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七股鹽山英文導覽手冊製作計畫

The Plan of Making an English Guidebook of Qigu Salt Hill

中文摘要

本計畫之目的在編製七股鹽山之英文導覽手冊以吸引更多外籍人士認識台灣當地文化，及推廣台灣當地特殊之觀光景點。鹽山是許多媒體及報章雜誌爭相報導的熱門景點，雪白的山峰聳立在濱海處，是七股相當知名的地標，近來每年固定舉辦的鹽雕活動總是人聲鼎沸，在活動開展前會在飽經風霜的鹽山上鋪上一層新鹽，讓風吹日曬後的鹽山更加雪白，事實上，鋪上一層新鹽所花費的人力與物力相當多，天候狀況良好時，天空在白色鹽山襯托之下更能呈現美麗的土耳其藍。近幾年的活動中鹽山頂都會放上巨大的吉祥物，從一開始的招財貓，到天使一直到近年的可愛貓頭鷹，都讓遊客賣力登上鹽山以靠近可愛又巨大的吉祥物，因此吸引不少人潮到此觀光，但這美好的景致應該也讓外籍人士也能更加認識，英文至今仍為主要的國際語言，所以，製作英文導覽手冊是吸引外籍人士造訪七股鹽山的方法之一，以增加當地的觀光知名度，提高當地的觀光商機。除了七股鹽山之外，能夠將當地周邊的景點一併介紹，也可達到觀光的加乘效果，因此，本計畫完成觀海樓，鹽博館，七股潟湖，井仔腳鹽田及南鯤鯓代天府觀光景點的英文介紹，以便讓更多外籍人士認識台灣的當地文化。

英文摘要

The purpose of this project is to complet a guidebook for Qigu Salt Hill in English to attract more foreigners to learn about Taiwan's local culture and to promote special local tourist attractions in Taiwan. The Salt Hill is a popular tourist spot which attracts many media, newspapers, and magazines to report. The snow-white hill stands on the seashore and is a well-known landmark in Qigu. Recently, the salt carving activities

have been held every year and attract a lot of people. Every year, before the event of salt carving starts, the salt hill will be covered with a layer of new salt to make it whiter. In fact, the Tainan government would spend a lot of time and money spreading a layer of new salt. When the weather is good, the sky will become beautiful Turkish blue, which makes people seem to travel Aegean Sea. In recent years' activities, huge mascots have been placed on the top of Salt Hill, such as beckoning cat, angels, and cute owls, to attract tourists to check in with them. Therefore, Qigu Salt Hill attracts a lot of people to visit; however, the beautiful scenery should make more foreigners know better. English is still the main international language. Therefore, making an English guidebook is a good way to attract foreigners to visit Qigu Salt Hill. One is to promote the tourist spot; the other is to create more business opportunities for the place. In addition to the Qigu Salt Hill, it would be complete to introduce the surrounding scenic spots for the goal of sightseeing. Finally, this project has included the English introduction of Guanhaiyou, Salt Museum, Qigu Lagoon, Jingzaijiao Salt Field, and Nankunshen Daitian to make more foreigners know about the local culture.

前言

自鄭成功趨荷開台以來，鹽業已成為台灣西南部沿海地區的重要產業。美麗的鹽田景觀，曾是台灣人民的共同記憶，惟因生產成本偏高，無法與進口鹽競爭，台鹽公司不得不於 2002 年 5 月全面關閉曬鹽場，曬鹽產業從此走入歷史。七股鹽場是台灣鹽業史上最年輕的曬鹽場，歷經日人株式會社與國民政府的開發與經營，成為台灣史上規模最大的曬鹽場，也曾是我國工業用鹽重要的生產地；面對鹽業式微的殘酷事實，為確保 338 年的鹽業史料，台鹽公司除投入巨額人力與資金興建鹽業博物館外，並於七股鹽山週遭土地，利用台灣傳統曬鹽素材，精心規劃遊憩園區轉成觀光園區，歡迎民眾參觀以了解台灣鹽業的起落。

