



應用英語系  
一百零一級畢業專題書面報告

大學生對於安平的看法

The Opinions Of College Students About An-ping

|     |               |          |
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## Table of contents

|                           |    |
|---------------------------|----|
| 中文摘要.....                 | 2  |
| Abstract.....             | 3  |
| <b>Introduction</b>       |    |
| Statement of Problem..... | 4  |
| Purpose of Study.....     | 4  |
| Literature Review.....    | 5  |
| <b>Method</b> .....       | 8  |
| Research design.....      | 8  |
| Participants.....         | 8  |
| Setting.....              | 8  |
| Data collection.....      | 8  |
| Data analysis.....        | 8  |
| <b>Results</b> .....      | 9  |
| <b>Conclusion</b> .....   | 21 |
| <b>References</b> .....   | 22 |
| <b>Appendix A</b> .....   | 24 |
| <b>Appendix B</b> .....   | 25 |

## 中文摘要

安平是台灣最早開發的一個據點，早期稱為『大員』也就是台灣名稱的由來。走在安平的巷弄之間可以看到三百多年前所建造的古蹟，包含安平古堡、億載金城和安平樹屋等等，除了古蹟還有許許多多特色美食。對於從外地或在地的大學生而言，是距離市區最近和最佳的旅遊景點，不需要花太多車馬費和時間就可以感受到古蹟之美和好吃的美食，我們設計了問卷給100名大學生，包含大一、大二、大三、大四的學生，了解他們的看法及喜愛的景點。我們想了解為什麼安平會這麼受到大學生的歡迎，以及深入調查每個古蹟景點的特色。

## **Abstract**

An-ping is the first developed place in Taiwan, it was called "Ta Yuan". You can walk along in An-ping street and watch the historical site for over 300 years, including An-ping Old Fort, Eternal Golden Castle and An-ping tree house etc. Besides, you can taste a variety of local snack. An-ping is close to the downtown for most of college students, they can go to there without taking too much time and money. They enjoy watching historical sites and tasting local food. We looked at one hundred people to help us to finish our questionnaire. All of the people are college students, including freshman, sophomore, junior and senior students. We devised ten questions to understand the opinions of college students about An-ping and find out the feature of tourist sites.

## **Introduction**

### **Statement of Problem**

According to An-ping district office website historical records, Taiwan was ceded in accordance with the Treaty of Shimonoseki signed between China and Japan. In 34th year of the Meiji Japanese imperial reign period (1901), Xiaozhong Village was changed into An-ping Street under the jurisdiction of Tainan Office. In 9th year Japanese imperial reign period (1920), Japan placed Taiwan under the system of autonomy and An-ping Street was changed into the present day An-ping District.

An-ping is the center of history and culture in Tainan city. The historic sites combines the traditional snacks are very popular by modern. An-ping sightseeing is also the first choice in a variety of festivals and holidays. In recent years, the government actively to promote An-ping tour and organized many activities. Such as, Dragon boat racing, An-ping snacks carnival and marine concert. That is the reasons why An-ping so popular today.

### **Purpose of Study**

The purpose of our study is to realize what the opinions of college students about the An-ping in Tainan City, Taiwan.

We want to understand why the An-ping is so popular anytime. And we did go to visit An-ping in person. It's always full of people, especially college students in An-ping old street, Eternal Golden Castle, An-ping Old Fort and Sunset Observation Platform. We decided research college student opinions about An-ping.

## Literature Review

Do you know about An-ping history? Why is An-ping so popular to college student? An-ping is one of district in the Tainan city, the location is east of ChungHua Rd, south of Chienkang Rd, north of YenShui River and west of Taiwan Strait. The population in An-ping district is about 64,322 people. An-ping is a nice place for Tainan citizen. Every year, it held a variety of festival. According to Taiwan Culture Portal (2007) mentioned that “the five-day 2007 Tainan City International Dragon Boat Race Championship (台南市國際龍舟錦標賽) starts 15 June on the Tainan Canal (台南運河). One hundred and seventeen teams, including one from Washington D.C., will participate in the championship—one of the biggest annual events in southern Taiwan. Besides the key event on the water, food vendors and street performances will line up along the riverbank giving the event a carnival-type atmosphere”.

Last year, it was celebrating the 350th Anniversary of Cheng Cheng-kung’s development of Taiwan. According to Taiwan culture Portal (2011) mentioned that The 350th Anniversary of Cheng Cheng-kung’s development of Taiwan was celebrated at the Koxinga Shrine on November 6. A cultural fest was also held at the National Tainan Living Art Center with guests from Taiwan, Japan and China in a lively atmosphere. The Mayor of Hirado City, Naruhiko Kuroda, came especially for this event from Japan to emphasize the friendship between the two cities. Tainan City Governor Lai Ching-te noted that because of Cheng Cheng-kung, people from all over have a chance to become family.

