

Unpacking Problems with Kaohsiung's One-Off Destination:

A Study of Tourist Experiences relating to Siaogangshan

Skywalk Park

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Abstract

Kaohsiung is an industrial city surrounded by manufacturing districts. The decades-long heavy industry has brought the city the economic development at the expense of conditions of living. To go beyond such an industrial past identity of a city, leadership and policymakers have made efforts to rebuild Kaohsiung through new strategies from the early 2000s. Tourism is a key theme introduced by new institutions of the Kaohsiung City Government, e.g., the Bureau of Cultural Affairs and the Kaohsiung City Tourism Bureau. There have been growing new destinations designated and managed by the government for tourists to Kaohsiung. In this research, I would explore one newly hyped case, Siaogangshan Skywalk Park, which is promoted by the government. This case is under-examined because of a lack of data on tourist experiences to Siaogangshan Skywalk Park. The research would answer why Kaohsiung needs to develop tourism through this case where interviewees reveal different factors that halt them to return the destination again. I draw on multiple methods. I review some secondary data to know the historical background. I mainly adopt in-depth interviews to collect data on tourists' experiences.

Keywords: Tourism, Tourist Experience, Kaohsiung City, Siaogangsh

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INTRODUCTION

Background

When you come to Kaohsiung, what is your first impression of this city? Before 2000, most people just thought Kaohsiung is an industrial city. The identity of place is constructed by working class people, manufacturers, and plants. The environments are seriously polluted where local lifestyle is developed exclusively for industrial production. This old image of Kaohsiung was hardly listed by tourists, let alone. However, the city seems changed over last two decades.¹ There have been newly built infrastructures, such as MRT system, as well as renovated spaces for cultural activities around piers and waterfront areas, e.g., Megaport Festival. A new political climate from the 2000s is calling up the trend of mass tourism. More and more people would like to go to Kaohsiung for a day trip or hang out there taking photos. Kaohsiung becomes a popular destination for new visitors, travelers and tourists. Some spots deserve their revisits, such as Pier 2 Art Center. Yet, some does not make tourist feel so, that is, my case study of Siaogangshan Skywalk Park.

Before doing this research, it is necessary to understand the development history of Taiwan and how Kaohsiung was put on the world map in terms of industrialization. Taiwan always has visitors. In the 15 century, Portuguese army called Taiwan Formosa; it means Taiwan is a beautiful island. Due to Taiwan's strategic location, western empires and Japan came here to exploit natural resources. The Kaohsiung port was a lagoon terrain when the Han people of mainland first came to Kaohsiung Port to catch mullet, so they concentrated on Qijin (旗津). Visiting settlers did not develop Kaohsiung Harbor as its entrance was narrow with huge stones. Besides, the shallow water in the harbor, the ship is also easy to run aground, so the main industry in the harbor was baying salt. Yancheng (鹽埕埔), which was a

¹ 蔣邦榆，〈從居民觀點探討高雄市城市觀光發展與工業城市再生〉（碩士論文，國立高雄餐旅學院餐旅管理研究所，民 95），2。

large salt field that formed the earliest township.² During the Japanese occupation, the west coastline was built to develop the port and city industry, which introduced lots of benefits to colonial business, industrialization and urbanization. Many migrant workers visited Kaohsiung in order to find better employments. The city has been modernized as a result of Japanese invasion. For example, people living in Taipei can go to Kaohsiung in a more convenient way. In 1915, to do the construction, Kaohsiung started the cement industry for more than 50 years. In 1937, because of the demand for war, they built much heavy industry construction laid the foundation of heavy industry for the Kaohsiung area. After the war, the Taiwanese government keeps developed a heavy industry in Kaohsiung. From the 1950s to 1960s, export processing zones were built, such as Nanzih Export Processing Zone and Kaohsiung Export Processing Zone, EZPA, MOEA. Kaohsiung became the second largest city in Taiwan in comparison to political and cultural center, Taipei. Although developing heavy industry brought lots of benefits to Kaohsiung, the price was degrading conditions of living and polluted environments. That is why Kaohsiung witnessed the largest campaigns of environmental protection against industrial development around early 1980s and beyond. Taiwan's government started to highlight a potential in developing tourism is in 1956.³ In the case of Kaohsiung, however, this trend remained unrealistic until a new leadership came to the office with different take on the city development. For example, the first Amusement Park, Blue Lagoon, was built in 2000. It seems Kaohsiung just started to figure out strategies in developing the tourist industry in these two decades. Compared with tourism industries growing in the world, tourism is a fresh phenomenon in Kaohsiung.⁴

² 打狗高雄歷史與現在，〈高雄港的故事〉。〈<http://takao.tw/kaohsiung-harbor-story/>〉（民 108 年 3 月 15 日）。

³ 吳三連台灣史料基金會，〈從「台灣第一...」談台灣觀光旅遊的發展〉。〈http://www.twcenter.org.tw/wp-content/uploads/2015/05/g03_13_03_01.pdf〉（民 108 年 5 月 13 日）。

⁴ Ibid.

