The night market in South Taiwan and it's attraction to the international tourist

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PREFACE

There are more and more international tourists visiting Taiwan because there are many attractive sightseeing places in Taiwan. The most famous place in Taiwan is National Palace Museum where the travel agents recommend they should go there. Therefore, it has become the most sightseeing place in Taiwan. However, according to the article we found from Internet, it showed that Taiwan night markets have become the most popular place than NPM recently. It shocked us that the international tourists are interested in Taiwan night markets instead of NPM. Due to this reason, we decided to find out why international tourists love to visit Taiwan night market.

We do the project not only for education study but also for helping the international tourists more understand the culture and night markets in Taiwan. We also hope the project will attract more and more people whoever international tourists or the people in Taiwan visit night markets. For this reason, it may be improve the economy in Taiwan.

This project will be discussed and observed in variety aspects. We sincerely wish you will get useful information and fall in love with Taiwan night markets from our project!
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1 Introduction

Taiwan night market is more and more popular in the world now. The meaning of night market is the market just open from night to mid-night, it close in the morning and afternoon. This particular phenomenon in Taiwan is very special for international tourists. Some people compare this with a small shopping mall, but the price is much cheaper than other places. To trace the origin of night market, the fast food restaurant is the main cause for the pullulating of night market. You may not know, the earliest ancestor of fast food restaurant in Taiwan is night market.

There are more and more international tourists visiting Taiwan night markets. The report of the Ministry of Communications said “Instead of the National Palace Museum, Taiwan night markets have become the most famous tour spot where have delicious foods and variety shops, and it is one of the main economic symbol.” (台灣商街與美食). Some of local traditional foods have been sold for more than twenty years. The seller can sell their local traditional foods by their own beneficial environment; here are some famous ones: coffin(棺材板), Taiwan meatball, noodle with eel(鱔魚意麵) and so on. And how to cook the delicious food to attract people is important, too. “Taiwanese food is light, simple, easy to prepare, often liberally spiced with ginger and frequently cooked in pork fat.” (Lonely Planet Publications P.8)

2) You might doubt why they can keep selling their products so many years; the reason is they have excellent public praise and never-changed delicious taste. “It likes a fantastic and delicious journey to go to Taiwan night markets. Wherever you are, you can see many night markets in every city and country. They might appear in the city center, urban, close to temple, even on the street side”. (台灣熱門夜市吃透透 P.48) Whatever you want, you can get it easily in night markets. Night markets are suitable for all the ages and all the other nationality of people. Taiwan night market not only serve tradition Taiwan foods but also sell other countries famous foods, such as ”American hot dog, Japanese roll by hands (See Appendix picture7), Korean pickles and carbon ado, Hong Kong Shao-Mai (See Appendix picture6) and dumpling and etc. And there is selling suits and daily necessaries for infants (See Appendix picture15), many games (See Appendix pictures 2 to 4) and games for children (See Appendix picture13), clothes and shoes for every age, cosmetics
for lady or man, product for cell phone, bikini (See Appendix picture 10) and decoration for adult and teenagers even you can buy special medical products or kill time to listen to someone’s talk show. Native folk custom skill is suitable for every age, such as massage your feet or clean your face deeply (挽面) (See Appendix picture 1) which pluck out your thinner hairs, clean your pore and tiny it on your face. Except that, there are some products for losing weight, for example, flower herb tea, candied or preserved plums and so forth. (See Appendix picture 11)

Nowadays, many night markets bring the bulk of people to come here because of convenient transportation. If you live in Taiwan, you can drive a car, ride a bike or motorcycles, and even take a walk. To be a tourist, you don’t need to worry about the transportation problem to the night markets. Because the transportation is very convenient in Taiwan, you can go there very easily, taking a bus, train, taxi or the MRT anything you want. Moreover, Taiwan night markets are organized. They offer parking lots, toilet, broadcast, manage offices even patrolmen look around the night market.