Most of Tainan citizen knows about An-ping history because of the developer Cheng-chengkung. But not much people comprehend the history of tourist sites such as An-ping old street, Eternal Golden Castle, An-ping Old Fort and Sunset Observation Platform. Fan Sheng Hsiung (2001) said Eternal Golden Castle is also called "Er Kunshen

Fort” or “An-ping big fort”. In 1875, Shen Pao-chen had been assigned to organize a defense measure and built this castle is also equipped with the Imperial Armstrong cannon, it is the first Western-style modernization Fort in Taiwan, at the time, it showed the protection indeed. The history of An-ping Old Fort, the Dutch was established "Zeelandia" in early as the 1600s in An-ping, it was called "Taiwan Town" by chinese immigrants, that is An-ping Old Fort predecessor. Cheng-chengkung expelled the Dutch, he moved in to Fort Zeelandia, therefore it was called King Castle. In 1871, the walls were destroyed because of the arsenal explosion, Shen Pao-chen thought that Taiwan's military has lost its value, so he used the removal of large number of An-ping Castle masonry turned to built the Er Kunshen Fort (now Eternal Golden Castle), for that reason An-ping Castle are incompleted. "An-ping Street" is located in the east side of An-ping old fort, this is first street built by the Dutch, it known as "Taiwan First Street".

In An-ping Old Street, you can not only eating delicious food but also window-shopping in the old store. According to The Liberty Times, Huang Wen Huang (2010) said tourists can go to the Haishan Hostel to get a map which is a special and secret tourist sites in An-ping Old Street. The map has unknown traditional house, Sword-lions and historical heritage in lanes. Tourist can feel deeply different An-ping Old Street not only browsing.

Snacks of An-ping are also the most popular parts for tourists. People went to An-ping taste local food like Oyster Omelet, Shrimp rolls, red bean cakes and another delicious snack. According to TraNews, Chiou Wei Cheng (2012) said the red bean cake vendor in front of temple which is very popular to tourists because its unique crust and full-out material, it attracts many tourist. In TVBS news, Ku Shou Chang said there is over 30 stores sold shrimp cake in An-ping. Although making shrimp cake is not easy, it can bring more than ten million New Taiwan Dollars per month to the store. An-ping tofu-pudding attracts many college students, because it tastes smooth. Tong Ji is the

most famous store in An-ping, according to TraNews, Chiou Wei Cheng (2009) said Tong Ji tofu-pudding is made by traditional way, it's only make by soybean, they didn't put preservative and spice in tofu-pudding. It's very healthy and delicious to customers. They are selling tofu-pudding, no matter you want warm or cold tofu-pudding. Therefore Tong Ji to-fu pudding store is always occupied by customers.

An-ping tree house is another special tourist sites, because it was considered as a ghost house. According to Nownews, Yu Hsiao Hui (2012) said An-ping tree house was built in 19 century. It was a storehouse of Former Julius Mannich & Co. and then controlled by Japanese in Japanese colonial rule. After all, it was abandoned. The banyan entwined the storehouse. It was creepy, so they thought it was a ghost house.

According to Tourism Bureau, Republic of China (Taiwan) (2012), they held a voting. The An-ping is the third attractive town in Taiwan.

## **Method**

### ***Research Design***

We use questionnaire to study this research. We devised ten questions in our questionnaire include multiple choice and choice multiple. We want to know the opinions of college students about the An-ping tourist sites in Tainan city.

### ***Participants***

We looked for one hundred people to help us to finish our questionnaire. All of the people are college students, including freshman, sophomore, junior and senior students.

### ***Setting***

We asked college students if they have been to An-ping tourist sites. If they have been to An-ping tourist sites, we gave them our questionnaire. They filled out the questionnaires and we could know the opinions from each person.

### ***Data Collection***

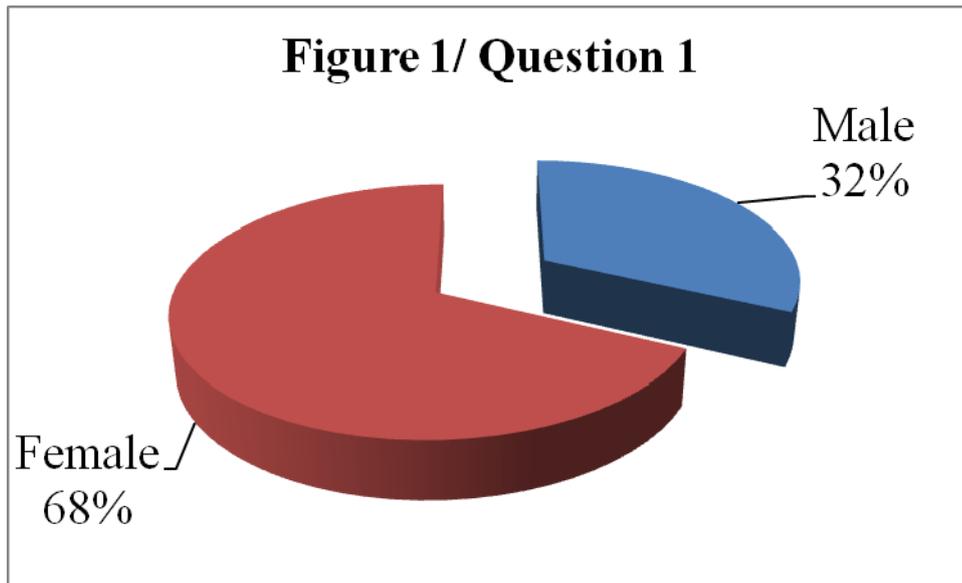
We found one hundred ten college students to complete our survey form. Before we gave them the questionnaire, we asked them if they have been to An-ping tourist sites. At the same time, we would explain what our intent of the research is. We won't tell other people the individual information. If they agree, we would give them our survey form. All of the participants should fill out the questionnaire completely. We are pleased and solved the problems if the participants have any problem of this survey form. It took about three minutes to complete this questionnaire.

