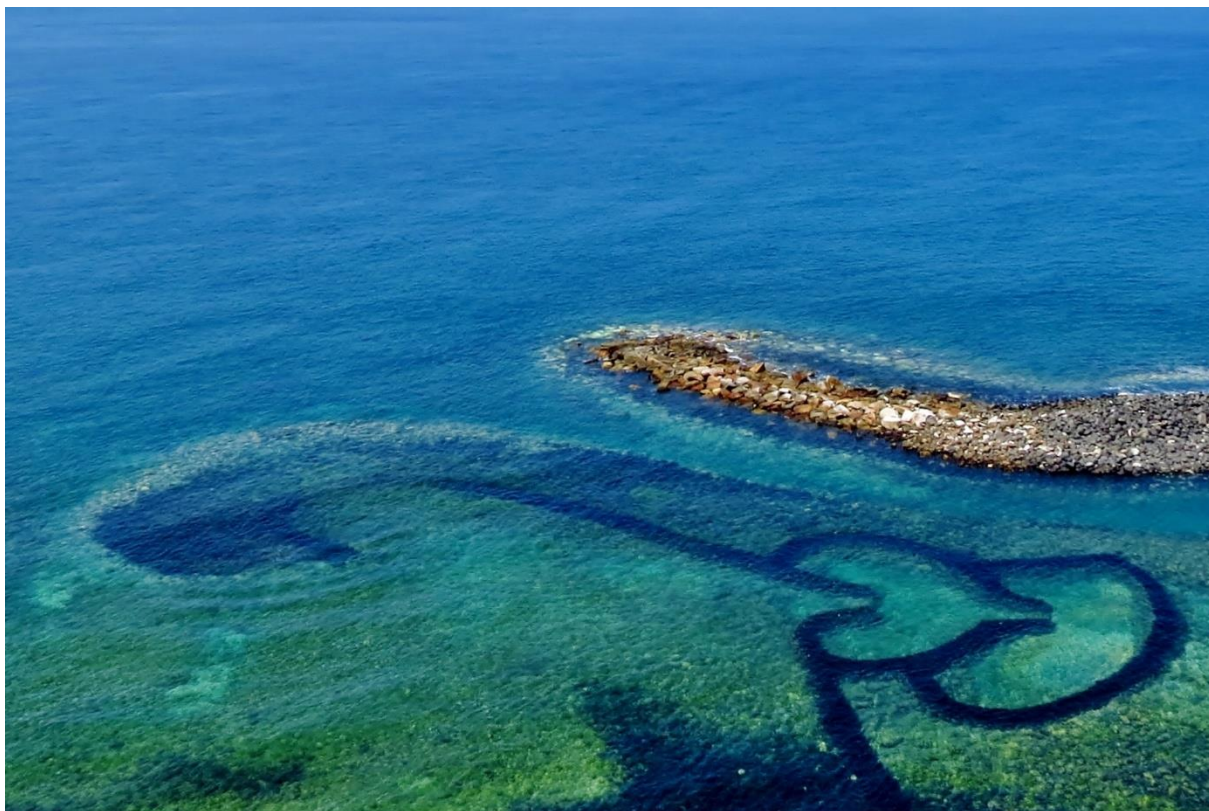
澎湖石滬的最早的文獻記載始於西元 1720 年。因為當時出海捕魚沒有船隻和機械等工具，漁民大多利用潮間帶從事漁撈活動。從最初的徒手抓魚，後來利用沙灘上的蔓生植物織網圍捕魚群而後進步到因觀察魚兒迴游的特性，填造石滬。石滬其實是早期澎湖人的一種捕魚方法，澎湖也因有兩座心形石滬而得雙心石滬美名。其原理為利用潮汐起落，當海水漲潮時，魚群順著海水進入石滬中覓食海藻；一旦海水退潮後，石堤已高於海

面，魚被困於滬內，無法離開石滬，而成為漁民之盤中飧。今日的七美雙心石滬因其兩心相交之特殊形狀，同時更能象徵夫妻或男女朋友之間戀愛時彼此交心的意義，已成為澎湖離島的著名的地標及景點。據聞若您與您心愛的另一半繞著石滬以順時鐘的方向走一圈，並在美麗的雙心串連造型下許下誓言，能讓戀人們的愛情更堅貞、完美。

