

致理技術學院

商務科技管理系

實務專題報告

觀光旅遊景點英文電子書-以高雄捷運沿
線行程為例

**An English E-book based on tourist
attractions around the Kaohsiung Mass
Rapid Transit System**

指導老師： 趙麗萍

學生： 吳聖斌 (19733145)

劉淑華 (19933104)

李承澤 (19933139)

王偉州 (19933144)

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中華民國 102 年 12 月

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指導老師：_____

中華民國 102 年 12 月

致理技術學院學生專題製作著作權授權書

本授權書所授權之專題研究報告為授權人於致理技術學院

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中 華 民 國 年 月 日

誌謝

本專題的研究過程，最辛苦的就是剛開始的時候，搞不定主題、意見分歧，因而改變題目，當確定主題的時候，對整份專題架構格式也不瞭解，事前規劃不全沒有任何準備資料，剛開始可以說是如無頭蒼蠅般完全無概念的狀態。

在這次的專題研究，組員們充分地發揮了創意、組織能力、解決能力和合作精神，在分工合作的狀況下完成了此份專題，並藉由此專題研究完成，成員們已能適當地運用已有的知識能和經驗，按部就班地尋找資料和解決問題。

能夠完成這份專題，首先，感謝我們的專題指導老師趙麗萍老師，提供了我們大大小小的資訊和建議，百忙之中還要抽空來跟我們開會，督促我們專題製作的進度，也是不厭其煩的教導我們，讓我們都受益良多，也把學長姐先前製作專題的方式、排序讓我們做參考，一步一步從甚麼都不會我們，直到製作完這個專題。

除了謝謝我們的指導老師之外，我們專題的組員也很配合開會時間，每次開會都是全員到齊參與，以便於我們有任何的問題，直接發問，不會翻譯的句子也可以馬上討論，馬上詢問親朋友好，不會一拖再拖，再來要感謝系上提供我們電子書的軟體和系上辦公室的工作人員本軟體安裝完成讓我們得以使用。

也要感謝語言中心提供了預約外籍老師諮詢服務，讓我們得以諮詢問卷的完整性和如何請外籍學生抽空幫我們填寫問卷的英文話術，讓我們在跟外國學生對談時不失禮，也提供我們校內外籍交換學生的聯絡方法與建議我們到哪些學校比較多的外籍交換生。

摘 要

近來，自助旅行之風盛行，這些自助旅行者往往是利用資訊科技來蒐集前往觀光景點的地圖與景點的相關資訊，現今，網際網路蓬勃發展下，出現各式各樣的傳播方式，並改變原本的傳播方式，重新改寫人們的閱讀習慣及方式，許多人不再是利用紙本地圖來輔助玩樂，而是利用行動導覽系統，輕薄短小易於攜帶，甚至有些觀光客有智慧型裝置並可直接透過網路下載 APP 來蒐集資訊。

本專題研究以高雄捷運沿線景點為例，捷運周邊都有著名的觀光景點與美食，交通發達的都市，也是自助觀光客的最愛，政府也鼓勵搭乘大眾交通工具，減少交通阻塞和環境汙染，然而從國外來的旅客，總是看不懂中文，為了讓國外來的旅客可以方便利用智慧型產品暢遊高雄，我們製作了一本高雄捷運的英文電子書，讓那些來高雄遊玩的外國背包客，除了遊玩之餘，也可以至中文版面學學簡單的中文，想知道高雄其他著名景點也方便做對應，讓國外旅客可以輕鬆在各捷運上到任何一站旅遊景點、吃喝玩樂一番。

關鍵詞：英文電子書、高雄捷運、智慧型裝置

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第一章 緒論

第一節 研究動機

電子書又稱為 electronic book、digital book、e-book，簡單的說，所謂的電子書是，必須透過特殊的閱讀軟體(reader)，以電子檔的型式，透過網路連結下載至一般常見的平台，例如：個人電腦、筆記型電腦，甚至是個人數位助理(PDA)、行動上網手機，或是任何可大量儲存數位閱讀資料(digital reading material)的閱讀器上閱讀的書籍。

科技在進步，現今的家庭裡，家家戶戶起碼都有一台電腦，人人手上拿著的手機都不再只是僅有接聽功能或玩玩單機遊戲而已，而是具有移動獨立的作業系統、可透過安裝應用程式或遊戲擴充手機功能的智慧型手機，我們的研究電子書的動機，就是電子書方便攜帶的優點可將原本厚重的紙本書內容儲存在小小的記憶體中，即便是動輒數十冊的百科全書都可以做到隨身攜帶與隨時閱讀，而且電子書除了純文字的顯示以外，亦可添加如圖像、聲音、與影像的多媒體元素，藉此可提高閱讀的多元性與多樣性。

為了讓我們的英文電子書可以得到更多的建議，我們製作了一份有關針對外國背包客來到高雄後，比較感興趣的活動或景點來做調查，讓我們製作的英文電子書可以依照外國背包客的喜好或特殊旅遊目的來做個大致上的依據方向。

第二節 研究目的

本專題研究高雄捷運遊玩英文電子書，目的在於因為電子書攜帶方便，閱讀的產品也很多樣化，例如；手機、筆記型電腦、IPad..等等。

根據交通部觀光局統計指出，101 年來台灣的總人口數約為 700 萬人次，來台灣目的為觀光遊玩的約為 4 百 66 萬人次占約 64%。

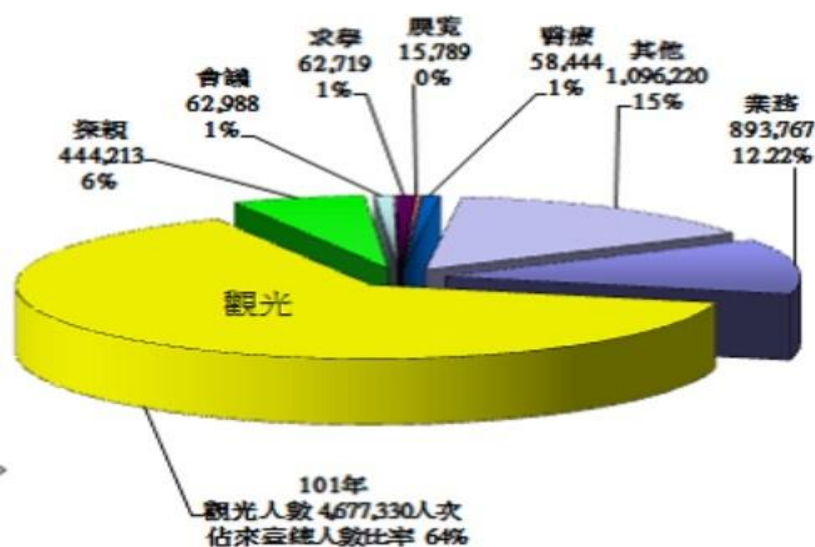


圖 1-2-1 101 年來台人數與目的

而且從民國 90 年、95 年到 101 年，來台灣旅遊的觀光人數逐年攀升，因此為了方便來台灣自由行的國外遊客，我們製作了一個針對外國背包客閱讀的英文電子書，透過網路上的資訊，和電視的節目，最後我們就再加上自己的遊玩經歷、照片..等等，加載上去，讓電子書內容更為豐富。