### ***Data Analysis***

We analyzed the result of questionnaire and calculated the percentages of every question. In order to realize the participants' opinions, we saw the all questionnaires carefully.

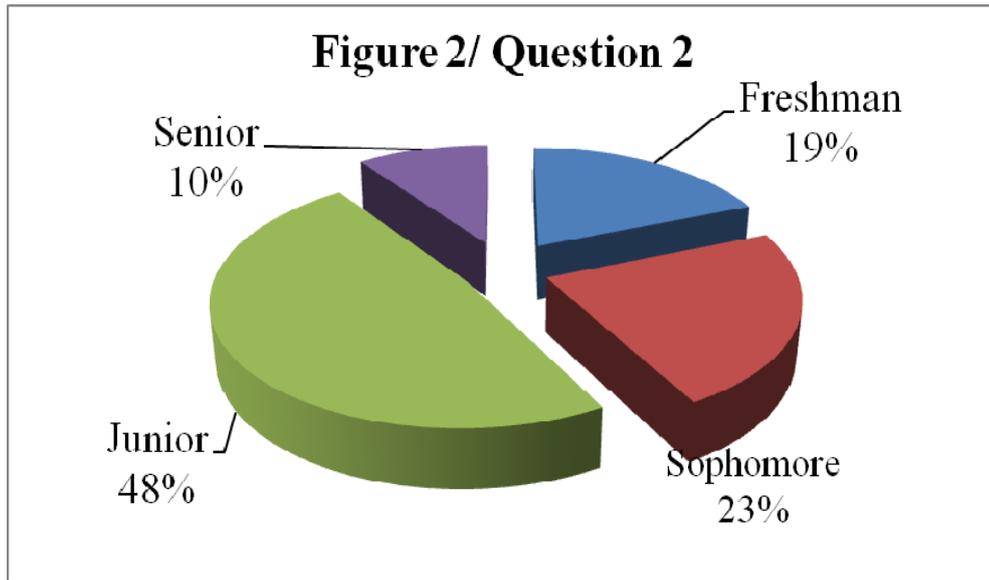
## Results

In response to the question *Gender* (See Figure 1)



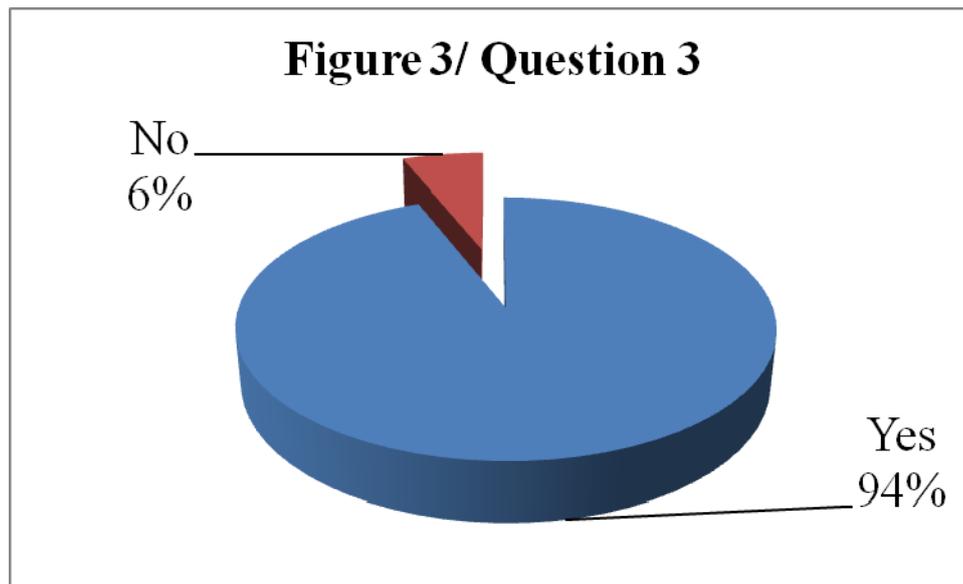
All participants were 68% female and 32% male.