Tourism is the biggest industry in the world after the 1970s, particular mass tourism.⁵ For those developed societies, most industrial countries restructured their industrial development by paying more attention to service, the new economy and cultural business. For example, Glasgow was a heavy industry city in 19 century. Because of severe unemployment and social problems, it faced the economic recession in the 1960s and 1980s. However, Glasgow tried their best to do the economic restructuring, improve the environmental protection, and invest more money in infrastructures to do with better traffic management, tourism, and culture. Glasgow has successfully transferred its old identity of place to a popular tourist city in the recent years.⁶ Another example is Pittsburgh. Pittsburgh was the center of the steel industry in the USA, and was known as the "world's steel capital." However, after the 1980s, its steel industry gradually declined, faced lots of crises, such as the high unemployment rate and economic crisis. It was the moment that Pittsburgh started its tourism industry. In terms of industrial structure, it has gradually changed its industrial structure from relying solely on steel manufacturing to integrating new technologies, health care, education, tourism, and financial services. In urban construction, Pittsburgh has undergone a large-scale urban transformation and transformed into medical care, education, leisure, and humanities. Pittsburgh became the most suitable and popular city in the USA.⁷

Tourism is a global scale industry that increasingly impacts the cultural, economic, social and environmental dimensions at the international, national, regional and local scale.⁸ More and more countries target tourism in the 21st century. As the economy develops, people in the privileged countries like China are more likely to travel, to shop and to relax around destinations. Tourism is increasingly seen as a key contributor to economies, so many places

⁵ 林毓琇，〈文化觀光發展認知之研究-以高雄縣美濃鎮客家文物館遊客為例〉，(碩士論文，國立屏東科技大學農村規劃系，2006)，1。

⁶ 每日頭條，〈工業旅遊：傳統工業城市轉型與發展的六大路徑〉。
<<https://kknews.cc/zh-tw/travel/anpgyyg.html>> (民 108 年 8 月 27 日)。

⁷ Ibid.

⁸ Visser, G. (Ed.) and Ferreira, S. (Ed.), *Tourism and Crisis* (London: Routledge, 2013), 1.

in the world are increasingly tied to the tourism system and related cultural, social, economic and political networks,⁹ such as Greece. Greece attracts more than 16 million tourists each year, thus contributing 18.2% to the nation's GDP in 2008 according to an OECD report.¹⁰ However, tourism is deeply influenced by its changing physical, economic and social contexts, and larger processes such as global climate change or financial instability, that present major challenges on a range of front.¹¹ Take Aftermath of the 2011 Tōhoku earthquake and tsunami, for example, the big earthquake happened on March 11. After the earthquake and tsunami, nuclear accidents also happened. This event caused widespread devastation in Japanese tourism. Visitors reduced by 75% many hotels and travel agencies face a crisis of bankruptcy.¹² Tourism and crisis mean difficult things to different people, with myriad meanings and impacts over space and through time.¹³ The crisis has very diverse impacts on tourism systems that translate to the crisis in some places but opportunities elsewhere and across different tourism product ranges. Tourism is a global system of production and consumption that, directly or indirectly, impacts the lives of hundreds of millions of people across the global.¹⁴ According to these references, we can know that tourism is deeply connected with not only political economy but also socio-cultural developments.

Motivation

When I was a freshman at the Wenzao Ursuline University of Language, one of my courses need to go to the tourist attractions. The professor said most students are the first time to Kaohsiung, therefore, for the first year, we need to understand this city. The professor

⁹ Ibid.

¹⁰ *Tourism in OECD Countries 2008 Trends and Policies*. (OECD Publishing, 2008).

¹¹ Visser, G. (Ed.) and Ferreira, S. (Ed.), *Tourism and Crisis* (London: Routledge, 2013), 1.

¹² 今日導報,〈311 震災重創日本旅遊業〉。<<http://www.herald-today.com/content.php?sn=3068>> (民 108 年 5 月 26 日)。

¹³ Visser, G. (Ed.) and Ferreira, S. (Ed.), *Tourism and Crisis* (London: Routledge, 2013), 1.