我們英文電子書也會為國外遊客依照不同的需求來規劃兩天一夜、三天兩夜的行程，行程部分不只是用天數來作為區分，也會規劃不同類型的遊玩活動，例如；三天兩夜參訪古蹟；電子書也附上快速搜尋的功能，出國來玩的遊客，最需要的就是抓緊時間以便玩更多地方，如果能節省在查詢網站、搜尋 GOOGLE 浪費的時間，想必對觀光客是一大幫助。

第三節 研究範圍

本專題研究的範圍為自由行國外的觀光客到高雄搭乘高雄捷運遊玩而製作的英文電子書。

電子書內容包括自助旅行者吃的方面；觀光客購物方面，不論是紀念品店、購物商場或是夜市攤販；交通的部分絕大部分皆為高雄捷運作為交通工具，如果不想走路的人，也可以搭配公車或是接駁車抵達目的地，住宿方面為了方便遊客想要額外添加行程，又怕住的地方太遠不順路，基本上都以美麗島站為中心，選擇附近的民宿或飯店，例如:85 大樓(三多商圈站)。

玩樂的部分就依照外國遊客需求選擇想要刺激的行程、參訪古蹟的行程、海港城吃海鮮..等。

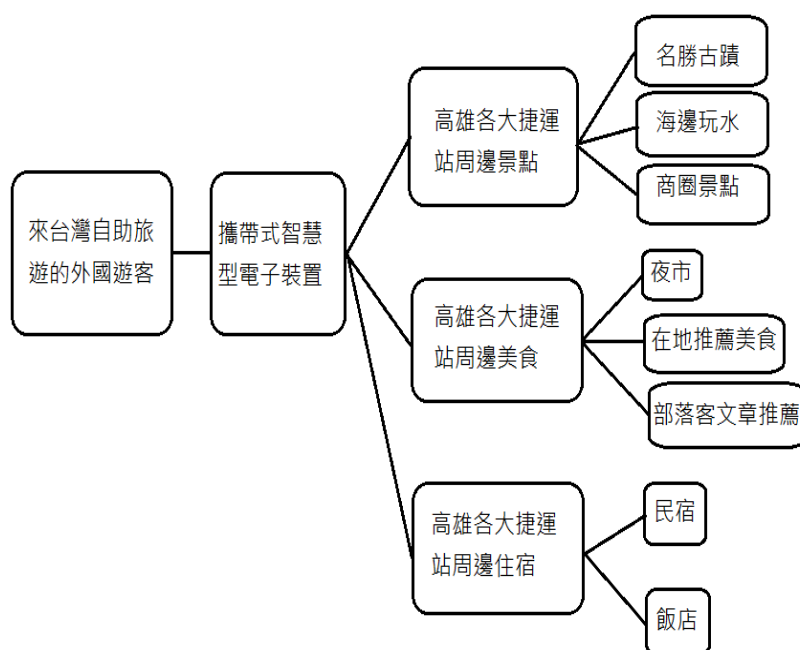


圖 1-3-1 研究範圍

第四節 研究方法

首先，一開始先到高雄捷運局官方網站，先對高雄捷運，不論是成立時間、最新消息、乘車方式、購票票價、有幾條捷運線...等，先有個初步的了解後，在從官網上查詢官網上已經整理好的各個捷運站景點，大致上記錄下來。

再來就是上網搜尋各大旅遊電視節目、知名部落客、知名網路紅人，觀看他們的影片、文章和圖片，並記錄下來他們推薦的景點、美食、休閒園地..等，再來就是實際走訪其他學校附近尋找看似交換學生的外國人他們幫助我們完成問卷。

下圖為我們實際問卷調查外國學生的旅遊愛好

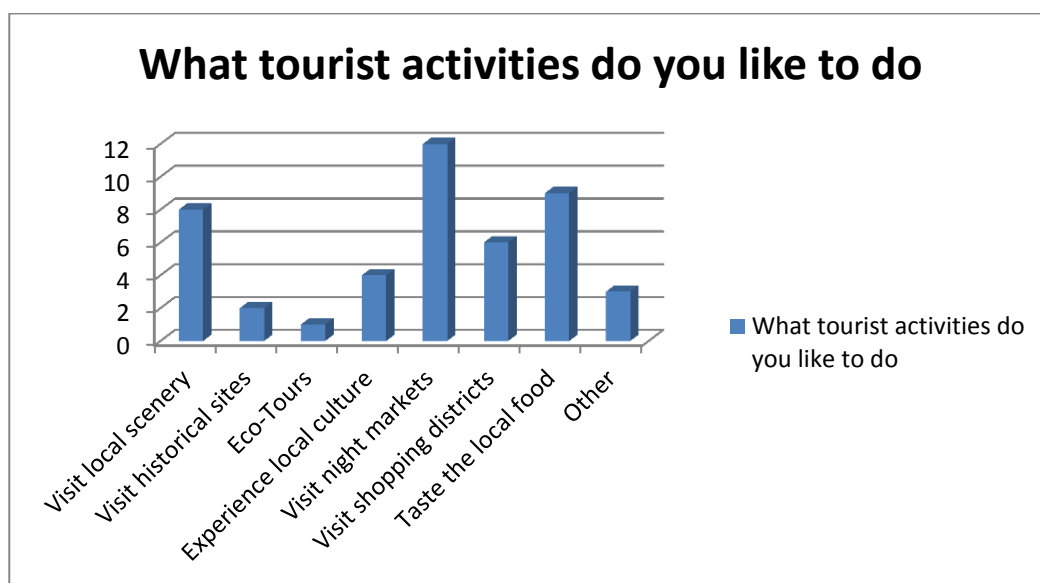


圖 1-4-1 旅遊偏好

由此圖 1-4-1 就可以知道他們的遊玩高雄的喜好，了解喜好後，以下是我們安排的高雄行程。

兩天一夜行程 A

第一天

→抵達高雄左營站→先去飯店 check in→夢時代(R6 凱旋站)，可以搭乘摩天輪，逛逛高雄最大的百貨廣場→美麗島站(R10,O5)，1252 扇窗；每面窗有 2~9 片玻璃窗面，每面窗面由 3 至 100 片玻璃組成，總計共四千五百片玻璃鑲嵌而成，無怪乎號稱世界最大的鑲嵌玻璃藝術。→新堀江、原宿廣場、城市光廊(R9 中央公園站)，圓環附近有許多餐館或在百貨商圈餐廳用餐
→再來就回飯店休息一下→玫瑰教堂(O2 鹽埕埔站)，玫瑰教堂是全台灣最早的第一座天主教堂，也是偶像劇『這裡發現愛』拍攝地點→愛河(O2 鹽埕埔站)著名的河邊曼波、黃金愛河喝咖啡賞夜景，搭乘愛之船，或在愛河邊漫步→晚一點還可以去六合夜市(R10,O5 美麗島站)或瑞豐夜市(R14 巨蛋站)逛一逛吃吃小吃喔