According to the question *What year are you in college?* (See Figure 2)



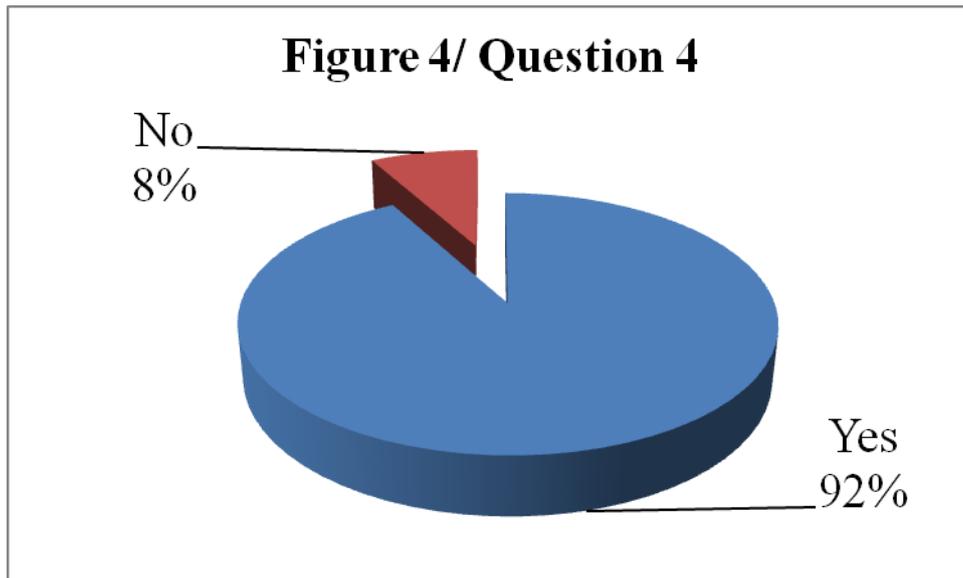
19% of college students are freshmen, 23% of college students are sophomores, 48% of college students are juniors, and 10% of college students are seniors.

In response to the question *Do you know about An-ping tourist sites?* (See Figure 3)



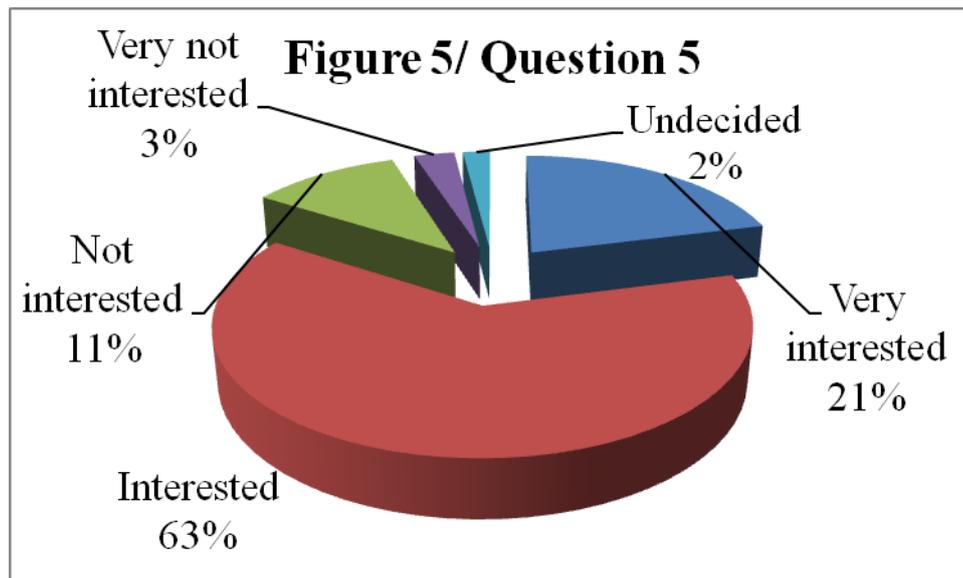
94% of college students they know An-ping tourist sites, and 6% of college students they don't know An-ping tourist sites.

According to the question *Have you ever been to An-ping?* (See Figure 4)



