

師大地方的形象對訪客利用空間之影響

鄭碧茵 (Teh Pek Yen)

馬來西亞馬來亞大學歐亞研究所博士候選人

外交部臺灣獎助金訪問學人

師大是一個有趣及富有特色的地方。除了鼎鼎有名的師大夜市以外，它其實也蘊含著各類的形象；比如富有歷史意義的遺址、書店及畫廊、異國美食街、咖啡店、師大美術公園以及各類的文藝表演。但是，人們往往只把它限於在師大夜市裏的美食與購物活動。如果訪客可以慢慢「品嚐」這個地區，其實它是個蘊含著許多文化氣息的地方。因此，這個研究是為了更深入的探討師大地區整體的形象，而不止單方面的討論師大夜市的形象。我對於師大地區的各類形象而產生了興趣，因而對它的形象與空間的使用作出了一項研究。以上研究是針對四個師大地區的形象，包涵購物、文化遺產、師大夜市以及異國美食街。除此以外，這項研究也注重於不同群體的訪客如何利用不同的空間而作出分析，尤其在於不同層次的消費與文化的認識度。例如，不同的年齡層或者是不同社會階層，會對不同的地點而有不同的空使用及地方依附。此研究搜集了 300 份來自師大附近的學生、居民及遊客問卷，運用了多元尺度法 (MDS) 分析不同社會階層如何在地方形象與空間。在這個研究裏，我希望能夠帶出師大地區文化觀光的價值，提升人們對這個地方的認知，以及對這個地方將來在行銷的展望，尤其在景觀與空間設計方面。

關鍵字：地方形象，空間利用，地方行銷，師大地區

The Influence of Place Image in Shi-da District towards the Spatial Utility by the Visitors

Teh Pek Yen

Shi-da district is an interesting and unique place. Besides the well known night market, this place possesses a variety of image, such as historical heritage sites, book shops and art galleries, foreign food street, coffee shops, and art and cultural performances. Due to the variety images representation, a research was studied to examine the relationship between the images and spatial utilization. Therefore, a research is conducted to further study the overall image of the place, and

not only limited to the night market. Four images were examined; there were shopping, heritage and cultural sites, Shi-da night market, and the street of foreign foods. The clusters of visitors were analyzed towards these images. Further study, the tendency of spatial utilization of these clusters was study. Two dimensions of spatial utility were examined, which included consumable and level of cultural appreciation. The quantitative data reflects from 350 self-administered structured questionnaires which respondents were targeted randomly within the Shi-da study area. Result was analyzed by using cluster and MDS. The finding has shown a significant relationship between the images and spatial utilization by different social level. The study value is important for the future reference in the place development and marketing, especially on landscape and spatial design.

Keywords: Place image, spatial utilization, place marketing, Shi-da district

主講人介紹：

鄭碧茵(Teh Pek Yen)，馬來西亞籍，現正攻讀馬來西亞大學歐亞研究所(Asia-Europe Institute)博士學位。2010年9月獲外交部「臺灣獎助金」來臺，針對臺北市進行「城市意象傳播對觀光客旅遊決策之影響」之相關資料蒐集與調查。