第二天

睡醒後 11 點之前用完早餐，飯店 check out (行李可以先寄放櫃檯，如果行李不多的話自己帶著也可以) →西子灣(O1 西子灣站)，吃海之冰、英國領事館用餐或喝下午茶看大船出入→旗津渡輪(也可以先在旗津輪渡站樓上的咖啡廳先溫熱一下海港氣氛)→接下來的天后宮、旗后燈塔、旗后砲台都是高雄著名的古蹟和景點。→中洲的萬三(萬二)海鮮餐廳是晚餐的理想場所。或者回程可以到鼓山輪渡站對面的哨船頭、漁人碼頭有一些特色餐廳，也是晚餐的理想地點喔。→瑞豐夜市(R14 巨蛋)，如果想去夜市逛逛吃小吃的話，也可以順路到瑞豐夜市吃點東西。→左營搭高鐵回家(R16 左營站)

兩天一夜行程 B

第一天

→抵達高雄左營站→先去飯店 check in→高雄 85 大樓(R8 三多商圈)，85 大樓對面的檸檬香茅火鍋還滿有名的，午餐如果敲不定主意的，可以到此用餐。→美麗島站(R10,O5)，1252 扇窗；每面窗有 2~9 片玻璃窗面，每面窗面由 3 至 100 片玻璃組成，總計共四千五百片玻璃鑲嵌而成，無怪乎號稱世

界最大的鑲嵌玻璃藝術。→玫瑰教堂(O2 鹽埕埔站) ，玫瑰教堂是全台灣最早的第一座天主教堂，也是偶像劇『這裡發現愛』拍攝地點

→駁二藝術特區(O2 鹽埕埔站)，原本是接駁碼頭，現在已經轉為站覽用的倉庫空間，不定期會有各式展覽展出。→再來就回飯店休息一下→新堀江、原宿廣場、城市光廊(R9 中央公園站)，圓環附近有許多餐館或在百貨商圈餐廳用餐→愛河(O2 鹽埕埔站)著名的河邊曼波、黃金愛河喝咖啡賞夜景，搭乘愛之船，或在愛河邊漫步→晚一點還可以去六合夜市(R10,O5 美麗島站)逛一逛吃吃小吃喔

第二天

→半屏山自然公園(R16 左營站)，半屏湖溼地為高雄市生態廊道濕地中唯一具有類似非洲乾燥氣候的生態環境。→左營蓮池潭(R16 左營站)，在蓮池潭風景區內處處是風景名勝，像是九曲橋、春秋御閣、龍虎塔、啟明堂、孔廟、五里亭、啟明堂都是著名的觀光勝地，不論是那一個季節，這裡隨時都有秀麗的景致。→橋頭糖廠(R22A 橋頭糖廠站)，高雄第一座現代化機械式製糖工廠，具有特殊的糖業文化背景與地方文化，糖廠博物館有製糖工場的現場解說，還有將糖倉改造成的展示館可以參觀。→世運站(國家體育園區 R17)，特性以及當地和國際環保設計的功能，如綠色建築和太陽能發電都將被納入這個國家級的體育設施。最終的目標是建立一個城市運動公園。→漢神巨蛋百貨(R14 巨蛋站)，逛逛高雄最大百貨，尋找晚餐。→瑞豐夜市(R14 巨蛋站)，最後到瑞豐夜市裡找小吃。→左營搭高鐵回家(R16 左營站)

三天兩夜行程 A

第一天

→抵達高雄左營站→先去飯店 check in，→夢時代(R6 凱旋站)，可以搭乘摩天輪，逛逛高雄最大的百貨廣場。→西子灣海水浴場 (O1 西子灣站)，可以先去玩玩水上遊樂設施消消暑。→大概玩到下午五點回來飯店整理一下

→六合夜市(R10,O5 美麗島站) →吃完可以搭捷運從高雄車站(R11)出中央公園站(R9)走到愛河喝咖啡欣賞夜景。→坐愛之船(O2 鹽埕埔站)，不想搭船的話可以搭捷運到三多商圈站(R8)到 85 大樓的 74 樓看夜景，一個人一百元之後再回飯店休息。

第二天

→搭捷運到三多商圈站(R8)逛逛百貨公司，有 SOGO 百貨·新光三越·大遠百三間百貨公司。→新堀江、原宿廣場、城市光廊(R9 中央公園站)，圓環附近有許多餐館或在百貨商圈餐廳用餐。→英國領事館(O1 西子灣站)，台灣第一號洋樓，也是高雄市民票選出的十大戀愛地點之一喔。→渡船頭吃海之冰(O1 西子灣站)，要到旗津前，一定要吃的。→接下來的天后宮、旗后燈塔、旗后砲台都是高雄著名的古蹟和景點。接著沿海岸公園觀賞風車公園。→中洲的萬三(萬二)海鮮餐廳是晚餐的理想場所。或者回程可以到鼓山輪渡站對面的哨船頭、漁人碼頭有一些特色餐廳，也是晚餐的理想地點喔。→最後回飯店休息

第三天

→淨園農場(R4A 草衙站)，可以看飛機喝咖啡吃東西，度過悠閒的早晨。
→半屏山自然公園(R16 左營站)，半屏湖溼地為高雄市生態廊道濕地中唯一具有類似非洲乾燥氣候的生態環境。→左營蓮池潭(R16 左營站)，在蓮池潭風景區內處處是風景名勝，像是九曲橋、春秋御閣、龍虎塔、啟明堂、孔廟、五里亭、啟明堂都是著名的觀光勝地，不論是那一個季節，這裡隨時都有秀麗的景致。→橋頭糖廠(R22A 橋頭糖廠站)，高雄第一座現代化機械式製糖工廠，具有特殊的糖業文化背景與地方文化，糖廠博物館有製糖工場的現場解說，還有將糖倉改造成的展示館可以參觀。→世運站(國家體育園區 R17)，特性以及當地和國際環保設計的功能，如綠色建築和太陽能發電都將被納入這個國家級的體育設施。最終的目標是建立一個城市運動公園。→左營搭高鐵回家(R16 左營站)

Overnight trip A

The first day

Arrive in Kaohsiung Zuoying Station→Go to hotel check in→Dream Mall(R6 Kaisyuan Station),Ferris wheel ride,Around the largest department Plaza Kaohsiung.→Formosa boulevard Station(R10,O5), 1252 window; each side of the window there are two to nine windows face side windows on each side by threeto 100 glass composition, a total of four thousand five hundred glass mosaic, no wonder known as the world's largest Mosaic glass art.→Shinkuchan,Harajuku Square,Urban Spotlight(R9 Sanduo Shopping District Station),There are many restaurants near the ring in the department or district restaurant.→Back to the hotel a break→Holy Rosary Basilica Cathedral(O2 Yanchengpu station),Holy Rosary Basilica Cathedral is the oldest in Taiwan first Catholic Church, but also drama "See You Again" location.→Love River(O2 Yanchengpu station),The famous river Mambo, gold love river drinking coffee night tours, aboard the Love Boat, or River river Walk in love.→Come later can also go to Liuhe Night Market(R10,O5 Formosa boulevard Station) or Ruifeng Night Market(R14 Kaohsiung Arena station) Stroll around eat snacks.