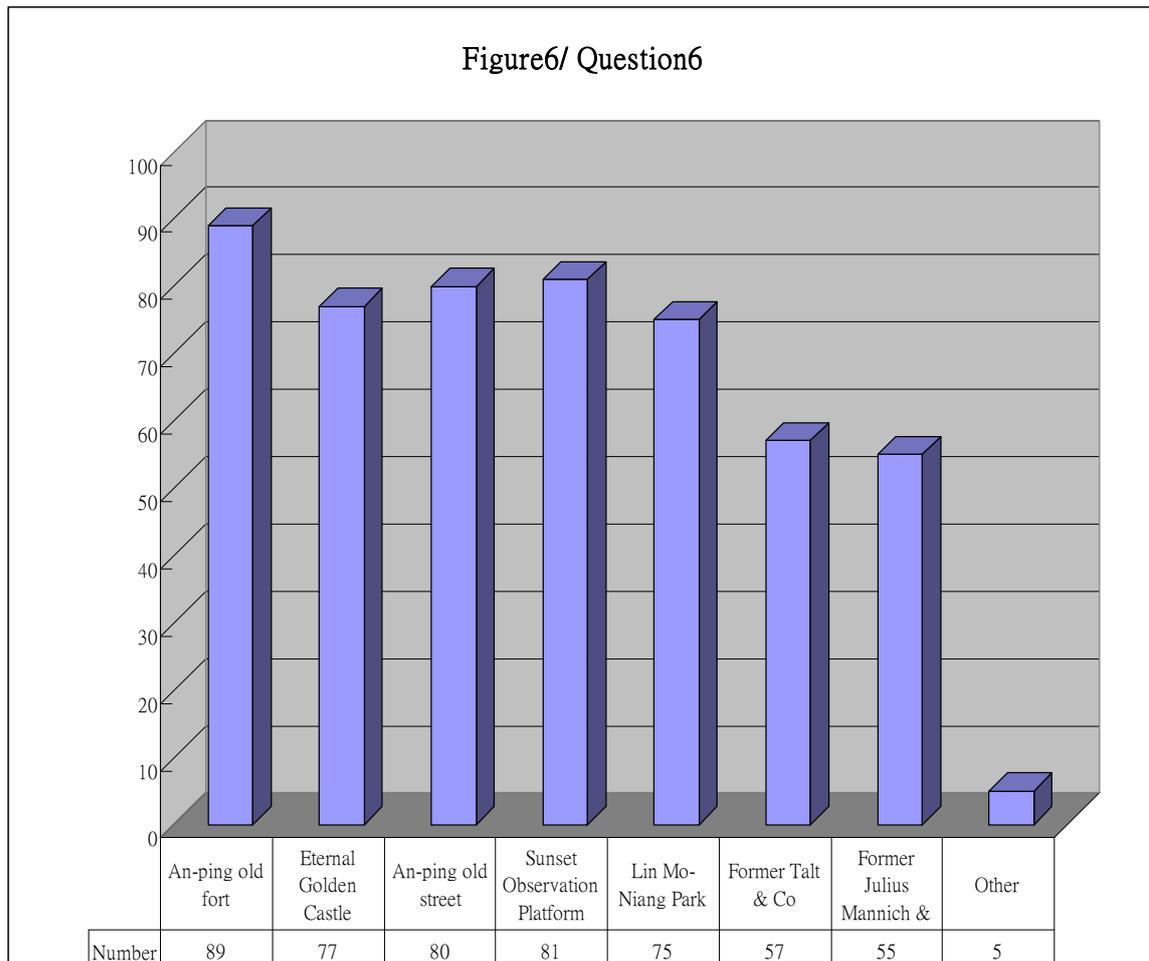
92% of college students have been to An-ping tourist sites, 8% of college students have not been to An-ping tourist sites.

In response to the question *Are you interested in An-ping tourist sites?* (See Figure 5)



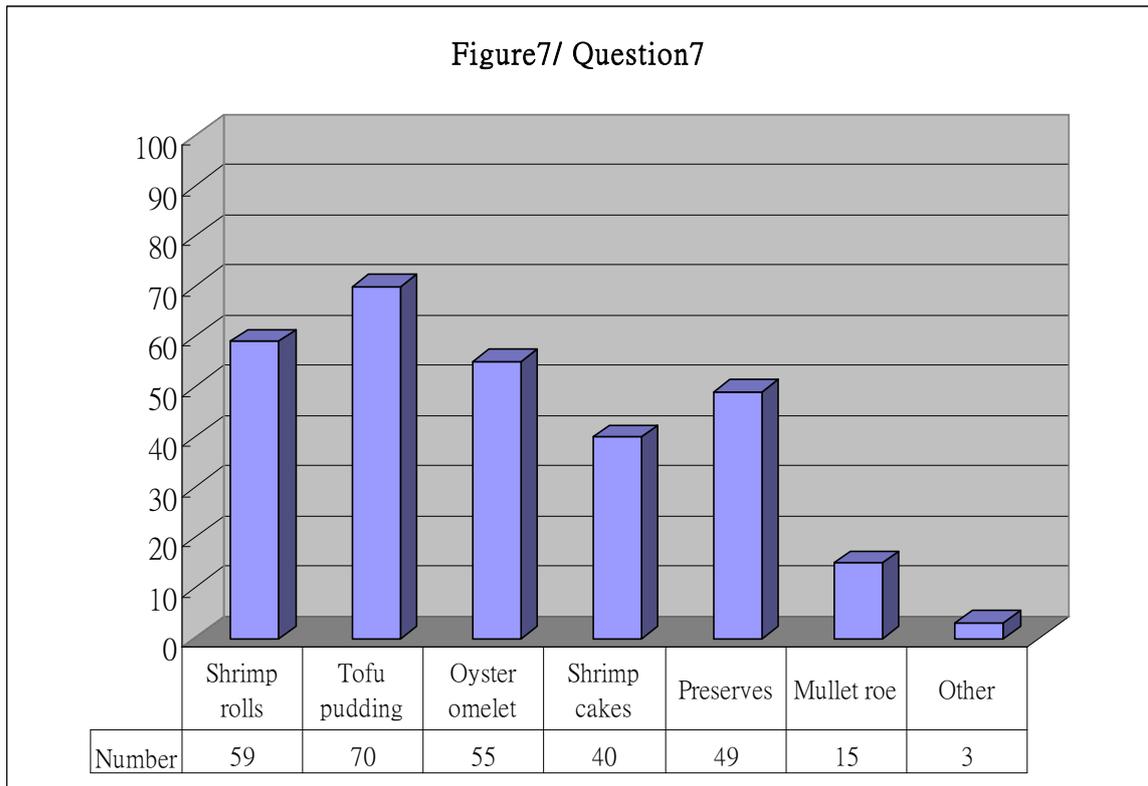
21% of college students were very interested, 63% of college students were interested, 11% of college students were not interested, 3% of college students were very not interested and 2% of college students were undecided.