隨著觀光產業國際化，雙語環境的建置更不可缺乏，為了讓外國遊客造訪七

股鹽山時，能夠透過英文導覽手冊打破語言的隔閡，以了解台灣鹽業的發展過程，進一步讓外國遊客對於台灣的歷史文化有更深一層的認識，善盡社會公民的責任。

研發理念

鹽山是許多媒體及報章雜誌爭相報導的熱門景點，雪白的山峰聳立在濱海處，是七股相當知名的地標，近來每年固定舉辦的鹽雕活動總是人聲鼎沸，在活動開展前會在飽經風霜的鹽山上鋪上一層新鹽，讓風吹日曬後的鹽山更加雪白，事實上，鋪上一層新鹽所花費的人力與物力相當多，天候狀況良好時，天空在白色鹽山襯托之下更能呈現美麗的土耳其藍。

近幾年的活動中鹽山頂都會放上巨大的吉祥物，從一開始的招財貓，到天使一直到近年的可愛貓頭鷹，都讓遊客賣力登上鹽山以靠近可愛又巨大的吉祥物，因此吸引不少人潮到此觀光，但這美好的景致應該也讓外籍人士也能更加認識，英文至今仍為主要的國際語言，所以，製作英文導覽手冊是吸引外籍人士造訪七股鹽山的方法之一，以增加當地的觀光知名度，提高當地的觀光商機。

除了七股鹽山之外，能夠將當地周邊的景點一併介紹，也可達到觀光的加乘效果，因此，本計畫預計完成觀海樓，鹽博館，七股潟湖，井仔腳鹽田及南鯤鯓代天府觀光景點的英文介紹，以便讓更多外籍人士認識台灣的當地文化。

學理基礎

本計畫主要是觀光景點的英文介紹，也就是英文導覽解說，事實上，導覽教材單元設計的理论基礎包括教學的基礎及科學學習理論，茲簡述如下，

一、教學的基礎

導覽活動是一種有計畫、有目的的教學活動。「教學活動」乃是一系列「教學策略」的運用，而「教學策略」則依「教學目標」、「教學原理」和「學習條件及環境限制」來擬定。「教學原理」多為基於心理學、生理學、社會學、或哲學等等，所形成的一些理論與原則在教學上最重要的依據則是心理學。

1. 行為學派心理學 (Behavior psychology)
2. 完形心理學(Gestalt psychology)
3. 發展心理學(development psychology)
4. 認知心理學(Cognitive psychology)
5. 社會心理學(Social psychology)
6. 腦神經心理學(Brain-Based psychology, Multiple Intelligences)

二、科學學習理論

1.皮亞傑的認知發展理論

皮亞傑(Jean Piaget)認為兒童在學習過程中主動與環境互動，因而可被稱為認知建構學派。皮亞傑的認知學習理論中，有五個基本觀點：(1)基模(schema)，(2)適應(adaptation)，(3)平衡(equilibration)，(4)同化(assimilation)，(5)調適(accommodation)(張春興、林清山，1987)。

2.蓋聶的學習理論

蓋聶(R.M.Gagne)

互動理論，學習者之認知歷程與環境中學習相關事件的互動，焦點在對學習的任務與教學的關係。各式各樣的人類技能、喜好和推理、以及人類的希望、抱負、態度和價值之發展，均有賴於所謂的學習。

3.布魯納的學習心理學

布魯納(J.S.Bruner)著重學生的主動探索，發現事象變化中的原理原則。Bruner提出知識學習三個情況，即動作表徵期(Enactive representation)，形象表徵期(Iconic representation)，符號表徵期(Symbolic representation)。

4.奧斯貝的學習理論

奧斯貝(D.P.Ausubel)提出的有意義學習亦著重知識的結合，才能建構穩定的認知架構。何謂「意義」：刺激或概念要有意義的話，學習者認知結構中必須有些事物能夠跟它產生關係。學習的意義：意義化學習的必要條件是在，學習者的舊學習中，具有可以和新素材產生關係的聯結概念，即能夠「包容」(subsume)新學

