

雲林國際偶戲節慶立體導覽手冊在視覺上之影響

郭漢鎧^{1*} 阮炳嵐² 黃聖哲³ 吳芳旻⁴

¹ 國立虎尾科技大學休閒遊憩系 副教授

² 國立虎尾科技大學資訊管理系 助理教授

³ 國立虎尾科技大學休閒遊憩系 碩士

⁴ 國立虎尾科技大學休閒遊憩系 碩士生

摘 要

節慶導覽手冊內容具解說的功能，如活動流程、表演者與創作者創作含意，其釋說地方歷史的脈絡，可是因導覽手冊編制原因而無法吸引參與者的共鳴，失去解說節慶活動的意義與功用；此研究透過立體書製作方式：運用大量紙藝設計呈現內容畫面「立體」效果，依此技藝激化手冊與人互動交流，引動參與者積極閱讀的興趣，達成解說的目的。

因解說而了解節慶活動中導覽手冊與遊客間的關係更顯得重要，研究即著手以 2018 地方節慶-雲林國際偶戲節導覽手冊進行立體結構設計，了解立體導覽手冊在節慶活動中發展之功能與未來性，經資料分析法與剖析深度訪談，發現研究對象為曾參與雲林國際偶戲節之遊客對於立體導覽手冊設計，引起視覺面向上一些異同，結果顯示不同背景與參與動機、知覺價值、滿意度之差異分析中，在性別、職業別、居住地的部分，皆無顯著性差異；在年齡的部分，知覺價值有顯著性差異；在教育程度的部分，參與動機與知覺價值有顯著性差異，而滿意度皆無顯著性差異。至於在參與動機、知覺價值、滿意度關係的部分，透過皮爾森相關分析得到三種變項各具有顯著性相關，說明有效地提升節慶活動之附加價值與解說的功用；同時深度訪談法的部分顯示，得到五點結論：(一)具有吸引力；(二)有別於使用制式手冊之體驗；(三)能夠帶來額外之收益；(四)提高對活動參與的興趣；(五)對立體導覽手冊具高度滿意程度。

關鍵詞：節慶導覽手冊、立體書、參與動機、知覺價值、滿意度

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*聯繫作者：國立虎尾科技大學休閒遊憩系，雲林縣虎尾鎮文化路 64 號。

Tel: 05-6315895

Fax: 05-6315887

E-mail: ghh0426@nfu.edu.tw

An Influence on the Visual Function of the Pop-up Brochure from Yunlin International Puppet Festival

**Han-Hwang Gwo^{1*} Ping-Lan Juan² Sheng-Che Huang³
Fang-Min Wu⁴**

¹ Associate Professor, Dept. of Leisure & Recreation National Formosa University

² Assistant Professor, Dept. of Information Management National Formosa University

³ Master, Dept. of Leisure & Recreation National Formosa University

⁴ Master Student, Dept. of Leisure & Recreation National Formosa University

Abstract

In the brochure of some festival activities, they made a functional role interpret the coral content and value of the activity by some process, which they told the historical context of the place with some style through the interpreter or performer to promote. Meanwhile, the pop-up brochure with the three-dimensional effect through some technical art made read less interesting no longer, it aroused visitors interactively to focus on the presentation of the pictures and texture. Therefore, the relationship between the brochure and tourists provided more important application with show of diversity, which it presented the effectiveness of the pop-up style through the motive performance.

This research aimed at the brochure with three-dimensional structure and the function in Yunlin International Puppet Festival 2018, it provided more understanding and application for the future about the development of the pop-up effectiveness in the festival activities. The results obtained by analyzed through quantitative analysis through the questionnaire showed that there were some differences from some variable of the background and they explained as follows : there were no significant differences from participation motivation, perceived value, and satisfaction to gender, occupation, and place of residence except some age. At the same time, the significant differences were they predicted between the perceived value and the part of education level, as well, in participation motivation and perceived value, but no significant difference they were in satisfaction. Through the analysis of Pearson Correlation, the results showed some part of relationship among participation motivation, perceived value, and satisfaction, they informed that each of the three variables was significant relation and effective enhance by festival activities one another. In addition, the semi-depth interview concluded five obtainable effectiveness as following: 1.

attraction, 2. a different experience from past, 3. having additional benefits, 4. improving to plus active interest, and 5. Changing satisfaction to a higher level with the pop-up brochure.

Keywords: Festival, Pop-up Brochure, Participation Motivation, Perceived Value, Satisfaction.

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*Corresponding Author : Department of Leisure & Recreation National Formosa University, 64, Wen-Hua Road,
Tel: 05-6315895
Fax: 05-6315887
E-mail: ghh0426@nfu.edu.tw