According to the question *Which one of tourist sites, do you know?* (See Figure 6)



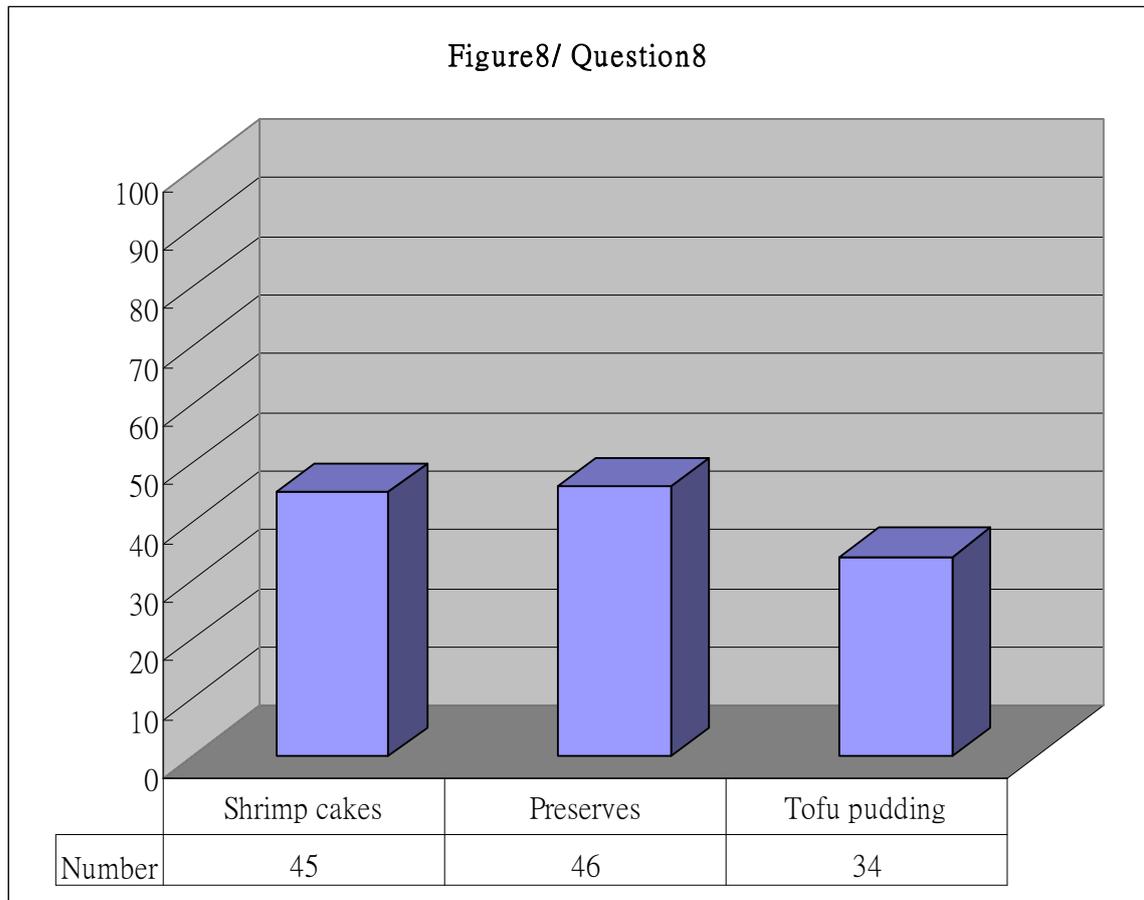
According to the survey, 89% of college students knew An-ping old fort, 77% of college students knew Eternal Golden Castle, 80% of college students, 81% of college students knew Sunset Observation, 75% of college students knew Lin Mo-Niang Park, 57% of college students knew Former Talt & Co, 55% of college students knew Former Julius Mannich & Co, 5% of college students knew other.