習概念。學習包括連結新知識與其先備知識，或延伸先備知識至相似的新知識。學習是對認知結構的細心經營。學生在學習新概念或知識時，以自己既有的認知結構/要領概念去核對新概念，並試圖將其納入自己的認知結構之內，從而同化為自己的知識。

研究主題內容

本計畫總共包含五個七股鹽山附近主題景點之英文介紹，分別如下，

1. 七股觀海樓英文介紹
2. 鹽博館英文介紹
3. 七股瀉湖英文介紹
4. 井仔腳鹽田英文介紹
5. 南鯤鯓代天府英文介紹

研究方法

本計畫採取文獻資料收集與探討的方式進行，因為英文導覽手冊必須參照當地鹽業歷史的發展的資料進行撰寫，其中可能遭遇之問題是專有名詞之翻譯，解決的途徑將查閱更多相關資料或請教當地專業人士，以期翻譯得更適當。

研究結果

◆七股觀海樓 Qigu Sea View Tower

觀海樓就位於鹽埕安檢所旁，是一座三層樓高的瞭望台，位於瀉湖的中心，可觀賞到七股的瀉湖美景，雖位處偏僻，但是在一望無際的鹽田裡，就可以看到那唯一的平台，矗立於鹽田之中，在黃昏時，更是欣賞夕照美景的熱門景點，登高可遠眺瀉湖全景，湖內蚵架片片，特殊的淺海養殖景觀。

Qigu Sea View Tower is located next to the Yancheng security checkpoint. It is a three-story observation deck located in the center of the lagoon. You can enjoy the beautiful scenery of the Qigu lagoon. Although it is remote, you can see it in the endless salt fields. Qigu Sea View Tower is the only platform standing among the salt

fields. At dusk, it is a popular spot to enjoy the beautiful sunset. You can overlook the panoramic view of the lagoon, the oyster racks in the lake, and the special landscape of keeping oysters in shallow sea.



◆鹽博館 Taiwan Salt Museum

位於台南七股鹽埕村台灣鹽博物館是目前台灣唯一有關鹽產業的主題博物館，其興建主要目的是保存台灣數百年的鹽業文化資產。「鹽」為鹽工汗水與淚水的結晶，鹽堆狀的外型造觀格外有特色，遠望感覺就像兩座白色金字塔矗立在鹽田裡。

Located in Yancheng Village, Qigu, Tainan, the Taiwan Salt Museum is currently the only theme museum in Taiwan that deals with the salt industry. Its main purpose is to preserve the cultural assets of Taiwan's salt industry. "Salt" is just like the crystallization of the sweat and tears of salt workers. The salt pile-like appearance is particularly distinctive. From a distance, it feels like two white pyramids standing in a salt field.



◆七股瀉湖 Qigu Lagoon

七股瀉湖當地俗稱「內海仔」，是 300 多年前的台江內海遺跡，面積約 1600 公頃，搭乘竹筏遊瀉湖是體驗七股瀉湖的最好方式，有多個船家可以選擇，沿途滿是蚵

棚、定置魚網，與悠哉乘著小舟的釣客，可飽覽豐富的潟湖生態，潟湖周邊的紅樹林，滿是白鷺鷥與招潮蟹，另外還有一種很特別的水鳥鸕鶿，雖然身為水鳥，但因為羽毛不防水，所以每下水抓一次魚都要在蚵棚上曬太陽，等候羽毛晾乾才能進行下一次的獵捕，是很有趣的生態行為。

Qigu Lagoon, commonly known locally as "Neihaizai", was a relic of the Taijiang Inner Sea more than 300 years ago. It covers an area of about 1,600 hectares. Taking a bamboo raft tour of the lagoon is the best way to experience the Qigu Lagoon. There are many boaters for visitors to choose from. The Qigu Lagoon is full of oyster sheds, fixed fishing nets, and visitors who leisurely ride and fish on small boats. The mangroves around the lagoon are full of egrets and fiddler crabs, and there is a very special kind of water bird called cormorant. Although cormorant is a kind of water bird, its feathers are not waterproof. Every time the bird catches a fish in the water, it has to dry in the sun on the oyster shed. This is a very interesting ecological behavior.

