

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

劉芳妤	Rebekah	Liu
郭玟如	Willow	Kuo
張晉豪	Jack	Chang
江柏霖	Sam	Chiang
李姿儀	Bailey	Li

指導教授： 姚慧美 老師

Outline

- Chapter I Introduction
- Chapter II Research Motivation
- Chapter III Literature Review
- Chapter IV Methodology
- Chapter V Analysis
- Chapter VI Conclusion
- Sample Stories



CHAPTER I
INTRODUCTION

澎湖
海
大
橋

1.1 Purposes of Project

1. To promote Penghu's local characteristics.
2. To introduce tourist spots in Penghu, including Fonggue Cave, Shan Shui Beach, The Double Heart Stone Weir, Chimei, Wang An, and so on.
3. To combine 2 modules: Tourism English and English Teaching that AFL has offered.
4. To help students to absorb in and increase their knowledge of English vocabulary about Penghu.



CHAPTER II

RESEARCH MOTIVATION

2.1 Research Goal

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.

We hope to uncover the main factors for university students in Taiwan to visit Penghu.

2.3 Research characteristics

- It adopts a scientific method.
- It is objective and logical.
- It is based upon observable experience or empirical evidence.

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.

3.2 Travel impressions

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.

3.3 Tourist satisfaction

Tourist satisfaction is the most important variable which helps tourists decide to travel to a tourist attraction again or not. 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).