## **The Chi-Mei Double Heart Stacked Stone**

The earliest documented record of Penghu Stacked Stones began in 1720 AD. Because no fishing vessels and other machinery and tools was invented at that time, most fishermen did fishing activities in the intertidal zone. In the initial stage, the fishermen caught fish by hand, and then they used vines to make nets. Next, the fishermen observed the migratory fish and finally they built Stacked Stones to catch fish. Chi-Mei Double Heart Stacked Stone got its name because it is two heart-shaped Stacked Stones. Stacked Stone is a kind of fishing method in the early stage of Penghu fishermen's lives; the fishermen's fishing strategy is to observe the change of the tide. When the sea is at high tide, the fish will enter the Stacked Stones and eat algae; when low tide is reached, the embankment is higher than the sea level. That means the fish will be trapped in the Stacked Stones, and then fishermen can catch them easily. Because of the special shape of the two heart-shaped Stacked Stones, today's Chi-Mei Double Heart Stacked Stone, also known as Chimei Twin Heart Stone Weir, has become one of the famous landmarks and attractions in Penghu. The twin-heart shape is a symbol of love between couples who fall in love with each other. It is said that if you walk around the Stacked Stone clockwise with your beloved other half, and take a vow to the beautiful double-heart shape, it will make your love last forever.





七美-雙心石滬-拍攝者:吳佳翰

## 桶盤嶼

桶盤嶼位於馬公港西南方，因為形酷似桶盤而得名，因奇岩怪石分布而有「澎湖黃石公園」之稱，當地人稱「蓮花」。全島由玄武岩所組成，為火山熔岩地貌的代表。桶盤是泉州土話(閩南方言)的諧音，原來的意思為“牲盤”，即祭神或祭祖用的盤子，因泉州話牲盤的發音與閩南話的"桶盤"音同得名，而不是桶和盤湊在一塊。

## Tongpan Island

Tongpanyu is named because the shape resembles a barrel and a plate. It is located to the southwest of Makung. Because of the rock formation and distribution, it is also called "the Yellowstone National Park of Penghu." The local people call it "Lotus." The island is composed of basalt, which is representative of the volcanic landscape. Tongpan comes from a homonym in the Quanzhou dialect (a Taiwanese dialect). The original meaning is "sacrifice dish", referring to a plate that is used in rituals or to worship gods. The pronunciation "Shengpan" in the Quanzhou dialect sounds like "Tongpan" in the Minnan dialect; so "Tongpan" does not mean a bucket and a dish mixed together as implied by its literal translation in Chinese.



桶盤嶼-蓮花座-拍攝者: 吳佳翰

## 跨海大橋傳說

據傳現今大橋兩側的兩座小山為龜精及蛇精所形成。龜精及蛇精體型十分碩大，在海中嬉鬧遊玩時必會造成驚滔駭浪阻斷航路。某日一群倭寇

欲從現今跨海大橋中斷處於夜間入侵並燒殺擄掠，但到了晚上時卻發現早上所探勘好的安全水路竟消失無蹤，入目只見驚滔駭浪。連續幾晚皆發生同樣狀況後倭寇們便開始四處打聽，並且得知為龜精及蛇精所造成。當得知原因後，在晚間倭寇們便不客氣的朝航路沿途射擊火炮，龜精與蛇精被轟個正著，不久之後便因失血過多而死。據說龜精及蛇精的屍體不僅形成了兩座小山，流出的鮮血也染紅了二崁後灣一帶的砂石，直到今日仍未褪去。

### **Penghu Great Bridge Story**

Legend says that the two hills on the two sides of the Penghu Great Bridge were formed by a turtle spirit and a snake spirit. They were very huge, and if they played with each other, it would cause billows and block the route. One day, a gang of pirates wanted to invade the village to burn and loot at night. But at night, they couldn't find the waterway which they had explored in the morning. For several nights, they asked around and finally they learned about the billows which were caused by the giant turtle and the giant snake. When the pirates learned the reason, they fired along the route. The turtle and snake were hit exactly. In a short time, they bled to death. It is said that the turtle and snake's bodies not only formed two hills, but the outflow of blood also stained the sand and gravel near the Back Bay in Erkan. It still has not faded.