竹筏最後會抵達孤立外海的沙洲「網仔寮汕」，木麻黃林、馬鞍藤草原非常美麗，是台南的無人島，可在此享受無人島的探險以及遠眺壯麗的台灣海峽。回程船家多半會準備烤蚵等新鮮海產招待，可一飽口福，吃飽後就可以等候潟湖的夕陽落下，在觀海樓前的 Z 字型蚵棚是最多人取景拍照的地方，柔美的景觀與舒服的海風，有如身在台南的地中海一般的自在。

The bamboo raft will finally arrive at an isolated sandbank called "Wangziliaoshan" in the open sea. Horsetail trees and Seashore Vine Morning Glory grow on the sandbank lively. It is an uninhabited place where you can explore and enjoy watching magnificent Taiwan Strait. On the return trip, the boaters will prepare fresh seafood such as grilled oysters for visitors. After having a good meal, visitors could wait for the beautiful sunset in the lagoon. The zigzag oyster sheds in front of the Qigu Sea View Tower are perfect for visitors to take pictures.

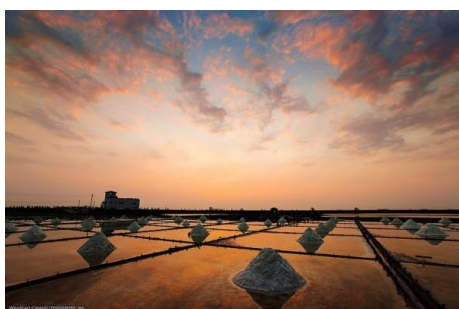


◆ 井仔腳鹽田 Jingzaijiao Tile-paved Salt Fields

Jing Zhai Jiao Tile Paved Salt Fields(井仔腳瓦盤鹽田) were Beimen's(北門) first salt fields, and the oldest remains of tile paved salt fields in existence, and feature beautiful art made from salt tiles that resemble mosaics. In order to revive the culture of the salt industry and breathe new life into the salt fields, the site has now been brought back to life as a distinctive scenic spot on Tainan's coast. The place allows tourists to experience the drying, raking and collecting of the salt.



When it's sunset, the salt field just looks like a mirror which will reflect the beauty of the sunset glow. Like a wonderful painting, the field will turn into red, orange and purple.



The most charming part of the salt field at Jingzaijiao is that you can experience the work of salt industry in traditional way.

井仔腳鹽田是台灣目前最老的現址鹽田，1818 年，李、王、張姓者一百四十名鹽民由佳里外渡頭鹽田遷至此開闢。當時，本地仍是一片荒涼的海埔地，無人居住，僅埔中有一小丘，小丘上林投繁茂，旁有淡水湧出自成一井，因此將該地命名為井仔腳。1919 年 12 月，由臺灣製鹽株式會社收購，接續擴張鹽田。

The Jingzaijiao Salt Field is currently the oldest salt field in Taiwan. In 1818, 140 salt makers with the surnames of Li, Wang, and Chang moved from Jialiwai Dutou salt fields to this place. At that time, the area was still a desolate tidal land with no one inhabited. There was only a small hill on the land. There were a lot of screw pine trees on the hill and a well with fresh water. Therefore, the land was named Jingzaijiao. In December, 1919, it was acquired by Taiwan Salt Manufacturing Co., Ltd., and continued to expand salt fields.