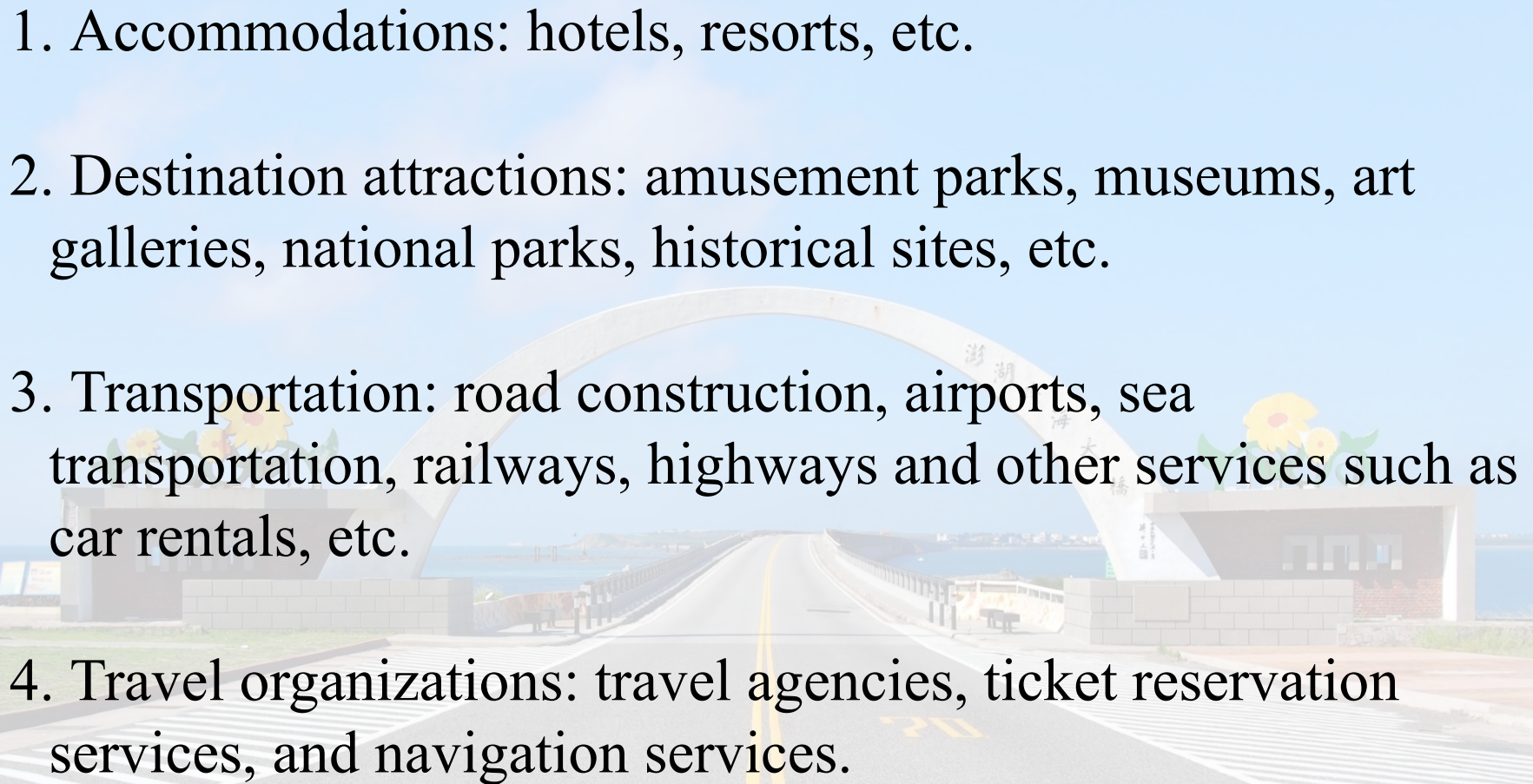
3.4 Tourist Behavior

Tourist Behavior means the behavior or the actions that show feelings and emotions towards travelling, for example, the objectives of travel, frequency, duration and trip preparations, etc.

(Richard Wozniak, 2001; Chen, 2007)

3.5 Experiential marketing

From the view of service requirements and products provided, the tourism industry is composed of four basic services, they will affect tourist satisfaction and the revisit willingness.

- 
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.

Thus, these factors of experiential marketing should have an impact on tourism satisfaction and revisit willingness.
(Shaw, G. & Williams, A. M, 1994; Chung, Wang & Kao, 2000)



CHAPTER IV

METHODOLOGY

4.1 Methodology

1. Factors influencing Taiwanese University

Students to visit Penghu as their destination choice.

2. Collect data from university students who have read online Penghu stories we arranged.

4.2 Research design

1. Analyze university students' behavior and satisfaction after they read these stories.

2. Examine university students' motivation to visit tourist spots in Penghu, and their revisit willingness.

4.3 Target participants

The target participants were 426 Taiwanese university students who read the online Penghu's stories that we had compiled.