There are varieties stuff in Taiwan night markets, including tasting, fun games and unique products. If international tourists come to Taiwan, they must go to night markets; otherwise, you can’t experience the feature of them. Visiting night markets is the best way to enjoy the real life to the people in Taiwan.

There are many books and websites talk about the feature in Taiwan night market. The most persuadable book is “Taiwan night market attracts Dan Bloom”. The author, Dan Bloom, is a tourist from America who is attracted in Taiwan night markets. ”There are delicious foods, nice trend produces and interesting games in night markets.” (丹布隆哈上台灣夜市 P.59) Dan Bloom wrote down what he likes and why he loves in Taiwan night market. From the book, we can know directly how Taiwan night market attracts a real international tourist.

“Taiwan night market attracts Dan Bloom”, the author, Dan Bloom, writes that Taiwan night market is the unique culture in Taiwan, because it is gathering in great amount of vendors including foods, clothing, games and so on in the same place, it is uncommon in other countries.”(夜市大搜查) The night markets show the culture of eating and the night market food is diversity. You can pay less money but have many kinds of
foods. Those features show us, not only the night market attracts international tourists to visit but also being the most important place in the people in Taiwan.

Thus it can be seen, does the main reason attracted the international tourists seem because of the foods? Can that be true? It seems yes, because much information told us the main reason for international tourists to go there is food. For this reason, we wonder to know why these international tourists love to visit Taiwan night markets.

2 Method

The most correct and fastest way to find out why international tourists love to visit Taiwan is to ask them. Consequently, we are going to do the questionnaires with international tourists. We will go to the night markets to interview them and collect information on the Internet and look for some books about night market in the library.

In this final year project, we set up two research methods—library based research and primary research. In library base research, at the beginning, we went to library in Kun Shan University of Technology for our main information finding-place. But in order to make the project completely in data collecting, we also went to look National Cheng Kung University and Tainan municipal library to look for more details about Taiwan night market. And then, we use the website which named “library on-line search system” to look for some books and news about night markets. We typed the word “night market”, “Taiwan night market”, “Taiwan sightseeing” and “map of Taiwan” in both Chinese and English at the on-line search system; it showed some books and news about it. After we started to find out those books on the bookshelf, we picked up some useful books. Some of them are introduction of the night markets, Taiwan tourist guide books, south Taiwan guide books and delicious foods around Taiwan. We picked up some useful information through those books. And then, we searched some information on the Internet. We used the website of Yahoo, PChome, Yam and Google to research the information. First, we typed night market in both Chinese and English on the website of Yahoo and Pchome. It listed all the information that we want, we clicked the practical headlines to check it useful or not. And then, we picked up this useful information to use. Next, we search the website of Google; we typed night market in both Chinese and English on the website and news website. We
do the same steps above.

In primary research, we wondered why international tourists love to visit Taiwan night markets; we did the questionnaire for interviewing them directly. We started to think about which questions are necessary or unnecessary, and decided on 10 questions in total, we also set up 20 international tourists for doing the questionnaire. (See Appendix for an example of the questionnaire.) Then we took these questionnaire everywhere to ask for international tourists to fill in the questionnaire, including the night markets, Starbucks, cram schools, department stores (Focus and Shin Kong Mitsukoshi), churches, parks, fast food restaurant (McDonald, Kentucky Fried Chicken, MOS hamburger), Hotel Tainan, bookstores (Cavesbooks, Eslitebooks, Kingstone) and on the street side where international tourists are. We did these questionnaires from Dec. 2 to Dec. 5, 2004. Our group members spend about four days to finish this questionnaire together. After we got the outcome of the questionnaire, we drew a pie chart for checking the result clearly by computer. Furthermore, we went to the night markets for taking pictures to evidence and express everything in night market are really fun and interesting. We went to those night markets in south Taiwan--Sheaubei (小北觀光夜市) and garden (花園夜市) in Tainan City on Thursday. We also went to the night market of Liowher (六合夜市) in Kaohsiung City on Sunday.