In response to the question Which foods do you want to taste? (See Figure 7)



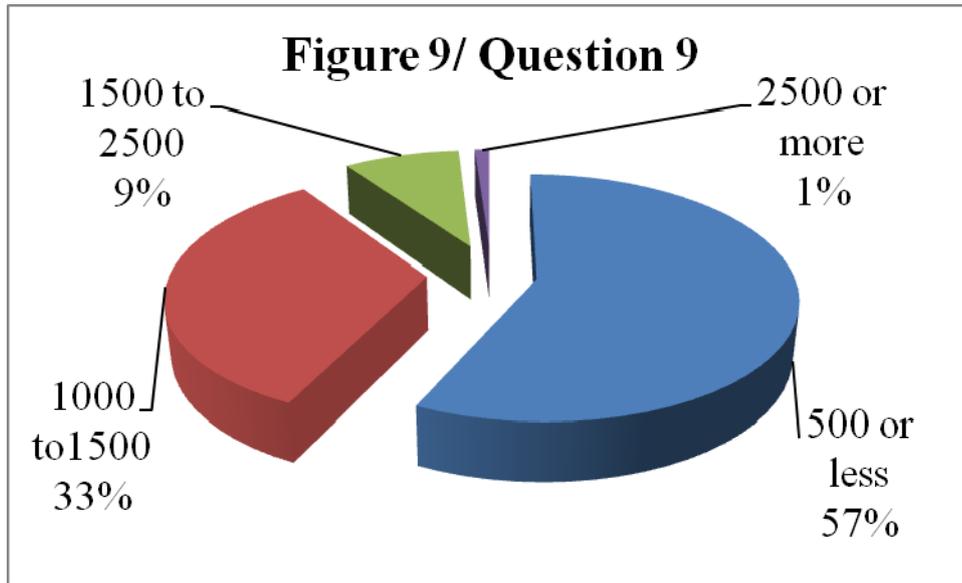
Shrimp rolls has chosen by 59% of college students, Tofu pudding has chosen by 70% of college students, Oyster omelet has chosen by 55% of college students, Shrimp cakes has chosen by 40% of college students, Preserves has chosen by 49% of college students, Mullet roe has chosen by 15% of college students, 3% of college students had other choice.

According to the question *What would you buy as a gift?*(See Figure 8)



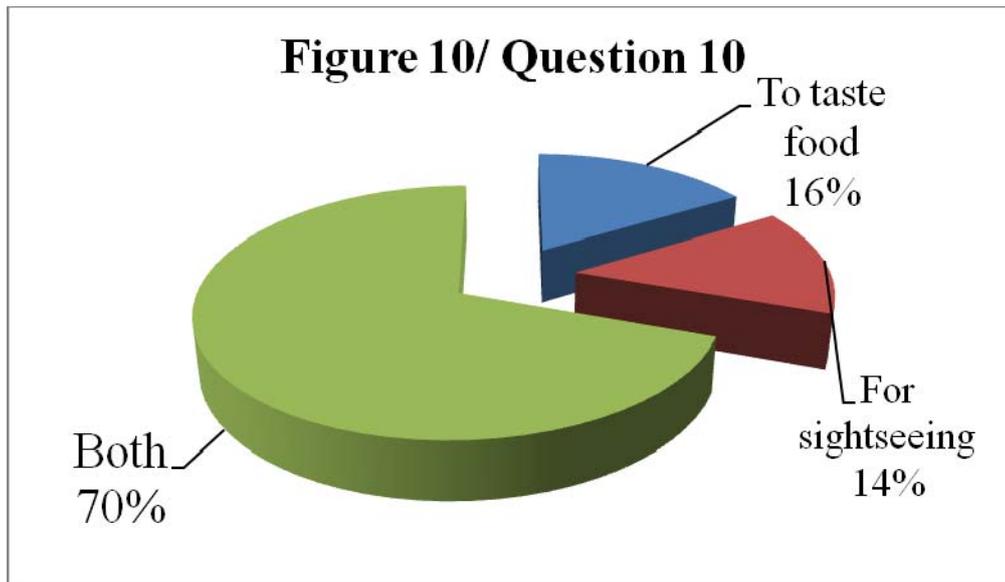
Shrimp cakes has chosen by 45% of college students, Preserves had chosen by 46% of college students, Tofu pudding had chosen by 34% of college students,

In responds to the question *How much would you want to spend in An-ping in one day?*  
(See Figure 9)



57% of college students spend under\$500, 33% of college students spend \$1000 to \$1500, 9% of college students spend \$1500 to \$2500, and 1% of college students spend over \$2500 per time in An-ping.

According to the question *Why do you go to An-ping?* (See Figure 10)



16% of college students for tasted food, 14% of college students for sightseeing, and 70% of college students for both.