1952 年，隨鹽田重畫，這裏成為台灣史上唯一的「集中式瓦盤鹽田」，和以往的分副式鹽田不同，是以組取代一戶為工作單位，鹽工也從承晒改為雇晒，知名民俗學者黃文博之父，即曾是本鹽田第四組組長。今日至此，除可看看復晒鹽田外，在泰安宮有光緒年間鹽場委員泰獻匾額二方，另也可去大眾爺廟看看，那裏有台灣唯一祭拜母豬的廟。

In 1952, because of reorganizing salt fields, this place became the only "centralized tile-paved salt field" in Taiwan. Tile-paved salt field is different from the previous sub-type salt field. It used a group instead of one household as a work unit. Salt makers were hired to make salt. Till now, in addition to viewing the salt fields, there were two plaques in Tai'an Temple during the Guangxu period. You can also go to the Dazhongye Temple, where the only temple to worship sows in Taiwan.

◆南鯤鯓代天府 Nankunshen Daitian Temple

國定古蹟南鯤鯓代天府，不論柱子、屋簷、牌匾，都有著精緻的雕工、與鮮豔的

彩漆。

Characteristic of Taoist temples, Nankunshen Daitian Temple in Tainan County is covered in brightly colored paint, mostly red and gold, with sculptures of mystical beasts and gods atop every roof, beneath every eave.

Nankunshen Daitian Temple was built in the 19th century, but the sculptures of the five gods inside, the five kings, were carved by fishermen in the 1600's.

These five gods are known as “wufuqiansui 五府千歲,” or the “Plague Gods” and were said to be sent by the heavens to keep an eye on and to protect the people in this world.

南鯤鯓代天府於民國 70 年獲內政部核定為二級古蹟，其建廟已有三百多年歷史，位於台南縣北門鄉，主祀李王、池王、吳王、朱王、范王等五位王爺，被尊為「王爺的總廟」或「王爺的故鄉」。分布在臺灣西南外海的許多小沙汕，由於地勢形狀像鯤魚的身體，所以五府千歲便以「鯤鯓」為名。

Nankunshen Daitian Temple was approved by the Ministry of the Interior as a Grade II monument in the 1980s. It has a history of more than 300 years. It is located in Beimen Township, Tainan County. It worships King Li, King Chi, King Wu, King Zhu and Fan. Nankunshen Daitian Temple was revered as "the main temple of the king" or "the hometown of the king". There are many small sandbars in the southwest coast of Taiwan. Because the terrain is like a dragonfish (kunshen), wufuqiansui 五府千歲 is named "kunshen".



每年農曆 4 月 26、27 兩天為大王爺及范王爺的誕辰，是南鯤鯓最熱鬧的王爺祭，

除信徒外，各地王爺廟進香團與乩童亦大批湧進，場面十分盛大及熱鬧。且每年也不定期結合各方團體舉辦鯤鯨王平安鹽祭等觀光年系列活動，讓大家重新回味，體驗台灣西南濱海地帶獨有之鹽業歷史與鹽田風光。

April 26 and 27 of the lunar calendar are King Li's and King Fan's birthdays, respectively. It is the busiest religious ritual at Nankunshen. In addition to believers, there are also a large number of pilgrims and mediums (shamans) from other temples joining the ritual. The event is very grand and lively. Every year, in cooperation with various groups, the temple will organize a series of sightseeing activities such as the Ping An Salt Festival; therefore, everyone can experience the history of unique salt industry and salt field in the southwest coast of Taiwan.

南鯤鯓代天府更是台南景點之一，佔地六萬坪的廟堂、前埕、主殿、花園都建築宏偉壯觀；且廟宇上之石雕、彩繪，且三川門和正殿上的傳統剪粘均具特色；內部鯤園、虎苑、海山亭等庭院設施，更是難得一見的景觀，是值得一訪的旅遊地點。

Nankunshen Daitian Temple is also one of the scenic spots in Tainan. The temple, front hall, main hall, and garden are all magnificent and glorious, covering 60,000 square meters. The stone carvings, paintings, and the traditional fragmented decorations on the temple are unique and attractive. The internal courtyard designs, such as Kunyuan, Tiger Garden, and Haishan Pavilion are rare and worth visiting.

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