3 Result

Now we want to show the result of our project following. In our questionnaire, we found 19 international tourists (95%) like Taiwan night market, only 1 international tourist (5%) don’t like Taiwan night market. As you can see, the idea of the report of the Ministry of Communications is receivable. The main interest to international tourists is 15 people (75%) who love food, 1 person (5%) is in entertainment, 3 people (15%) like the product with culture of Taiwan (See Appendix picture 5 and 8), and 1 person (5%) in others (cheap goods). There are 15 (75%) interviewers thought the food is very attracted them, other 3 of them (15%) felt entertainment is the main reason for them to visit night market, 2 people (10%) left for the product with culture of the Taiwan. And 17 interviewers (85%) indeed love the food in night market. There are some food below are the international tourists wrote down: fresh fruit, donuts, roast corn (烤玉米), strawberry with milk (草莓牛奶), roast
sleeve-fish(烤魷魚), coffin(棺材板), fried sweet potato ball. Besides, we found very interesting fact is the worst food for interviewers is “stinky tofu”(臭豆腐)! Among the list of the food, international tourists favorite foods are pearl milk tea, oyster omelet(蚵仔煎), scallion cake(蔥油餅), pot-stewed fowl(魯味), roast corn, glutinous rice tamale(肉粽), thick soup(羹), strawberry with milk, ice cream and dumplings. At the part of the non-food, they thought catching the fish, the traditional medicine which made of snake, telephones, mobile, electric goods, lottery, the products of pets and basketball shot machine. (See Appendix picture 3) 18 (90%) of interviewers felt night market is fun because their own countries don’t have kind of like this; otherwise, there are many activities to do and look around easily and also lots of people made them interested in it. But, only few don’t like so many people gather together in the same place, it makes them uncomfortable. In next last two questions shows 5 people (25%) go there once a week, 3 people (15%) twice a week, 12 people (60%) not go there very often (less). Most of them usually go there by car, only 6 people (30%) interviewers go there by motorcycle and taxi. According to result of the survey, the main reason for international tourists visit Taiwan night market is because of the food. To make these results easy to understand, we also made some pie charts and tables in appendix of the project.

4 Discussion

To find out the truth why international tourists love to visit Taiwan night markets, we do the questionnaire. We wondered how many questions are suitable, we set up more than twenty questions at first, but we considered the international tourists might be not patient enough to fill out it. While we discussed, we chose the ten best questions of them. After that, we talked about how many interviewers we need to complete the questionnaire is suitable, and then, we set up 20 people to fill in our questionnaire is properly. We thought the international tourists’ attitude might be kind and patient to do the questionnaire. Actually, it isn’t so. When we asked for them to do the questionnaire, some of them are very impolite and indifferent to us.

We also concerned about they don’t have enough time and patient to fill out the short
answer question, we arrange the proportion of the click answer and short answer to be 6:4 and put those questions with intersect order. It is more suitable and comfortable for the international tourists to answer the questionnaire.

To make our questionnaire more completely, we write down the opener and we express our appreciation in the end. Originally, we want to go to Taipei city to do this project, because Taipei is a popular and international city in Taiwan, most information is also talking about Taipei and most tourists usually visit there. If Taipei city is our research goal, we will have a lot of information about our project and the most important is maybe we can find many international tourists to do the survey. However, it is far to us, because we have many necessary things to do: we have classes on Monday to Friday, and someone has part-time job, someone has private reason. Finally, we found the other famous night market in south Taiwan, it is close to us and the data about night market in south Taiwan is plenty. For most important reason, it is convenient for us to do the project. Above of all, we decided do it in south Taiwan night market.

Before we went to night markets to take pictures with the shopkeepers, we thought they’re passion, kind and willing to cooperate with us. While, the truth wasn’t so, some shopkeepers are too shy to take pictures, others are serious and suspicious, they asked for checking our student ID cards to identify whether we are student or not. The shopkeepers said that he was afraid that we are policewomen to lower the boom on his vendor. Moreover, some of them are indifferent to ignore us completely. Because there are too many people, we can’t spend much time to take pictures. We considered that, we just took pictures with the vendors rather not took pictures with the shopkeepers. On our way to taking pictures, it rained suddenly. Because all the vendors started to pack up their products led to us stop our research.