4.4 Procedures

Table 4-1 Procedures

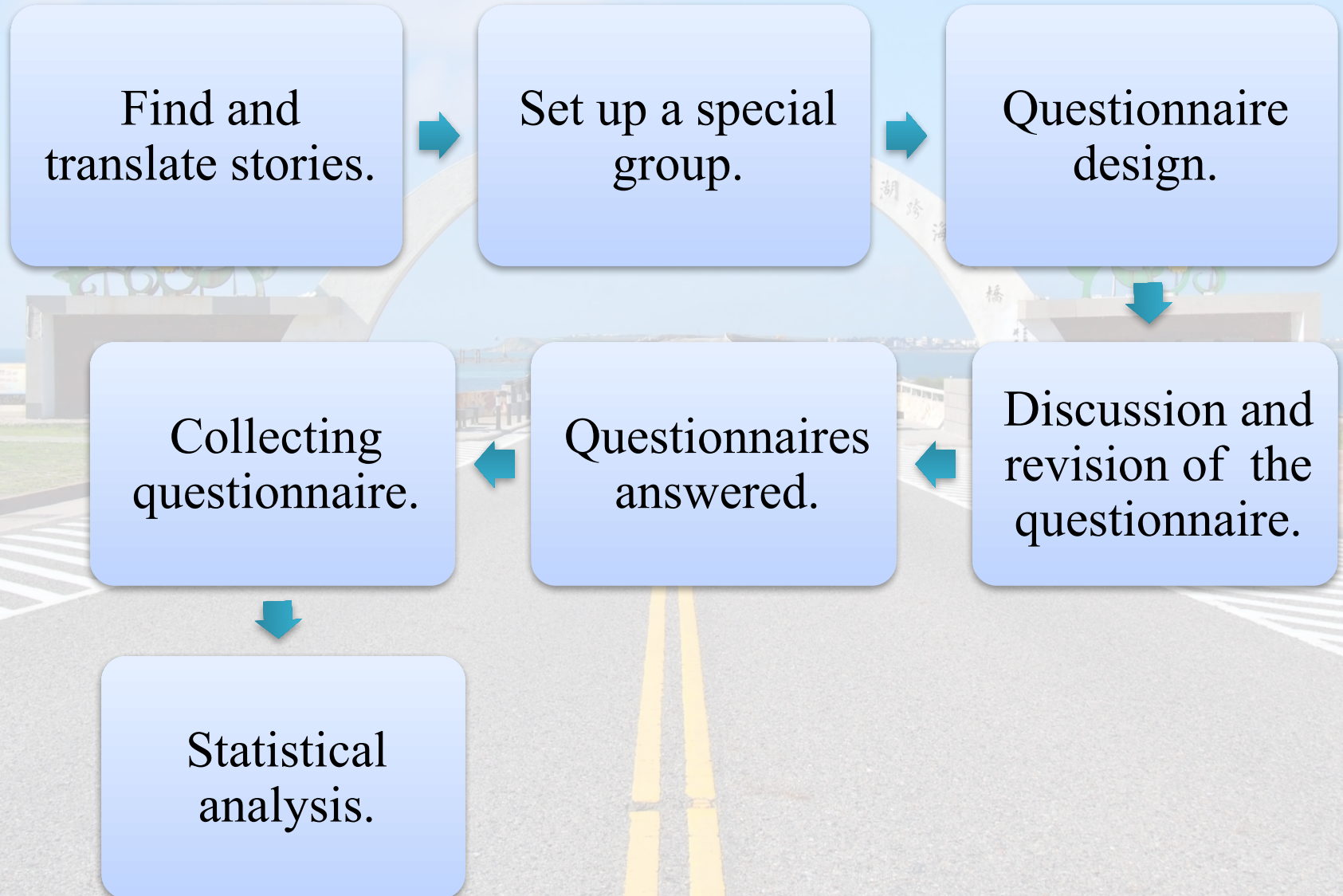


Table 4-2 Time Table of the Procedures

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

ANALYSIS

5.1 Gender

Table5-1 .1 ANOVA

		SS	N-1	MS	F-Test	P.
AA	B	1.856	1	1.856	1.745	.187
	W	449.754	423	1.063		
	T	451.609	424			
BB	B	31.060	1	31.060	18.986	.000
	W	691.989	423	1.636		
	T	723.049	424			
CC	B	4.419	1	4.419	1.977	.160
	W	945.619	423	2.236		
	T	950.038	424			