The next day

→Exhausted after waking up before breakfast 11:00,Hotel check out(Luggage can first deposit counter, if not much luggage can also bring your own)→Sizihwan(O1 Sizihwan station),Eat Sea Ice, the British consulate dining or drinking tea watching ship out.→Cijin ferry(Alternatively, you can ferry station in Cijin cafe upstairs first warm atmosphere at the harbor)→The next Cijin Thean Hou Temple,Cijin lighthouses, forts are Cijin Kaohsiung's famous monuments and attractions.→Then ornamental windmill parks along the

coast.→Jhongzhou's Wan San (Wan Er)seafood Restaurant is the ideal place for dinner. Or you can return to Gushan Ferry Station opposite Shaochuantou, Fisherman's Wharf has some specialty restaurants, is also an ideal location for dinner→Ruifeng Night Market(R14 Kaohsiung Arena station) Stroll around eat snacks.→High Speed Rail home(R16 Zuoying Station)

Overnight trip B

The first day

in the morning→Arrive in Kaohsiung Zuoying Station→Go to hotel check in→Kaohsiung 85 Building(R8 Sanduo Shopping District)85 building opposite is also full of lemon grass pot famous, if you do not know what to eat lunch, you can dine this.→(R10,O5 Formosa boulevard Station) 1252 window; each side windows with glazing surface 2 to 9, each side windows side by a 3-100 glass composition, a total of four thousand five hundred glass mosaic, no wonder known as the world's largest mosaic glass art.→Holy Rosary Basilica Cathedral(O2 Yanchengpu station),Holy Rosary Basilica Cathedral is the oldest in Taiwan first Catholic Church, but also drama "See You Again" location.→Pier-2 Art(O2 Yanchengpu station),Originally Shuttle docks, has now been converted warehouse space for exhibitions, occasionally there will be all kinds of exhibition.→Back to the hotel a break
→Shinkuchan,Harajuku Square,Urban Spotlight(R9 Sanduo Shopping District Station),There are many restaurants near the ring in the department or district restaurant.→Love River(O2 Yanchengpu station),The famous river Mambo, gold love river drinking coffee night tours, aboard the Love Boat, or River river Walk in love.→Come later can also go to Liuhe Night Market(R10,O5 Formosa boulevard Station) or Ruifeng Night Market(R14 Kaohsiung Arena station) Stroll around eat snacks.

The next day

→Baningshan Nature Park(R16 Zuoying Station),Banping Lake Wetland
Wetland Ecological Corridor in Kaohsiung only dry climate with similar
ecological environment in Africa.→Lotus Lake (R16 Zuoying Station),In Lotus
Lake Scenic Area is everywhere attractions, such as zigzag bridge, Spring
Imperial Court, Dragon and Tiger Pagodas, Qiming Church, Temple, wuliting,
Qiming Church are well-known tourist attraction, whether it was that season,
here at any time has beautiful views.→Ciaotou Sugar Refinery(R22A Ciaotou
Sugar Refinery),Kaohsiung first modern mechanical sugar factories, sugar has a
special cultural context and local culture, museums sugar workshops live
commentary, as well as the sugar warehouse transformed into the exhibition hall
can be visited.→National Sports Complex(R17 World Games),Characteristics as
well as local and international environmental design features, such as green
building and solar power will be incorporated into the national sports facilities.
The ultimate goal is to build a city sports park.→Hanshin Arena Stores(R14
Kaohsiung Arena station),Around Kaohsiung's largest department store, looking
for dinner.→Ruifeng Night Market(R14 Kaohsiung Arena station) Stroll around
eat snacks.→High Speed Rail home(R16 Zuoying Station)

Three days A

The first day

→Arrive in Kaohsiung Zuoying Station→Go to hotel check in→Dream
Mall(R6 Kaisyuan Station),Ferris wheel ride,Around the largest department
Plaza Kaohsiung.→Sizihwan Beaches(O1 Sizihwan station),You can go play
with water rides cool off.→Probably play five o'clock, finishing back
hotel→Liuhe Night Market(R10,O5 Formosa boulevard Station),Stroll around
eat snacks.→Love River drinking coffee enjoy the night(O2 Yanchengpu

station),If you do not want to take a boat, then you can take the MRT to over three district stations, building 74 to 85 F, to see at night.The next day, in the morning→Take MRT to Sanduo Shopping District Station, around department stores, there SOGO department store. Shin Kong Mitsukoshi. FE21 three department stores.→Shinkuchan,Harajuku Square,Urban Spotlight(R9 Sanduo Shopping District Station),There are many restaurants near the ring in the department or district restaurant.→British Consulate(O1 Sizihwan station),Taiwan's first Western-style number, but also the people of Kaohsiung to elect one of the top ten places in love.→Ferry eat Sea Ice(O1 Sizihwan station),Before going to Cijin, must eat.→The next to Cijin Thean Hou Temple, Cijin lighthouses, forts are Cijin Kaohsiung's famous monuments and attractions.→Then ornamental windmill park parks along the coast.→Jhongzhou's Wan San (Wan Er)seafood Restaurant is the ideal place for dinner. Or you can return to Gushan Ferry Station opposite Shaochuantou, Fisherman's Wharf has some specialty restaurants, is also an ideal location for dinner

The last day

→Net Park Airport Coffee Leisure Farm(R4A),Look aircraft, drinking coffee, eating, spend a leisurely morning.→Banping Lake Wetland Park(R16 Zuoying Station),→Banpingshan Nature Park(R16 Zuoying Station),Banping Lake Wetland Wetland Ecological Corridor in Kaohsiung only dry climate with similar ecological environment in Africa.→Lotus Lake (R16 Zuoying Station),In Lotus Lake Scenic Area is everywhere attractions, such as zigzag bridge, Spring Imperial Court, Dragon and Tiger Pagodas, Qiming Church, Temple, wuliting, Qiming Church are well-known tourist attraction, whether it was that season, here at any time has beautiful views.→Ciaotou Sugar

Refinery(R22A Ciaotou Sugar Refinery),Kaohsiung first modern mechanical sugar factories, sugar has a special cultural context and local culture, museums sugar workshops live commentary, as well as the sugar warehouse transformed into the exhibition hall can be visited.→National Sports Complex(R17 World Games),Characteristics as well as local and international environmental design features, such as green building and solar power will be incorporated into the national sports facilities. The ultimate goal is to build a city sports park.
→High Speed Rail home(R16 Zuoying Station)