西嶼-跨海大橋-拍攝者：吳佳翰

## 二崁閩南聚落

傳說二崁閩南聚落從開基祖師陳廷益落居以來，至今三百餘年共傳九代。相傳陳廷益為少林寺武人，因愛上同門師妹有損寺規，於是與愛妻聯袂逃離唐山，飄洋過海來到澎湖。當時西嶼大部分富饒之地都有移民，於是只好選擇乏人問津的二崁村北的龜山山腳落居。為逃避少林寺僧侶追捕，陳廷益鮮少與外界聯繫交通，久了竟讓二崁村成為一個封閉的聚落，並發展成單姓社區，也就是全村都姓陳。因此如今的二崁村住戶若推衍百年族譜，就會驗證了一句話：「三百年前是一家。」

## The Minnan Settlement in Erkan

It is said the Minnan settlement in Erkan was founded by a Chinese resident named Tingyi Chen, who settled there three hundred years ago. Since then, nine generations have been passed. According to legend, Tingyi Chen learned martial arts in the Shaolin temple. As his love affair with a junior sister apprentice was not allowed by the temple rules, both of them escaped from Mainland China to Penghu. At that time, most of the fertile areas of Hsiyu in Penghu had already been occupied by other immigrants, so Chen had no choice but to live on a foothill of Gui-Shan region in Hiyu. To avoid discovery by the pursuing Shaolin monks, Tingyi Chen seldom had any communication with other Penghu villagers, making Erkan village a closed settlement and gradually developing into a single surname community. All the villagers' surnames are Chen. So if today's Erkan villagers trace back their own genealogy, they will find that they were a big family three hundred years ago



西嶼-二崁陳家-拍攝者:吳佳翰

## 山水沙灘

山水的舊稱為「豬母落水」，傳聞從前有一母豬在沙灘上時被大章魚纏繞並且拖下水，因此此地便被稱為「豬母落水」。後因名稱不雅，台灣光復後才改為「山水沙灘」。豬母水岸是指山水南岸到東邊山水漁港一帶的觀音山，到西邊的豬母水山都是豬母水岸的範圍。岸邊沙灘潔白、海水清澈，是遊客玩水的好地方。

## The Origin of Shan-Shuei Beach

In ancient times, Shanshuei was called “Jhu Mu Luo Shuei”, which means a female pig falling into the water. The name originates from a story that one day a sow ran to the beach and was dragged down into the sea by a giant octopus. During the time when Japan ruled Taiwan, the name of the beach was changed to “Jhumushuei”. Later it was renamed as “Shanshuei” to make it sound better in Chinese. Shanshuei beach is spotless and the seawater is very clear. It is a good paradise for tourists to play and relax.



## 吉貝火燒將軍爺傳說

約 1950 年間，某月的初一或十五吉貝村民在晚餐前家家戶戶都會準備一擔菜飯到東廟前犒軍。某日，一名陳姓婦人挑著菜飯到將軍爺面前拜拜，不料金紙點燃後被強風吹到高粱桿製成的將軍爺身上，一時慌張的婦人便拿起扁擔往將軍爺身上拍打，卻使火勢越發猛烈，將軍爺無計可施便任她鞭打並在烈火中化為灰燼。雖說將軍爺被如此對待，但他從未責怪婦人，在新的法身完成後，他依然肩負起對抗邪魔的工作並使人們在心靈上過著平安快樂的正常生活。今日的吉貝以其長 800 公尺、寬 300 公尺的沙嘴地形著稱。由珊瑚及貝殼碎片所組成的潔白沙尾，倒臥於清澈的大海裡，氣勢磅礴、美不勝收。

## The Legend of Jibei General Lord

In the 1950s, on the first day or the fifteenth of every month, the Jibe villagers would prepare a load of food to send to “East front of the temple” for “rewarding the army”. One day, a village woman named Chen Hsueh carried her food and went to burn incense in order to worship the General Lord. When Chen burned her gold paper, the General Lord caught on fire with the burning gold paper because of the Northeast Monsoon. In panic, Chen picked up her shoulder pole and started pounding the General Lord to extinguish the fire, but it only made the fire stronger. Finally, the General Lord’s body was reduced to ashes in the fire. Though the General Lord suffered from such an unprecedented catastrophe, he never blamed Chen for her carelessness. After the villagers made another new body for the General Lord, he still fulfill his responsibility to protect people from demons and keep them from fear and live

in peace until now. Nowadays Jibei is well-known for its beautiful sandspit, which is about 800 meters long and 300 meters wide. The sand tail is composed of coral and shell fragments. It looks so magnificent and fantastic!



白沙-吉貝沙尾-取自澎湖縣政府



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