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

Gender : the department of English students

Table5-1 .2 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

5.2 TOEIC Score

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			

*Note: AA: experiential marketing

BB: travel impression

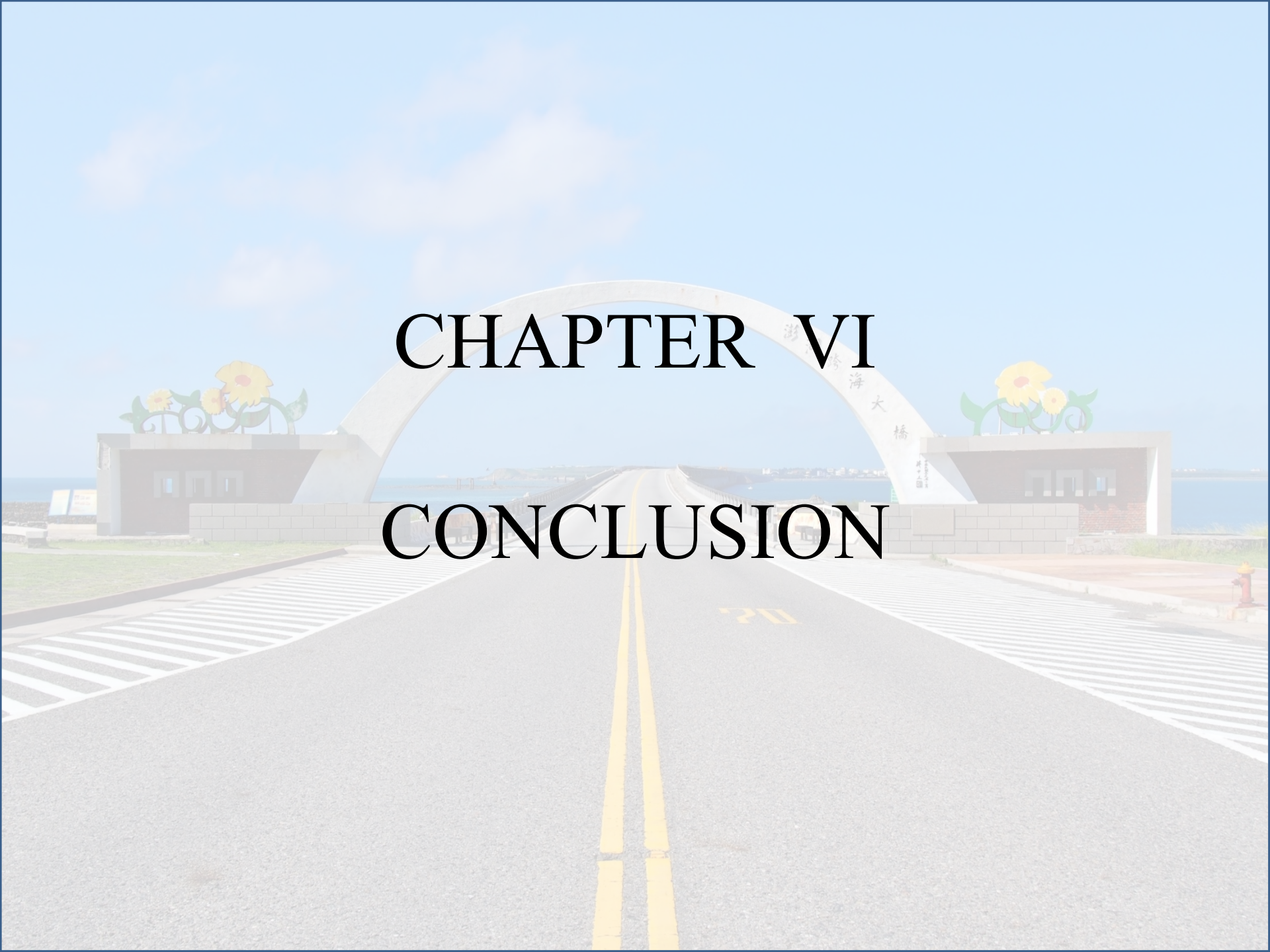
CC: revisit willingness

5.3 Student's Grade

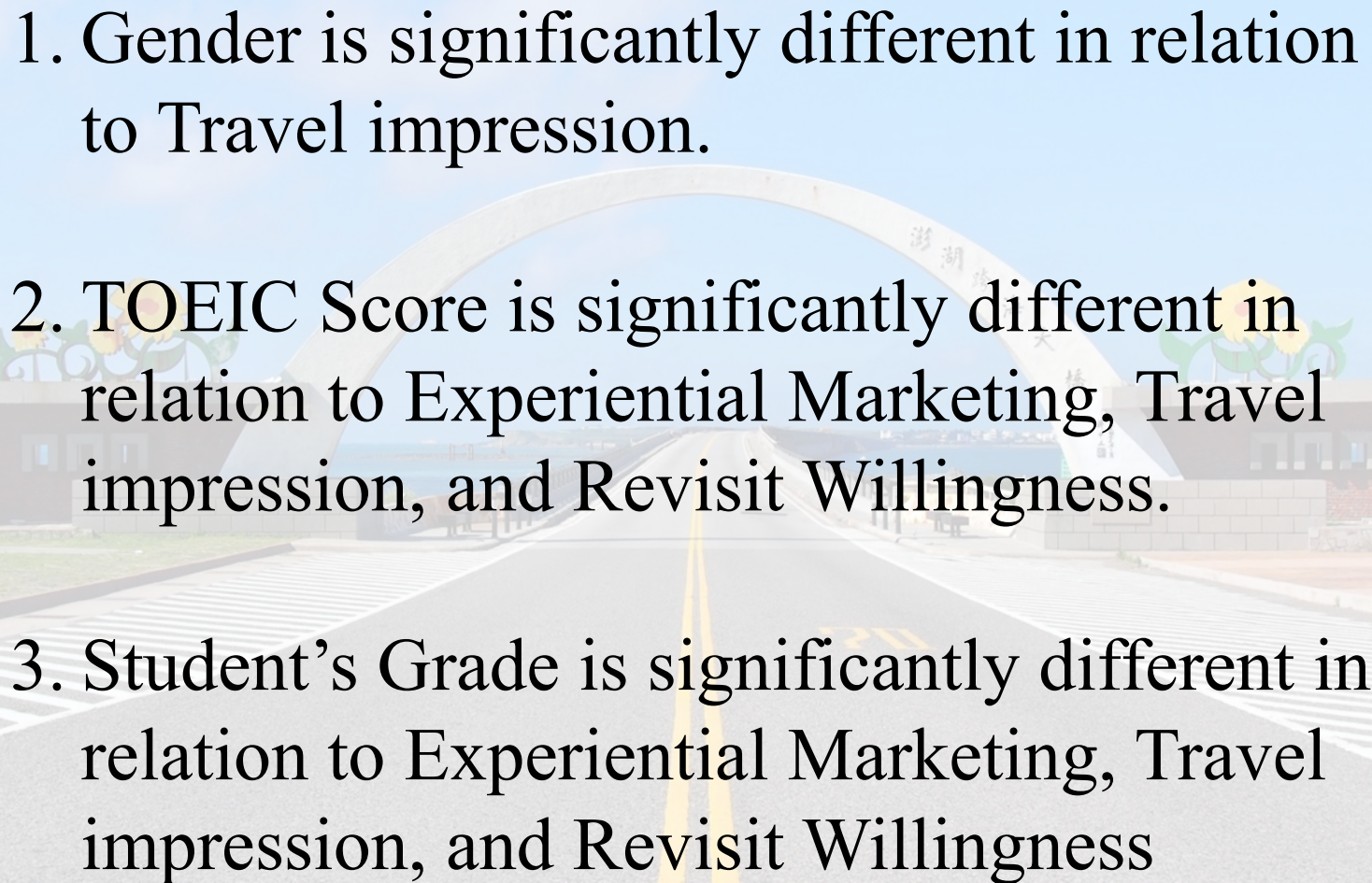
Table5-3 ANOVA

		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			

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



CHAPTER VI
CONCLUSION

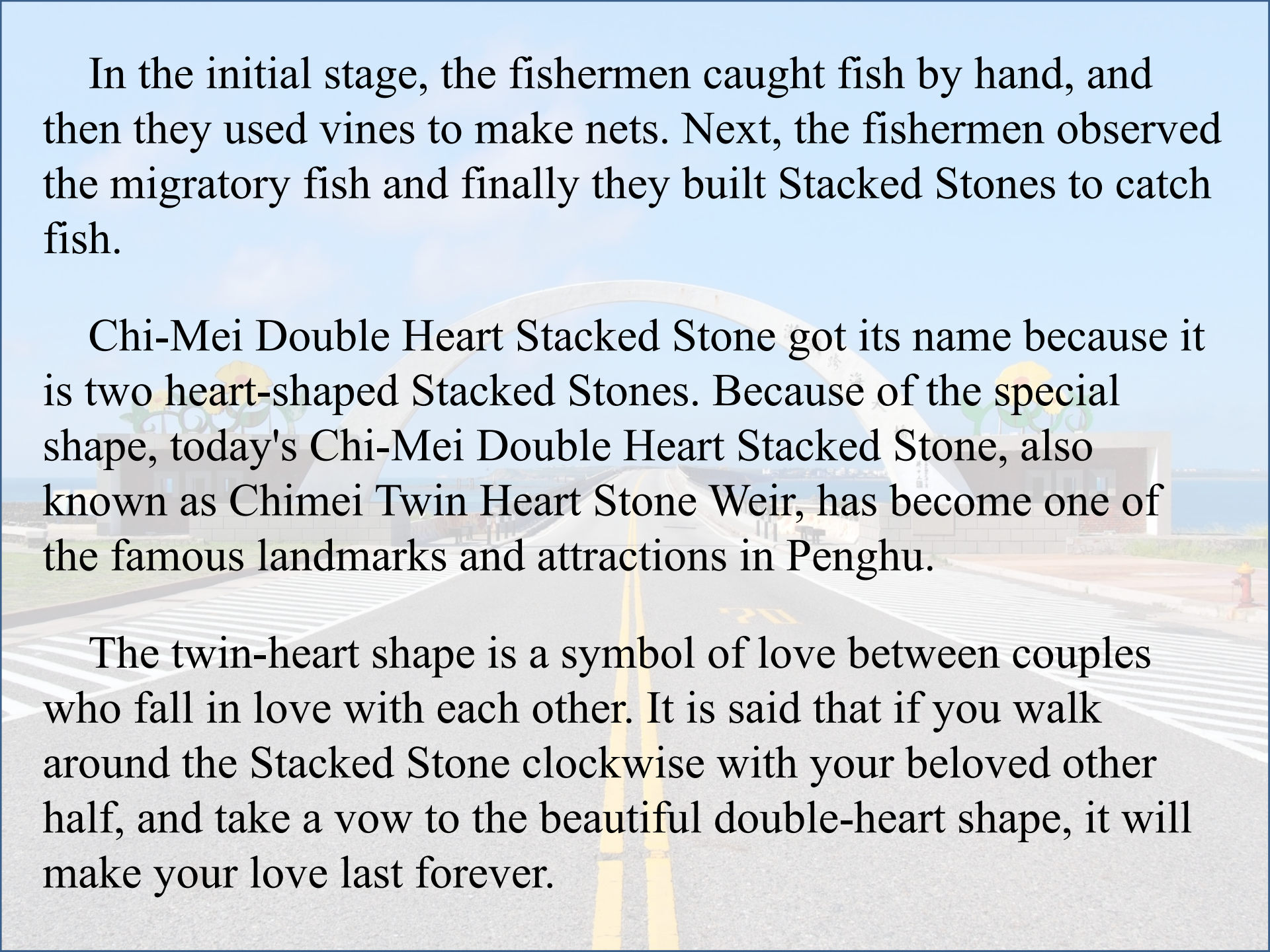
- 
1. Gender is significantly different in relation to Travel impression.
 2. TOEIC Score is significantly different in relation to Experiential Marketing, Travel impression, and Revisit Willingness.
 3. Student's Grade is significantly different in relation to Experiential Marketing, Travel impression, and Revisit Willingness



SAMPLE STORIES

1. The Chi-Mei Double Heart Stacked Stone



The background image shows a paved road with a yellow double-line center marking leading towards a large, light-colored archway. The archway is shaped like two overlapping hearts. In the distance, a stone weir is visible, and a person can be seen walking on the right side of the road. The sky is clear and blue.