When we talk about the result, we assumed some answers of the result. As we talk about the night market in daily life, some people like foods, because there are variety foods with different taste and country dishes, like Japanese food, Korean food, Thai food, western food, India food and local Taiwan food, you can taste many dishes in the same place. Some people like entertainment (games), there are a lot of special games only in Taiwan such as doll-catching machine, mini fishing pool, dart-shooting, water bloom shooting, basketball
shooting game, steel ball machine and circle objects with wood loop. Playing these games not only kill time but also get fun. When you win the games you can get some prize. Others thought the traditional culture products are the main reason for visiting night markets, especially for international tourists; they are interested in the unique things in our culture, just like we bought some souvenirs when we traveled other countries. Except souvenirs, we have other special traditional skills in Taiwan night markets, for example: massage which a trained blind man serve for you and clean the face deeply(挽面) which pluck out your thinner hairs, clean your pore and tiny your pore. For another people, they thought cheaper price is the main reason to attract them to the night market, whatever foods, life necessary, clothing, and so on. The price in night market is cheaper than all the other prices in general marketing. For instance, you can buy a special watch only cost NT$199 or less in night market because you can ask for boss to get some special discounts. Besides it, jollification is the other reason to visit night market. There are more and more people go to famous night market no mater the people in Taiwan or international tourists. You can feel deeply how friendly and kind between people and people when you go there. The vendors even give some suggestions for you about what kind of dressing style suitable for you or which flavor of food you may like. You can make friends with vendor; they may give you some special discounts or send you some presents. Because vender and people are very kind and enthusiasm in night market, we think when you go there at the first time; you will fall in love with it. It has become one of the culture styles in Taiwan night market. It is uncommon and unique in other countries and we do believe that this could be the most special feature in Taiwan night market.

5 Conclusions

“Why international tourists love to visit Taiwan night market?” is our main research goal. We have collected much information about night market; therefore, we knew the night markets are variety, including dressing, entertainment, special souvenir, culture, medicine sales and so on, especially in food. Our project comes to a brief conclusion below:

- Night markets are more and more popular now. The main reason attracted the international tourists seem because of the foods, but it can be the truth? After we done the research and after analysis it, we prove the answer to the question is yes.
According to the result of the survey, we found out that there are many kinds of special products to attract them, but the food is the main reason for international tourists to visit Taiwan night market. Because the questionnaire showed that there are 80% interviewers agreed the night market food is fantastic. “Connoisseurs rate Taiwan Chinese food as the best in the world.” (A BRIEF INTRODUCTION TO THE Republic Of China, P.112) The food in Taiwan was tasted good, fresh and healthy and looks delicious. For example, pot-stewed fowl(魯味), it is a special food for international tourists because they think it has many kinds of nutrition including vegetable, meat, noodle and Taiwan traditional food. They can eat not only much nutrition but also less oil food at the same time.

And the food in Taiwan night market has been changed recently. As our memory, stinky tofu (臭豆腐) and pearl milk tea (珍珠奶茶) are the most popular food in Taiwan. Originally, we think these two foods have a big place in the international tourists’ heart, but it is not true. There are some interviewers don’t like stinky tofu. Base on our observation, the international tourists have changed the favor of the food.

Taiwan night markets also convey other country’s products and food with feature, and it’s no doubt that there are colorful and meaningful in many kinds of cultures in Taiwan night market. And that’s why Taiwan night market is so charming and attractive.
APPENDIX

Table 1.

The purpose of the questionnaire is just for investigating the phenomenon of night markets in Taiwan. The result of the questionnaire is to be our reference materials, and the personal details won’t be opened in public. Please be patient to fill it. Thank you so much.