第五節 研究流程

本專題研究流程如圖 1-5-1 所示，第一章的部分以研究動機、研究範圍及研究方法以達到專題的研究之目的，確認製作此專題的目的後，第二章進行本專題電子書研究之發展與應用，第三章從蒐集相關資料、整理分類延伸至實際造訪查證最後的電子書系統資料建立及製作，第四章將敘述電子書後續推展之相關建議。

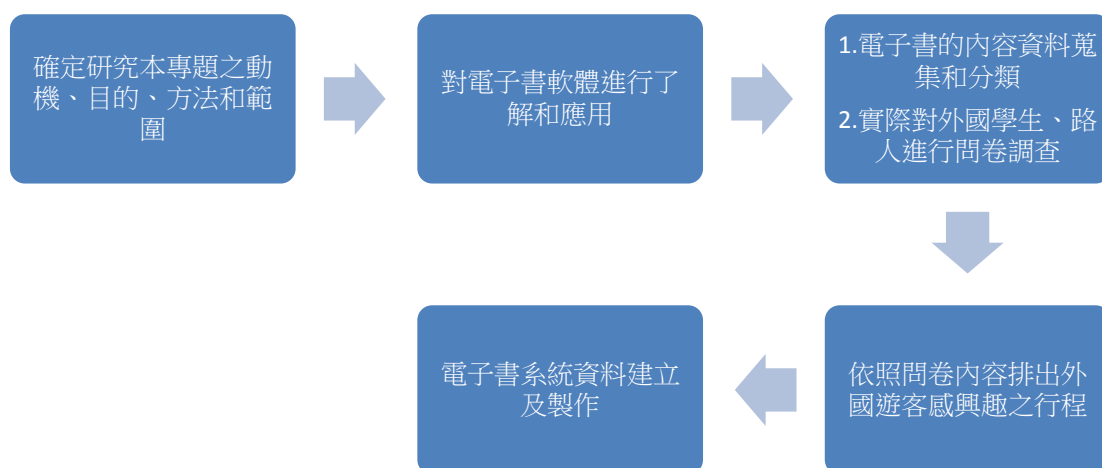


圖 1-5-1 研究流程

第六節 預期效益

電子書內容詳細介紹了高雄捷運各個捷運站周圍的吃喝玩樂，不僅能介紹給來旅遊的國內外遊客高雄的在地文化，也可以嚐到高雄獨特的道地美食，對周遭的商家而言，更能帶動高雄的經濟消費。

高雄目前為止，有 2 條捷運線，如圖 1-6-1 所示，雖然不像台北捷運擁有這麼多線，不過，對於第一次到高雄旅遊的遊客，或是對於高雄沒這麼熟悉的人，相信一定會有很大的用處。



圖 1-6-1 高雄捷運

第二章 電子書發展與應用

第一節 電子書發展史

2003 年 6 月 25 日，當時投入電子書研發十七年，耗資十數億元的溫世仁先生無奈宣布「電子書已死」。六年後的今日，聯合國氣候變遷會議於 2009 年 12 月初在丹麥哥本哈根登場，「節能減碳」是重要議題，電子書可減少紙張消耗，自然受到各界關注，電子書相關類股上漲，成為「哥本哈根概念股」之一。短短數年間，電子書市場從冷淡到熱絡。(陳徵蔚 2009)

電子書之所以能夠在近幾年瓜熟蒂落，大致受到三個主要因素影響。

第一，是電子書內容建構漸趨成熟與多樣。在美國，很早就有如「古騰堡計畫」(Project Gutenberg) 與「線上書頁」(Online Book Page) 這類免費電子書資料庫，提供開放版權的作品，讓使用者下載全文。這些免費圖書資源建構歷史悠久，例如最早的古騰堡計畫開始於 1971 年，截至 2009 年已經擁有超過 30,000 冊免費電子藏書。因此，美國的電子書閱讀習慣早已醞釀超過三十年。至於日本，則是因為卡漫風氣興盛，連帶刺激數位閱讀發展。(陳徵蔚 2009)

第二，閱讀介面的推陳出新，更為電子書推波助瀾。在只有桌上型電腦的時代，大家對於電子書的抱怨是無法舒服地躺在床上閱讀。不過，隨著筆記型電腦、手持式 PDA 出現，「可攜性」與「機動性」大幅增加，閱讀自然更方便。台灣曾經在千禧年後開始流行 PDA，電子書因而紅極一時。當時的 Palm OS 手持設備都使用單色 FSTN LCD 螢幕與 Motorola Dragonball 16 MHz 低速 CPU，因此非常省電，還可以使用背光，適合夜間閱讀。我在 2000 年購進了生平第一台 Palm III，不久後便換成可插 CF 卡

的 TRG Pro，頓時將PDA 晉升為電子書庫，隨時可以帶幾百本小說在身邊。
(陳徵蔚 2009)

第三，是生活模式的轉變。似乎很少人注意到，近年來台灣電子書的發展，與台北、高雄捷運生活有密切的關係。過去台灣人大多以開車、騎車代步，有時間利用通勤時間閱讀的人口並不多。反觀紐約、倫敦等大型歐美都會，捷運通勤早已是生活的一部分，由於捷運系統比公車平穩，燈光照明也較好，因此在通勤時間閱讀，是很多人生活的一部分，所謂的「口袋書」(Pocket Books)，早在電子書出現前，就普遍出現在歐美地區。時至今日，英美小說大多以約 18 x 11 公分的尺寸印刷，這正是方便一手掌握，隨身閱讀的例子。(陳徵蔚 2009)

第二節 電子書應用

早期的電子書，是利用 PDA 從電腦下載要看的書籍內容，操作方式與閱讀 PDF 檔沒有太大不同，但是，由 PDA 所支持的電子書有兩項致命弱點，第一是電力消耗快、續航力不足，可供閱讀的時間往往不超過兩小時，第二是 LCD 顯示器的技術發展，那個時候還無法符合長期閱讀的要求，眼睛看久了非常疲勞，而這兩項致命的弱點使電子書發展延遲了將近十年。

([黃河明](#)) 2009-10-06

現在我們看到由 E Ink 等技術發展出類似紙張的電子紙，不但耗電量微小，而且閱讀上也比較不容易傷害眼睛，大大增加了電子書的可用性。此外，在同一個時間，無線寬頻技術的發展一日千里，也使得電子書發展得到了一個助力。(黃河明) 2009-10-06

以前，我們認為電子書可以同時存放好幾本書，甚至把大英百科全書都全部放進去，是一個前所未有的優勢。但是，隨著電子書的技術不斷演進，電子書的應用與需求也變得不同。我們發現大家需要的資訊，不只是歷史久遠的經典書籍，更希望可以下載當期的雜誌或是暢銷書，而無線寬頻網路也逐漸實現了人們夢想的服務，不論中華電信的電子書或是 Google 的搜尋，將來都可以讓讀者任意下載喜歡的內容，甚至利用手持裝置平台來做互動式學習。

這般跨時代的進步，毫無疑問地會將人類文明推升到一個更高境界。

第三章 高雄捷運沿線景點

第一節 高雄捷運站各大景點介紹



圖 3-1-1 橋頭糖廠

Ciaotou Sugar Refinery 橋頭糖廠(R22A)

Today to introduce the first modern mechanical sugar factory in Kaohsiung.

