

老街的真實性、景觀凝視與幸福感之研究： 遺產觀光的瞳位追蹤研究

The Relationship among authenticity , landscape gaze and well-being in old town Taiwan : The eye tracking application on heritage tourism

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Abstract

The purpose of this study is to test the relationship between the subjects' landscape preference elements, happiness feelings, and the authenticity perception and nostalgia of tourists in heritage tourism. Taking four old streets in Taiwan as the viewfinder sites, namely the Three Gorges, Daxi, Hukou, and Dihua Street, take two groups of photos at the entrance and in the old street each time, and treat the street landscape in the two groups of photos with Photoshop software as a pure architectural landscape, including the old street living landscape of the original photos, with a total of 16 groups of landscape photos for pupil tracking landscape evaluation. The participants in the evaluation were students from National Tsinghua University who were invited to participate in the eye movement instrument experiment and questionnaire survey. About 40 students were expected to be tested. The data collected were tested by SPSS 25.0 statistical software. The results can compare the effects of landscape and interference factors on gaze time in old streets, and also want to explore the effects of landscape perception of old streets on authenticity and happiness, as well as the differences of authenticity and nostalgia in different old streets.

I. Introduction

In the multicultural region of Taiwan, many different old blocks have different architectural styles, such as Baroque architecture, Southern Fujian architecture, Hakka architecture, and Japanese architecture. Among them, the most direct thing that makes people have different feelings is the architectural style and building color. The development background of the old block is related to people's lifestyle in the past, and the building materials used are the same. For example, the architectural style line of the old block of the Three Gorges old street in Taipei is mainly a Baroque building. At that time, red bricks were the main building materials, and brick red streets were its characteristics (Chen, Y. L., 2005). Waterman (1993) extends the concept of happiness from the perspective of activity and believes that when an individual is in personal expressiveness Happiness will exist when the activities involved are consistent or coordinated with their deep values. When individuals meet their needs through their potential in sports, interpersonal interaction, work, or leisure, the resulting sense of value and achievement is regarded as a feeling of happiness. When tourists travel to the heritage site or visit historic sites, they will be because of the heritage site Nostalgic feelings are generated by clicking so that tourists can experience the past life and people at this place, and people travel to the heritage site to find the authenticity in their mind (Tseng, T. A. et al., 2011).

II. Method and materials

i. Sample

This study mainly focuses on college students, aged 20-25.

ii. Research sites

Four old streets were selected as the experimental bases, namely Dihua Street in Taipei, Sanxia Old Street in New Taipei, Daxi Old Street in Taoyuan, and Hukou Old Street in Hsinchu.

iii. Research design

- Document Analysis, Field Research, and Experimentation Method were used to investigate the subjects' preference for facade landscape elements of old block buildings.
- This study is quantitative research to explore the old block architectural landscape (old block street landscape and building facade) combined with eye movement instrument experiment, and measure the subjects' total gaze time, total gaze times, and average gaze time (and total gaze time divided by gaze times).
- Take 1 street photo and 1 street view elevation photo of each old block, a total of 8. Remove the vehicles and some signboards in the photo by Photoshop, and obtain 8 Comparison photos. With the original images obtained a total of 16 stimulation maps.
- The measurement time of each photo is 10 seconds, and the interval time between photos is 5 seconds.

III. Results









i. Sample description

According to the experimental survey results of this study, a total of 40 samples were taken. After deducting the missing answers of the questionnaire, a total of 1 invalid sample was taken, 39 valid samples were taken, and the recovery rate was 97.5%. There were 19 males in the study (47.5%); There were 20 women (50.0%). In terms of age composition, the subjects aged 22 were the most, followed by 21 and 23 years old.

ii. Heat map

Using the kernel density analysis in the arc map, draw the hot spot image in the figure below. From the comparison in the figure below, the differences are as follows:

- After removing the characters, vehicles, signboards, and stacked sundries in the original figure, the subjects stare at the building for a long time.
- When the subjects looked at the stimulus map of the street category, they stared longer at the vanishing point in the photo.
- When there are words on the building, the subjects stare at the words for a long time.
- Stimulus map with blue sky, in which the part of the blue sky also becomes the place where the subject stares for a long time.

			
Original photo of Daxi Old Street	Original photo of Hukou Old Street	Original photo of Dihua Street	Original photo of Sanxia Old Street
			
Original photo of Daxi Old Street	Original photo of Hukou Old Street	Original photo of Dihua Street	Original photo of Sanxia Old Street

Hot spot analysis image