1. Do you like to go to night markets in Taiwan?
   □ Yes □ No □ Never Been

2. If you go to night markets in Taiwan, what’s your main interest?
   □ The food □ Entertainment (Games)
   □ The product with culture of Taiwan □ Other_________________

3. What do you think is the main reason night markets are so attractive?
   □ The food □ Entertainment (Games)
   □ The product with culture of Taiwan □ Other_________________

4. Do you like the food in night market in Taiwan?
   □ Yes □ No

5. Which night market food is most memorable for you?
   (a) good:_____________________________________
   (b) bad:_____________________________________

6. What are your favorite foods in night markets?
   ______________________________________________

7. Please write down special things (non-food) that you have ever seen at night market.
   ______________________________________________

8. Do you think night markets are fun or not? Why?
   □ Fun      Why_____________________________________
   □ Boring   Why_____________________________________

9. How often do you go to night market?
   □ Once a week □ Twice a week □ Very often □ Less

10. How do you get to night markets in Taiwan?
    □ On foot □ By car □ Take the MRT □ Other_________________

Thanks For Your Cooperation!
Table 2
1. Do you like to go to night markets in Taiwan?
   □ Yes (19) □ No (1) □ Never Been (0)
2. If you go to night markets in Taiwan, what’s your main interest?
   □ The food (15) □ Entertainment (Games) (1)
   □ The product with culture of Taiwan (3) □ Other (1)
3. What do you think is the main reason night markets are so attractive?
   □ The food (15) □ Entertainment (Games) (3)
   □ The product with culture of Taiwan (2) □ Other (0)
4. Do you like the food in night market in Taiwan?
   □ Yes (17) □ No (3)
5. Which night market food is most memorable for you?
   (a) good: pearl milk tea, fresh fruit, donut, roast corn, strawberry with milk, roast sleeve-fish (烤魷魚), coffin (棺材板), fried sweet potato balls.
   (b) bad: stinky tofu, snake soup.
6. What are your favorite foods in night markets?
   pearl milk tea, fresh juice, oyster omelet (蚵仔煎), scallion cake (蔥油餅), pot-stewed fowl (魯味), roast corn (烤玉米), pork thick soup (肉羹湯), candied gourd (糖葫蘆), Mala hotpot (麻辣火鍋), tofu pudding (豆花), Taiwanese meatball (肉圓), ice cream and dumplings.
7. Please write down special things (non-food) that you have ever seen at night market.
   Catching the fish. Snake medicine. telephones mobile, electric goods, dog clothing, nail-drawing (指甲彩繪), bedding (寢具)
8. Do you think night markets are fun or not? Why?
☐ Fun(18)
☐ Boring(2)

9. How often do you go to night market?
☐ Once a week(5) ☐ Twice a week(3) ☐ Very often(0) ☐ Less(12)

10. How do you get to night markets in Taiwan?
☐ On foot(0) ☐ By car(14) ☐ Take the MRT(0) ☐ Other(6)
Table 3.

1. Do you like to go to night market in Taiwan?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19 (95%)</td>
</tr>
<tr>
<td>No</td>
<td>1 (5%)</td>
</tr>
<tr>
<td>Never been</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

2. If you go to night markets in Taiwan, what’s your main interest?

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>The food:</td>
<td>15 (75%)</td>
</tr>
<tr>
<td>Entertainment/games:</td>
<td>1 (5%)</td>
</tr>
<tr>
<td>The product with culture of Taiwan:</td>
<td>3 (15%)</td>
</tr>
<tr>
<td>Other:</td>
<td>1 (cheap goods) (5%)</td>
</tr>
</tbody>
</table>

3. What do you think is the main reason night markets are so attractive?

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<thead>
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<tbody>
<tr>
<td>The food:</td>
<td>15 (75%)</td>
</tr>
<tr>
<td>Entertainment/games:</td>
<td>3 (15%)</td>
</tr>
<tr>
<td>The product with culture of Taiwan:</td>
<td>2 (10%)</td>
</tr>
<tr>
<td>Other:</td>
<td>0</td>
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</tbody>
</table>