Has a special sugar cultural context and local culture.Sugar museum has sugar factory live commentary.There will be can visit sugar positions transformed into the exhibition hall.Contains interactive sugar educational, vivid Sugar Railway Cultural description.

So that we can fully understand the history of this sugar factory.



圖 3-1-2 城市光廊

Central Park 中央公園(R9)

Urban Spotlight is about 150 meters. Design by Lin Xi Jun, Su Toru, Li-Hua Lin, Chen Minghui, Huang Wenyong, Panda Qian, Liu Suxing, Wang Guoyi, Chen Jianming nine artists in Kaohsiung. "Light" as the theme, creating a series of works, a place full of art. Set off by bright light, filled with art atmosphere, colorful lights, chic cafes, melodious music. Urban Spotlight seems to have become a new landmark in Kaohsiung, symbolizes a new era in Kaohsiung towards art cities.



圖 3-1-3 美麗島

Formosa Boulevard 美麗島(R10)

Area of more than six hundred square feet of the dome, is a national treasure by the Italian maestro - Narcissus (MaestroNarcissus Quagliata) creation out - "Dome of Light", created mainly by the theme "Water,Soil, light, fire, "a combination of the four themes.Another is divided into sixteen small block 1252 window; each side of the window there are two to nine windows face side windows on each side by threeTo 100 glass composition, a total of four thousand five hundred glass mosaic, no wonder known as the world's largest Mosaic glass art.Blue - Water, on behalf of women: Like the ocean, and carries out countless lives.Green - soil, on behalf of men: robust load all life, on behalf of birth and growth.Yellow - light, represents the sun, the light of the whole universe, source of hope.Red - fire, on behalf of the Phoenix, a symbol of rebirth courage.



圖 3-1-4 橋頭花海

Ciaotou Sea Of Flowers 橋頭花海(R22)

One of the top ten Ciaotou flowers field,began to bloom beautiful flowers in November each year.Flowers field is located next to the Cingpu MRT station,the whole piece of sunflower garden flowers.Let the take Kaohsiung MRT for passengers,can while ride away the MRT,while enjoying the sunflower garden

from a height. Flowers field total area of seventy-five hectares, Ciaotou Sea Of Flowers planting colorful cosmos 、 Zinnia 、 Sunflower 、 Chui Luli and other flowers. Composed of four main themes totem landscape, so that people can enjoy the flowers, taste Ciaotou snacks Gourmet and recognizing the historical cultural. The site, includes a series of device landscape 、 emigrated Activities 、 farm slack interactive 、 dig sweet potatoes 、 pulling radishes 、 abstract corn rural experience 、 paper clay flower DIY 、 Ciaotou Illustrated painting and other activities.



圖 3-1-5 洲仔濕地公園

Chau Tsai Wetland Park 洲仔濕地公園(R16)

"Chau Tsai Wetland Park" is located in Zuoying District, Kaohsiung Lotus Lake Crescent Chau Tsai Road between. Was originally a paddy field depressions, there are many many years ago in this "Jacana" aggregation, However, due to urban development, and migration to Guantian Tainan area, in order to make beautiful Jacana return to Kaohsiung, Taiwan, and other groups to promote wetland conservation alliance "Jacana return Scheme" Strive to restore the land to its original city was established Wetland Park, Obtain recognition Gao Shifu Works, ecological engineering methods to create a common wetland to return

urban wilderness and ecological habitat, has constructed a water chestnut, lotus, Jacana, green-winged teal floating leaf plants and animals symbiotic freshwater ponds ecosystem.



圖 3-1-6 半屏湖濕地公園

Banping Lake Wetland Park 半屏湖濕地公園 (R16)

Lake Wetland half screen during the dry season, dry lake ecological environment observation deck, outdoor classroom, the trail can be clearly observed appreciate Banpingshan limestone geological landscape and drought-tolerant plants, insects vitality. Alternating wet and dry periods Lake show half screen one after another wetland plants, insects, amphibians, reptiles began to nurture new life to greet the advent of the rainy season wetland. Bring plenty of rain during the rainy season half a screen full of dried-up lake to show new wetland landscape, Waterfowl gather at half screen for the rest of the lake or wetland nurture the next generation, half screen Lake Wetland Wetland Ecological Corridor in Kaohsiung only dry climate with similar ecological environment in Africa.



圖 3-1-7 世運

World Games Main Stadium(National Stadium) 世運(R17)

After winning the right to host the 8th World Games in Kaohsiung, Kaohsiung City immediately launched an extensive program to have the city's software and hardware infrastructure ready by 2009. The main stadium covers 19 hectares and has a budget of NT\$5.275 Billion. This will be the first athletics field in Taiwan with a world-standard 400m running track capable of holding 40,000 people; a temporary stand capable of holding 15,000 people will be built as well. Local and international characteristics as well as eco-friendly design features such as green buildings and solar-power will all be incorporated into this national-level sports facility. The ultimate goal is to build an urban sports park that will be "the first eco-friendly and sustainable multi-purpose sports complex in the world to utilize solar power".



圖 3-1-8 駁二藝術特區

Pier-2 Art Center 駁二藝術特區(O2)

Located at the sides of the pier are the artistic warehouse clusters. Not only are there unlimited flows of cars, boats, sea breeze and people coming and going every day but also when looking at the vast ocean and sky, one is relaxed, stress-free with limitless thoughts. The encounter of the land and the ocean is so vast at Pier-2, it seems to symbolized the bright future ahead. The Operation Center and the artists who have come to showcase their significant artworks both have their own dreams and visions for Pier-2. However both are willing to put down their differences to support one another and work towards a common goal which is the success of Pier-2. Despite the administrative and artistic conflict, both parties come together to become intimate partners, building an memorable and lasting image in the hearts of the people.



圖 3-1-9 夢時代

Dream Mall Department 夢時代(R6)

Dream Mall Department at the mall by a very famous architectural design firm RTKL designed by architect , architectural exterior design is inspired by nature .The main buildings of granite and stone wall showing the eternal earth surface elephant, blue whale museum building before building glass curtain wall is manifested in the rhythm of the water and the sky .As a huge blue whale swim into the Gold Coast, two buildings connected by something two side bridges , serial crowds and business opportunities , as if the ship into the Port of Kaohsiung Dabaoshan this seat .

In navy, saffron , green leaves, with a combination of humanoid leap Dream Mall logo , a symbol of healthy living space complete with plenty of happy spirit ,Dream Mall highlight not only provides a wide diversity of leisure and shopping space, while committed to humanities and quality of life improved.