## Discussion

*Which tourist site is your favorite?*

In response to the question *Which tourist site is your favorite?* An-ping Old Fort has chosen by 41% of college students, An-ping Old Street has chosen by 23% of college students, Sunset Observation Platform has chosen by 19% of college students, Eternal Golden castle has chosen by 13% of college students, and Lin Mo-Niang Park has chosen by 4% of college students. The An-ping Old Fort is the core of An-ping tourism. It is the most popular and famous sightseeing spot in An-ping.

*What would you buy as a gift?*

In response to the question *What would you buy as a gift?* Shrimp cakes has chosen by 32% of college students, Tofu pudding has chosen by 55% of college students, and preserves has chosen by 13% of college students. Tofu pudding is full of old-time flavor so that everyone likes it.

*How much money do you usually spend in An-ping each time?*

In response to the question *How much money do you usually spend in An-ping each time?* 61% of college students spend 100 to 300, 33% of college students spend 300 to 500, 5% of college students spend 500 to 1000, and 1% of college students spend over 1000. As traditional foods are not expensive, they can buy foods and gifts with low prices.

*Please recommend improvement for An-ping?*

In response to the question *Please recommend improvement for An-ping?* 62% of college students recommend improving to add public toilet, 21% of college students suggested improving parking, and 17% of college students suggested improving sanitation. An-ping is always full of people. Owing to public toilet are set to few, that people feel inconvenient. People need more public toilet.

*If you have a chance next time would you go to An-ping again?*

In response to the question *If you have a chance next time would you go to An-ping again?* 92% of college students will go to An-ping again, 6% of college students will not go to An-ping again, and 2% of college students maybe go to An-ping again. Most of them will go to An-ping again. This shows An-ping is very welcomed by young people.

## **Conclusion**

The aim of this study was to understand opinions of college students about An-ping tourist sites in Tainan. There are three traits in An-ping, food, sightseeing, and culture. An-ping has many ancient buildings attract people to take pictures or to understand those buildings history background. An-ping snacks are also very diverse and delicious too. But An-ping has some problem need to improve. First problem is traffic, because many tourists go to An-ping on weekend and the parking lot is always full. It is causes traffic jam. Therefore, we recommend Tainan city government can use vacancy to build more parking lots. Second problem is about public construction, we recommend that they need to add more public toilets. If An-ping can become more convenient and make tourists feel satisfy, then it will be more and more famous.

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## Appendix A

### The Opinions Of College Students About An-ping

1. **Gender:**

Male  Female

2. **Grade:**

Freshman  Sophomore  Junior  Senior

3. **How do you know about An-ping tourist sites?**

Newspapers and magazines  Websites  TV/Radio  Friends

4. **Why do you go to An-ping?**

For sightseeing  For eating  To know about history and culture

5. **Which food is your favorite in An-ping?**

Oyster omelet  Shrimp rolls  Tofu pudding  preserves  Shrimp cakes

6. **Which tourist site is your favorite?**

Eternal Golden Castle  An-ping old fort  Lin Mo-Niang Park  An-ping old street  
 Sunset Observation Platform

7. **What would you buy as a gift?**

Tofu pudding  Shrimp cakes  Preserves

8. **How much money do you usually spend in An-ping each time?**

100-300  300-500  500-1000  1000+

9. **Please recommend improvement for An-ping?**

Parking  Sanitation  To add public toilet

10. **If you have a chance next time would you go to An-ping again?**

Yes  No  Maybe

## Appendix B

### 大學生對於安平的看法問卷調查

各位同學您好:

感謝您抽空填寫這份問卷，我們想了解您對安平的熟悉程度，來做為安平旅遊的行程規劃。用途僅供學術研究參考，不會對您造成困擾，我們會對您填寫的資料當作參考，本問卷採匿名方式處理，請您安心填寫。本問卷沒有標準答案，請在□打✓，請務必每題都作答，不要有空白的部份。您的寶貴意見將對本研究有極大助益，感謝您百忙之中填寫此問卷。

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指導教授: Guy Arthur Taylor, MA TESSOL

學生: 劉姿妤

劉佩綺

盧羽涵

羅建祥

陳龐宇

1. 性別?      男   女
  
2. 請問您就讀大學幾年級?  
一年級    二年級   三年級   四年級
  
3. 您是如何知道安平景點?  
報章雜誌   網站   電視或廣播   透過朋友
  
4. 您為什麼會想去安平旅遊?  
觀光旅遊   品嚐美食   了解歷史文化
  
5. 您最喜愛安平的哪項小吃?  
蚵仔煎   蝦捲   蜜餞   安平豆花   蝦餅
  
6. 您最喜愛安平的哪個景點?  
億載金城    安平古堡   林默娘公園   安平老街   觀夕平台
  
7. 您會買哪項美食做為伴手禮?  
安平豆花    蝦餅   蜜餞
  
8. 您到安平願意花多少錢?

100-300 300-500 500-1000 1000 以上

9 您覺得安平哪裡需要改進?

停車 衛生環境 增加公共廁所

10. 如果還有機會，您會再去安平嗎?

會 不會 可能

感謝您的作答，謝謝！！