4. Do you like the food in Taiwan night market?

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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>17 (85%)</td>
</tr>
<tr>
<td>No</td>
<td>3 (15%)</td>
</tr>
</tbody>
</table>

5. Which night market food is most memorable for you?

<table>
<thead>
<tr>
<th>(a) good</th>
<th>fresh fruit, Donut, roast corn, strawberry with milk, pearl milk tea, roast sleeve-fish (烤魷魚), coffin (棺材板), fried sweet potato ball.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(b) bad</td>
<td>Stinky tofu, snake soup</td>
</tr>
</tbody>
</table>

6. What’s your favorite food in night markets?

| pearl milk tea, fresh juice, oyster omelet (蚵仔煎), scallion cake (蔥油餅), pot-stewed fowl (魯肉), roast corn (烤玉米), pork thick soup (肉羹湯), candied gourd (糖葫蘆), Mala hotpot (麻辣火鍋), tofu pudding (豆花), Taiwanese meatball (肉圓), ice cream and dumplings. |
7. Please write down a special thing (non-food) that you have ever seen at night market?

| Catching the fish. Snake medicine. telephones mobile, electric goods, dog clothing, nail-drawing(指甲彩繪), bedding(寢具) |

8. Do you think night markets are fun or not? Why?

| Fun: 18 (90%) | Why? Their countries don’t have this kind of it, Lots of people, Kill time, You can do many things and look around. A lot of activities. |
| Boring: 2 (10%) | Why? Too many people, too noisy, crowd. |

9. How often do you go to night market?

| Once a week: 5 (25%) |
| Twice a week: 3 (15%) |
| Very Often: 0 |
| Less: 12 (60%) |

10. How do you get to night markets in Taiwan?

| On foot: 0 |
| By car: 14 (70%) |
| Take the MRT: 0 |
| Other: 6 (motorcycle and taxi) (30%) |
Fig. 1. Average do you like to go to night market in Taiwan?

1. Do you like to go to night markets in Taiwan?

Yes: 95% 1
No: 5% 0
Never Been: 0%

Fig. 2. Average if you go to night markets in Taiwan, what’s your main interest?
2. If you go to night markets in Taiwan, what’s your main interest?

![Pie chart showing the distribution of interests among night market visitors.]

<table>
<thead>
<tr>
<th>Choice</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>75%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>Games</td>
<td>5%</td>
</tr>
<tr>
<td>Product with culture of Taiwan</td>
<td>5%</td>
</tr>
</tbody>
</table>

Fig. 3. Average what do you think is the main reason night markets are so attractive?

3. What do you think is the main reason night markets are so attractive?

![Pie chart showing the distribution of reasons among night market visitors.]

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>75%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>Games</td>
<td>10%</td>
</tr>
<tr>
<td>Product with culture of Taiwan</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

The food: [ ] Entertainment(Games): [ ] The product with culture of Taiwan: [ ] Other:
4. Do you like the food in night markets in Taiwan?

Fig. 4.

- Yes: 17 (85%)
- No: 3 (15%)

8. Do you think night markets are fun or not? Why?

Fig. 8.

- Fun: 9 (90%)
- Boring: 1 (10%)
Fig. 9. Average how often do you go to night market?

9. How often do you go to night markets?

- 5; 25%
- 12; 60%
- 3; 15%
- 0; 0%

Fig. 10. Average how do you get to night markets in Taiwan?

10. How do you get to night markets in Taiwan?

- 0; 0%
- 6; 30%
- 14; 70%

- On foot: 60%
- By car: 30%
- Take the MRT: 0%
- Other: 0%
Pictures

| Pic1. | Pic2. |
Clean Your Face Deeply

Pic4.

Pic5.
Water Polo Game

Pic7.

Pic8.
Japanese Roll By Hands

Bikini

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