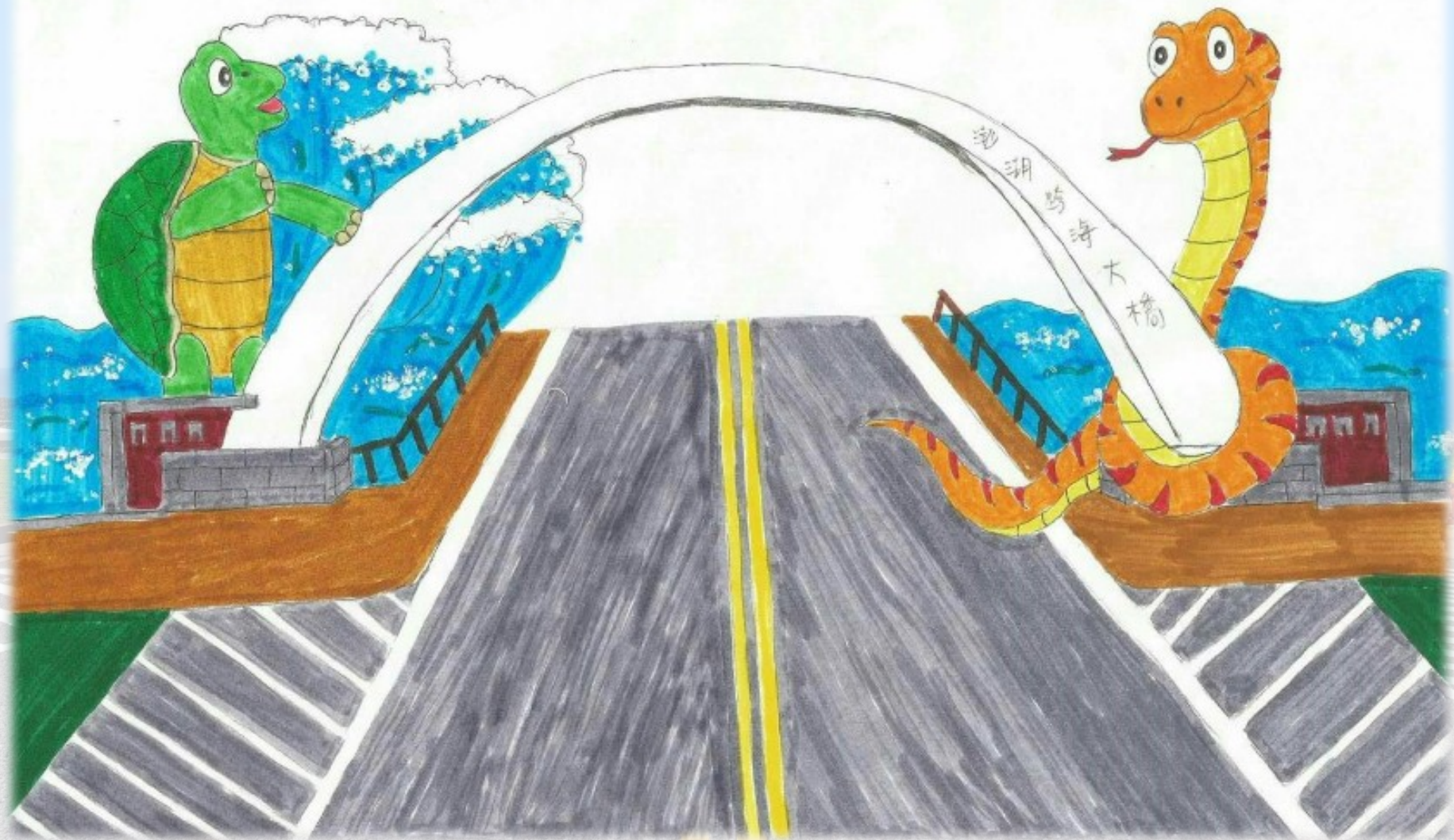
In the initial stage, the fishermen caught fish by hand, and then they used vines to make nets. Next, the fishermen observed the migratory fish and finally they built Stacked Stones to catch fish.