¹⁴ Ibid, 11.

asked us to take pictures with the most beautiful MRT station — Formosa Boulevard, Cultural center of the village, The Pier-2 Art Center, and Qijin to understand the history of Kaohsiung. Visiting these destinations, I saw the beautiful places, buildings, art installations, and its history, it makes my interest in visiting the place again and taking pictures. However, in my self-knowledge, Kaohsiung is a heavy industry city. On the way to school, I also saw many chimney emissions from plants, the color of the flag on the gate are red and orange, it seems hard to see the green flag. As a result, I wondered how and why Kaohsiung has been turned into a tourist city. I doubt why some destinations becomes popular to tourists. On the other hand, I love to travel, but some place doesn't really attract me to go there again, and so as my friends. Therefore, I want to find out the answer and how to solve this problem.

Research Purpose

Base on the motivation, there are 2 research purposes in my research.

1. Find out why some destinations becomes popular to tourists.
2. Find out the reason why some destinations lack of attraction to attract people to go there for the second time.

Research Question

1. Why do tourists visit some destination such as the Siaogangshan Skywalk Park?
2. What are the reasons Siaogangshan Skywalk Park lack of attraction to attract people to go there for the second time?

Contribution

Through this research, people can realize the history and the reasons for Kaohsiung become the tourist city. Also, this research is focus on the Siaogangshan Skywalk Park,

people can get more knowledge about Kaohsiung's tourism, and the problems of the Siaogangshan Skywalk Park.

Limits

Going to Siaogangshan Skywalk Park, taking the shuttle bus is necessary. Because the roads are small, and Siaogangshan Skywalk Park doesn't have enough place for tourists to park their cars. On the other hand, to collect people's thinking of Siaogangshan Skywalk Park, I need to interview the tourists at Siaogangshan Skywalk Park. However, people don't have enough time for me to interview. Sometimes, I only can talk to them for several minutes.

Delimits

This paper will only focus on Siaogangshan Skywalk Park because this place is new, and it seems has lots of problems. On the other hand, there are too many tourist attractions in Kaohsiung. Each of them has different factors, so I selected here to do my research.

LITERATURE REVIEW

History of Kaohsiung in heavy industry and tourism

“Tourism,” according to the World Tourism Organization, comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.¹⁵ In 21 century, developing tourism is an important thing for every country. Developing tourism can bring lots of advantages, especially in the economy. To attract tourists, the area of developing tourism should have its characteristics.¹⁶ For example, Jioufen(九份) used to be a gold rush town in New Taipei City. In the Japanese colonial era, a large amount of gold was exported to Japan, causing the nine pits of mining for gold production to reach its peak. In the 1930s, with the rise in the price of gold, the splendid grandeur of the “Asian Golden Capital” was created. At that time, Jioufen was seen from the sea, and the lights were bright. People called it “small Shanghai” and “small Hong Kong”.¹⁷ After the 1960s, with the depletion of the veins, the gold mining career ended up with the abandoned mining landscape in the late 1970s that formed a site for the nostalgic trend. Thus, it became a popular tourist destination. Jioufen is known as its history whose gold mine landscape is useful for developing tourism.

Heavy industry

In the 1950s, Taiwan started developing industry, so the government carried out an import substitution policy. In the late 1950s, because Taiwan’s domestic market was small and saturated, industrial growth slowed down, and the agricultural sector had excess labor,

¹⁵ “Who we are,” UNWTO, < <http://www2.unwto.org/content/who-we-are-0> >

¹⁶ 林毓琇,〈文化觀光發展認知之研究-以高雄縣美濃鎮客家文物館遊客為例〉, (碩士論文, 國立屏東科技大學農村規劃系, 2006), 1。

¹⁷ 交通部觀光局,〈九份〉。<<https://www.taiwan.net.tw/m1.aspx?sNo=0001091&id=290>> (民 108 年 8 月 27 日)。

leaving many unemployed people. Therefore, the Taiwan authorities decided to switch to a labor-intensive export expansion strategy, combined with ample low-wage labor, importing raw materials and intermediate products for processing, accumulating capital and increasing employment, paving the way for future heavy industry development.¹⁸ On the other hand, from 1959, American assistance was decreasing. Besides, the United States Department of State announced that except for retaining military assistance and surplus agricultural aid, the assistance to Taiwan will be terminated on June 30, 1965.¹⁹ In 1966, Export Processing Zone was established at Kaohsiung, Nanzih, and Taichung. Taiwan gradually changed from an agricultural society to an industrial society. In the 1970s, Taiwan started the Ten Major Construction Projects, the government planned China Shipbuilding Corporation, China Steel Corporation, Oil refinery and industrial park in Kaohsiung which became a heavy industrial park.²⁰

Tourism

The Kaohsiung City Government's Bureau of Cultural Affairs

The Kaohsiung City Government's Bureau of Cultural Affairs was established on Oct. 30, 1995, by the City Council through the efforts of local cultural institutions. Every step along the way, from the first preparation committee to the Development Team to the assistance of existing cultural institutions. Several preparation meetings and public hearings were held. After much discussion and communication, the Bureau was officially founded on Jan. 1, 2003. Its success is thanks to the work and insistence of the City Government, the promotion and support of the City Council and the participation and encouragement of the local cultural institutions.