(Uni-President Group)



圖 3-1-10 新堀江

Shinkuchan shopping 新堀江(R9)

As the "Shinkuchan shopping" site conditions prominent, rapid absorption of other operators stationed, business expanded molding industry types within the district represented by the most casual cinema, the most popular costumes fashion show, Jewelry, watches, cosmetics, beauty shops, food culture to the most representative Cafe, American fast food, fast food and other day is a variety of dining and a vendor. In recent years, "Shinkuchan shopping" to become the most famous exotic southern Taiwan's largest land sales, has also become popular in southern Taiwan fashionable spokesperson. "Shinkuchan" with Paris, Milan, Hong Kong, Tokyo show zero-day synchronization popular shopping district merchandise locking younger demographic, offering the best young casual shopping options. Today's Shinkuchan southern Taiwan has become the young, trendy, leisure, shopping and other popular shopping paradise.



圖 3-1-11 原宿廣場

Harajuku Plaza 原宿廣場 (R9)

Harajuku Plaza is located at the rear of the old President Department Store , the early opening of the President Department Store odoratum street driven development , with at NOVA Information Plaza and Harajuku Square to join.Has become an emerging small business district, and Shinkuchan Five Road shopping district , looking across , but after 84 years the President Department Store fire , the crowd a huge loss , coupled with MRT commenced .Serious impact on nearby traffic , nearby businesses are all eagerly looking forward to new opportunities coming. Fortunately , in recent years, President Department Store with " Da Tong Wu Fu Store" in the name of re-starting .The introduction of new kinds of food and beverage businesses and lifestyle merchandise vendors , creating dining, living fine composite shop , again attracted the attention of young people . (ROC Tourism Bureau)



圖 3-1-12 高雄玫瑰聖母聖殿教座堂

Holy Rosary Basilica Cathedral 高雄玫瑰聖母聖殿教座堂(O2)

Often seen on a television advertising elegant church, thought it was shooting it in a foreign country, only to find that it is Taiwan's largest cathedral - "Holy Rosary Basilica Cathedral." Holy Rosary Church is one of three Asian churches, elegant appearance, internal solemn special scenery in modern urbanization building seems unique style, well worth a visit. (Text: Fourth Quarterly Kaohsiung Tourism)



圖 3-1-13 六合夜市

Liuhe Night Market 六合夜市(R10,O5)

During the day here is the straight road, after nightfall busy bustling dazzling variety of local delicious food, affordable domestic and foreign tourists are attracted, high visibility, has been listed as tourist night market. Liuhe Night Market and the surrounding attractions and more can be linked into a tourism circle, for example, Urban Spotlight, Kaohsiung Cultural Center (CKS Cultural Center), Notre Dame Rose, Love River, are the people came to be included in Kaohsiung Kaohsiung travel plans of your sights.



圖 3-1-14 瑞豐夜市

Ruifeng Night Market 瑞豐夜市(R14)

Ruifeng Night Market place is very eye-catching, the bit in Zuoying District, a prime location, has a history of 20 years old, can be said that Kaohsiung largest and best night market planning and management. Inside the booth more than one thousand, selling things is varied, can be said to be a gathering place for food, has become the people of Kaohsiung night snack gathering place for a walk.



圖 3-1-15 蓮池潭

Lianchihtan 蓮池潭(R16)

(AD 1686) Sound Fengshan county magistrate Yang Fang Jian Temple (Old Temple) , the order of Panchi Lianchihtan, planting lotus in the pool and lotus embellishment. Every summer , lotus, lotus blossom , fragrant , are there " Lotus Pond " in the name , and " Pan Water Lotus " as one of the eight Fengshan .

(AD 1842) Fengshan county magistrate had ordered gentry Zheng Cao Jin Lan Chun Road opened up into a body of water to distract irrigation fields , making Xinglongzhuang a fishing village meters , more so as the temple gathering area.



圖 3-1-16 漢神巨蛋百貨

Hanshin Department Store 漢神巨蛋百貨(R14)

World-class metropolitan Hanshin Department Store Department Store is to locate the target , "creating new new life where your dreams shine " is the feeling of the store Hanshin Department Store .District set covers the entire south of Chiayi in southern Taiwan , with " full full off layer " for the demands of providing a full range of products and a complete and attentive service function.



圖 3-1-17 英國領事館

British Consulate 英國領事館(O1)

Looking east , the magnificent landscape throughout the Kaohsiung District glance, Kaohsiung 85 Building , Dream Ferris wheel , forming a lively colorful modern paintings ;Looking South , overlooking the fishing port with Cijin , fishing boats, ferries , and occasionally heard whistles , seemed calm and relaxed. Looking west , it is one of the famous Taiwanese " West sunset " , sometimes calm waves , sometimes magnificent .British Consulate residence is located in the West Bay on a small hill , built in 1865, is a foreigner in Taiwan , creating the first consulate , also in Taiwan to build the first Western-style buildings . There are beautiful arched gallery, very British architecture elegance.



圖 3-1-18 旗津渡輪

Cijin ferry 旗津渡輪

Retro prominent appearance Cijin ferry station, get off the station that is a car rental place, rent a bike or directly Cijin various attractions within walking distance. Tin Hau Temple, beach, fort lighthouse, seafood snacks, etc., to catch the ferry, look absolutely stunning and diverse Cijin lets you indulge endless!



圖 3-1-19 旗津砲台

Cijin fort 旗津砲台

Cijin fort built in the mountains after the flag, condescending, broad vision, since ancient times is an important base in Kaohsiung Haiphong, its biggest feature is the Chinese-style camp buildings.



圖 3-1-20 旗津燈塔

Cijin Lighthouse 旗津燈塔

Cijin hill stands one hundred and twenty years after the Cijin lighthouse, the first nine years of the Qing dynasty (1883) built the lighthouse site today, after the opening of the port after port Takao Japanese colonial expansion Takao Harbor repeated expansion renovation. Completed in 1918, the scale of the

existing lighthouse. In 1985 (1985) approved by the Ministry of the Interior for the three monument open to visitors, 94 years (2005) re-designated as a municipality city monuments. Tower District landscape view excellent views overlooking the Kaohsiung Harbor, brick octagonal baroque white building off flash a lonely figure in the eyes of many people, still has indelible memories.



圖 3-1-21 旗津風車公園

Cijin windmill park 旗津風車公園

Cijin Windmill Park is Taiwan's first combines leisure, tourism and environmental protection windmills leisure park, daily use of these windmills energy produced from wind power is enough to supply the park lighting about four and a half hours.



圖 3-1-22 高雄 85 大樓

Kaohsiung 85 Building 高雄 85 大樓(R8)

Kaohsiung 85 Building is located east of Lingya District, and Kaohsiung, Kaohsiung Kaohsiung International Airport, Kaohsiung Train Station and Shin Kong marina similar,

Also known as East Timor with 85 International Plaza or Tuntex TPR building, completed in AD 1997, designed by architect CY Lee, is the tallest skyscraper in southern Taiwan, the second tallest building in Taiwan, currently the world's 13th High skyscrapers.



圖 3-1-23 愛之船遊河

Love Boat Tour River 愛之船遊河(O2)

East and west coasts in love with style, not only coffee, food, music, night after love is like spilled paint palette, the river with the water flashing neon IPL, the whole love extremely beautiful.