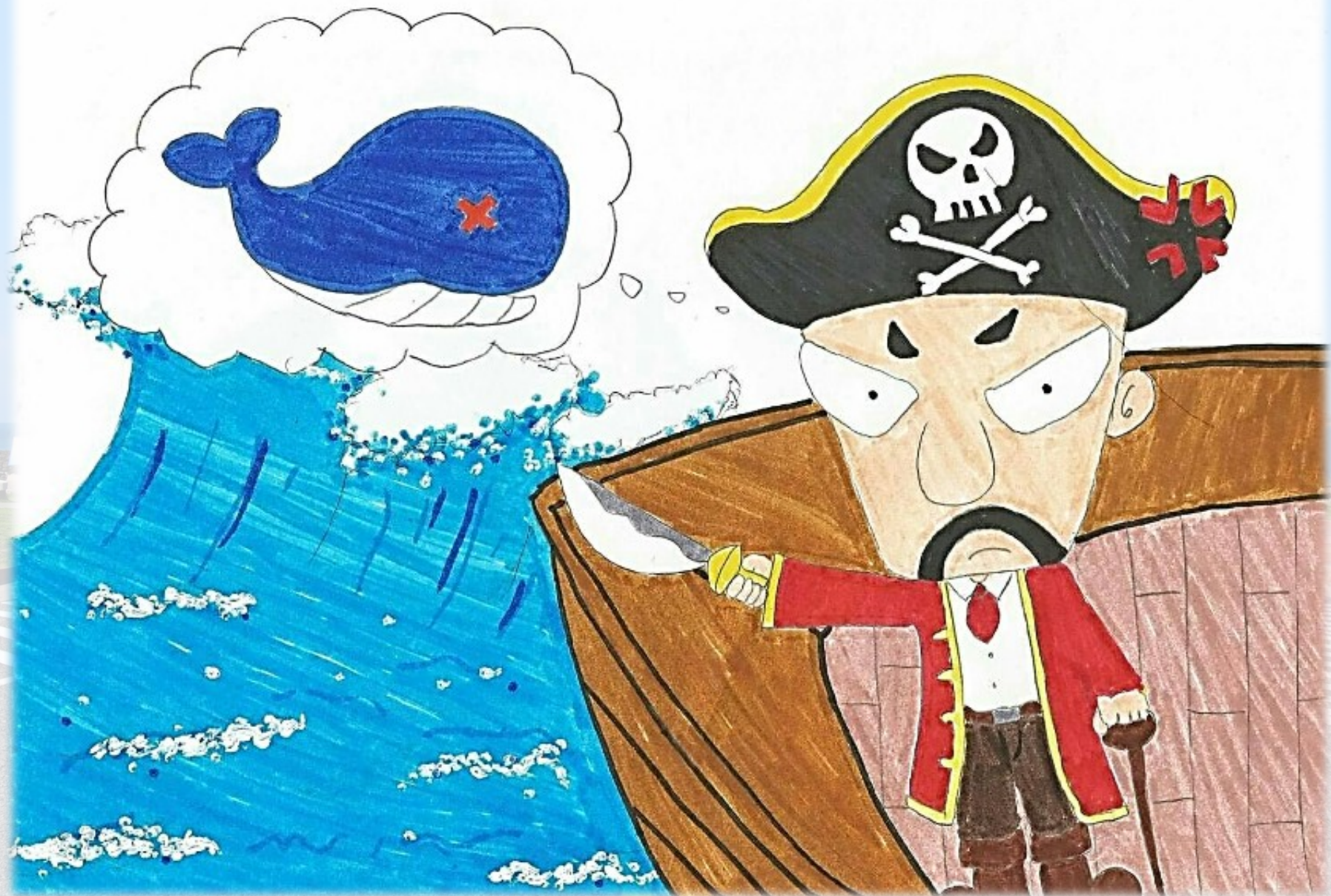
Chi-Mei Double Heart Stacked Stone got its name because it is two heart-shaped Stacked Stones. Because of the special shape, today's Chi-Mei Double Heart Stacked Stone, also known as Chimei Twin Heart Stone Weir, has become one of the famous landmarks and attractions in Penghu.

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.