Visitors can take every afternoon 16:00-23:00 Love Boat, the board may close in love in love enjoying the coastal views.



圖 3-1-24 西子灣海水浴場

Siziwan Beaches 西子灣海水浴場(O1)

In addition to the famous West Bay sunset, scenic area of beach itself from a simple, pristine beaches, into the embodiment of well-equipped and pleasant environment of the beach .Summer has become the best place to cool off!

Surrounded by more than 200 trees of coconut trees, the beach is beautiful and comfortable beach chairs and a variety of sea sports equipment, such as banana boat, donuts, jet skiing, there are many types of domestic rare equipment. Add a lot of fun for water activities.



圖 3-1-25 淨園機場咖啡休閒農場

Net Park Airport Coffee Leisure Farm 淨園機場咖啡休閒農場(R4A)

Net Park Airport Coffee Leisure Farm is located in the middle of the runway Kaohsiung, Taiwan is the most spectacular view inside the aircraft taking off and landing locations; Occupies the top three floor space, through careful planning manager after the presentation of the addition to the thick urban casual style, but also carries a fresh and romantic atmosphere.

The most special is that inside there is a viewing platform ladder designed to allow. Let everyone consumer can enjoy unobstructed aircraft landing and viewing platform behind the net carefully designed garden relaxing garden.

(Quartet passage Travel Network)

第四章 研究結論與建議

第一節 結論與建議

這次專題研究我們是針對外國遊客製作的英文電子書，雖然我們知道捷運很方便，在高雄地區搭乘捷運是非常方便到達大部份的鬧區，我們呈現了高雄捷運沿線的熱門景點，當國外的遊客來到台灣，人生地不熟，為了能讓他們方便使用，此時我們的電子書有提供中文和英文翻譯介面，一方面能藉此讓外國的朋友來學習中文，一方面能夠讓他們了解電子書的內容，淺顯易懂。

能帶領國外的遊客輕鬆遊高雄，讓他們留下一個美好的遊樂回憶。

由於本專題，主要以呈現高雄捷運沿線的景點來做為研究，行程也都以各站的景觀和熱門地標做為安排，比較缺乏餐點的推薦，未來將會新增各個捷運站沿線的美食推薦，讓遊客能夠品嚐到高雄的在地美食；住宿方面以高雄捷運美麗島站為中心來選擇住宿的民宿或飯店，未來也會把民宿或飯店地址、介紹和價錢透過網路資訊、電視和書面雜誌的推薦一一陳列出來，好讓國外遊客能夠挑選到乾淨又舒服或是可以賞夜景的地方。

本專題電子書內容提供了許多必玩的景點，都是屬於比較書面的介紹，而假設有了景點介紹及景點介紹的影片檔，或許會讓人更加了解。

既然我們的電子書是針對國外的遊客而設計，我們也積極在發展其他語言來介紹高雄，目前我們也有新增韓文的問卷，未來我們的電子書就能夠吸引更多國外遊客閱讀。

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附錄一

Kaohsiung Travel Questionnaire

Dear sir/ madam:

Thank you very much for taking time to fill in our questionnaire.

In order to provide you the best travel experience in Taiwan, we would like to know your travel preferences for traveling in Kaohsiung.

You can help us very much by taking a few minutes to complete this questionnaire. This questionnaire is for research use only. Thank you for your assistance.

Sudents of Department of Commerce Tchnology and Management
at Chihlee Institute of Technology.

Sex : Male Female

Nationality : _____

Age range : 15~25 26~35 35~50 Other _____

1. Have you ever heard of the city of Kaohsiung? YES NO

2. Have you ever been to Kaohsiung? YES NO

3. What are your favorite attractions in Kaohsiung?

- Ciaotou Sugar Refinery Zi Zhu New Village Formosa Boulevard
Central Park Ciaotou Sea Of Flowers British consulate Cijin
Shinkuchan Commercial Zone Love River

4. What tourist activities do you like to do? (please check all that apply)

- Visit local scenery Visit historical sites Eco-Tours
Experience local culture Visit night markets Visit shopping districts
Taste the local food Other _____

5. Which transportation would you choose while traveling in kaohsiung?

- MRT Bus Car motorcycle Bicycle Other _____

6. Where do you usually get travel information ?

Newspapers and magazines Friends recommendation

Websites TV Other _____

7. What are your most important travel priorities? (please list in order of preference 1~4)

Price Length of stay Traffic convenience

Itinerary Other _____

8. How long do you plan to visit Taiwan?

1 day 2 days 3 days over 3 days

9. What tourist attractions would you like to visit while traveling on the Kaohsiung MRT?

10. May we ask your email address, so that we can send you more information about traveling in Kaohsiung?

Thank you very much for taking time to do our survey!

附錄二

Please follow your own situation and click your answer on the column

자기 상황대로 ()에서 ()으로 대답하세요

Basic Personal Information

기본 개인 자료

Sex : Male Female

성별 :남성 여성

Where are you from?

어디서 오셨습니까?

Age range : 15~25 26~35 35~50

나이가 어떻게 되세요?

1. Have you heard of the city of Kaohsiung? YES NO

1. 대만 도시 가오슝을 들어본 적이 있습니까?

2. Have you been to Kaohsiung? YES NO

2. 가오슝에 가 본 적이 있습니까?

3. Which is your favorite attractions?

3. 어느 관광지는 관심이 제일 많습니까?

4. What do you like travel itinerary? (can check)

Visit the Landscape Visit the historical sites Experience activities

Visit the performances Shopping Visit the night market Other _____

4. 여행할 때 좋아하는 프로그램이 무엇입니까?

풍경 관광 고적 구경 행사 체험

공연 구경 쇼핑 야시장 기타 _____

5. Will you usually use public transportation in travel?

MRT□ Bus□ Taxi□ Train□ Other _____

5. 평소 여행할 때 사용하는 교통수단이 무엇입니까?

지하철□ 버스□ 택시□ 기차□ 기타 _____

6. Where do you get travel information ?

Newspapers and magazines□ Friends Introduction□

Network□ TV□ Other _____

6. 여행에 대한 정보를 어떻게 받았습니까?

신문잡지□ 가족소개□ 인터넷□ 텔레비전□ 기타 _____

7. What are your priorities consider of travel? (in order of preference)

Price□ The number of days□ Traffic convenient□

Trip planning□ Other _____

7. 여행할 때에는 우선 생각하는 것이 무엇입니까?(취향대로 순서로 쓰세요)

가격□ 일수□ 교통편의□ 프로그램 계획□ 기타 _____

8. Please write down your E-mail address, so that we could send more information

about sightseeing in Kaohsiung.

8. e-mail 쓰세요, 가오슝에 대한 정보를 보내 드릴 겁니다.

Thanked you to be willing very much to spend the time to finish this questionnaire, hoped that you had a happy summer vacation.

설문지를 해 주셔서 감사합니다. 즐거운 여름 방학을 보내길 바랍니다.