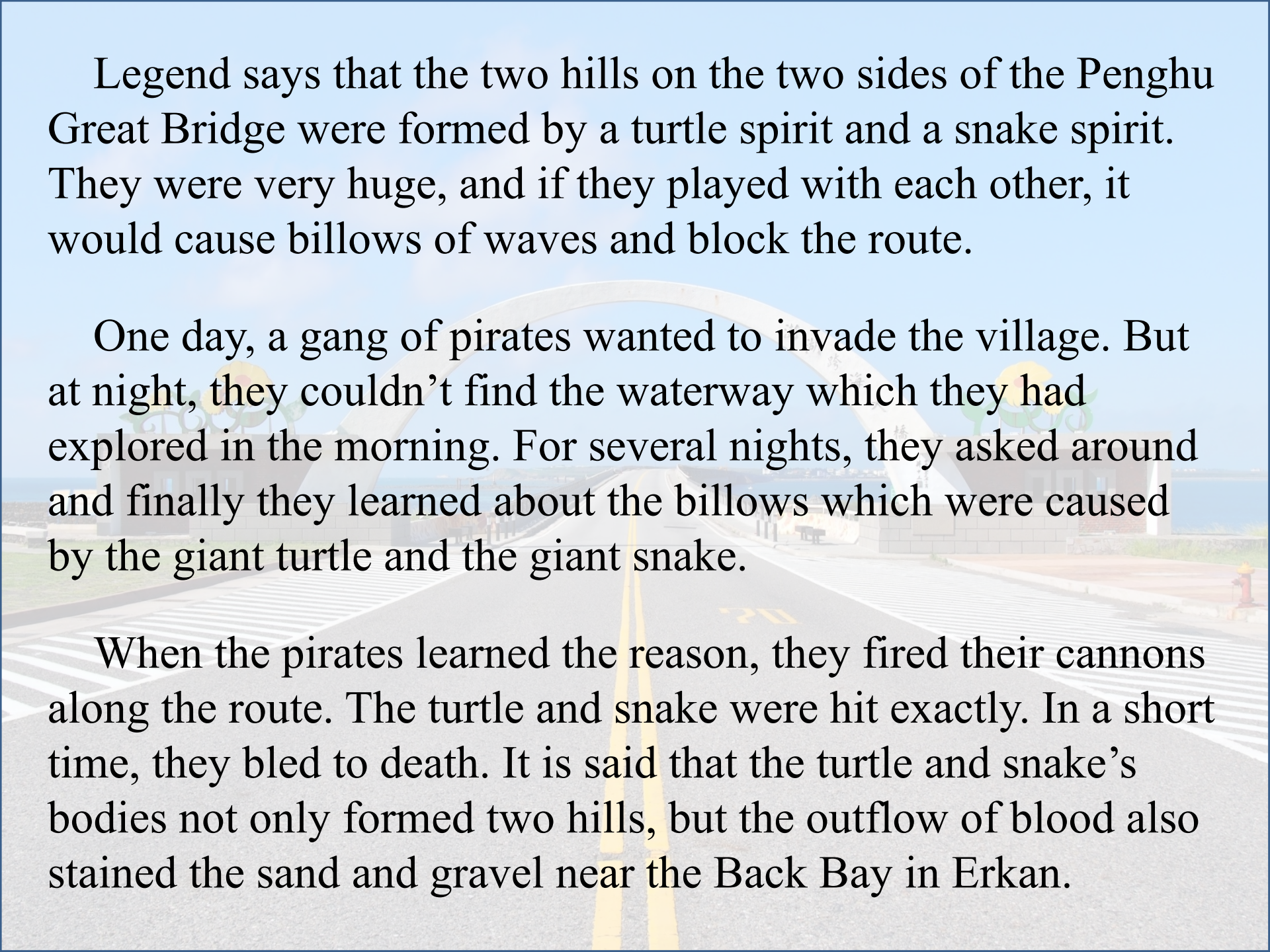
2. Penghu Great Bridge Story









The background of the text is a photograph of a paved road with a large, light-colored archway spanning across it. In the distance, a person wearing a yellow hat is visible on the right side of the road. The sky is clear and blue.

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 of waves and block the route.

One day, a gang of pirates wanted to invade the village. 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 their cannons 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.

3. The Minnan Settlement in Erkan

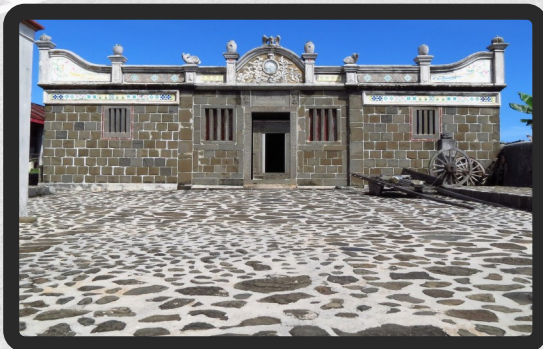


Character : Tingyi Chen

Chen learned martial arts in the Shaolin temple.

Chen and his lover escaped from Mainland China to Penghu, because their love was not allowed by the temple rules.

Chen finally live in Erkan.
Now Erkan developed into a single surname community.



It is said the Minnan settlement in Erkan was founded by a Chinese resident named Tingyi Chen, who settled there three hundred years ago.

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. 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.



Thanks For Your
Listening

Q & A

澎湖跨海大橋



Multiple comparisons

Table5-2.1 Scheffe

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

Grade Multiple comparisons

Table5-3 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