¹⁸ 王春源，〈台灣總體經濟發展（一）〉（雙葉書廊，1998）。

¹⁹ 谷蒲孝雄編著，〈台灣的工業化：國際加工基地的形成〉，（人間出版，1992）。

²⁰ "Taiwan's Economic development," SMEA, <
<https://www.moeasmea.gov.tw/ct.asp?xItem=72&CtNode=263&mp=2> > (August 26, 2019).

The Kaohsiung City Government's Bureau of Cultural Affairs is responsible for lots of activities, such as Pier-2 (駁二), Fongyi Tutorial Academy (鳳儀書院), and the British consulate at Takow (打狗英國領事館). Also, they held some festivals, such as the Megaport Festival(大港開唱), the county fringe festival, and the Kaohsiung film festival. They promote Kaohsiung's arts and cultural activities that would make businesses to implement cultural policies and develop cultural and creative industries.

Siaogangshan Skywalk Park

Siaogangshan Skywalk Park is located at the junction of the Gangshan District and Yanchao District. It covers an area of about 1.8 hectares. It was originally a national military camp. The whole mountain area also retains several fort blocks, military camps, and sentry. The main character is sky corridors which are about 88 meters long. It is based on the concept of playing the violin and is designed in the form of a steel diagonal bridge. The main tower bridge is the image of the violin, the steel cable is the string, and the rotary ladder at the end is the harmonica shape. The stepping tread is like a piano key, and it resonates with your footsteps, meaning the meaning of "the lute and psaltery are in harmony", evoking the romantic dream of the tourists. From the sky corridor, overlooking the view, from left to right, Agongdian Reservoir (阿公店水庫), Agongdian Forest Park (阿公店森林公園), Crane Crown (機冠杉), Wushan Mud Volcano (烏山頂泥火山), and Agongdian Creek (阿公店溪). When the weather is good, looking out over the mountains adjacent to Beida Wushan (北大武山), Taiwan's high-speed railway, Kaohsiung City landmark 85 building (85 大樓), Banping Mountain (半屏山), Shoushan (壽山), Taiwan Strait (台灣海峽) and other scenery to capture the place. Besides, there is a small transparent glass walkway, perspective piano frame natural landscape. By the end of the year, about 770,000 people were entering the park.

It is characteristic leisure and military tourist attractions in Kaohsiung, and it also drives the tourist attractions around the city.²¹

However, because of the serious air pollution in recent years, it's hard to see the view. As a result, netizen suggest to visit there when the weather is good, or better plan a day trip sightseeing other places around Siaogangshan Skywalk Park.²² The Tourism Bureau market the multi-cultural characteristics of the Siaogangshan area by increasing the number of bus trips in conjunction with the holiday. The tickets for the Siaogangshan Skywalk Park will be used to reach the aviation education hall (including the military history museum), and the entrance fee of NT\$ 50.

Commercial endorsers are important. Pai Ping-ping (白冰冰) is the commercial endorser of Kaohsiung in 2019. She sang the song: go to Kaohsiung and filmed MV. In this MV, there are lots of characteristics of Kaohsiung. At the end of the song, its lyrics show, "If Kaohsiung is developing well, the city's economic development will be bright and make people earn lots of money." It correlates with Kaohsiung mayor, Han Kuo-Yu's manifesto, "Sell Goods, Welcome People, and Prosperous Kaohsiung." On the other hand, Zhang Xiaomin Shooting "Look at me again" to marketing "Siaogangshan Skywalk Park."

The first season of the invited artist Zhang Xiaomin (張琍敏) endorsement, attracting overseas Chinese overseas tourists, the second season will lock up the young ethnic group, with the high-profile marketing of Yilin (伊林) supermodels to Kaohsiung sightseeing, the third and fourth season will negotiate with the record company idol singer endorsement, hope bring different customer groups to Siaogangshan Skywalk Park. As a result, the Kaohsiung City Tourism Bureau invited 8 models of Yilin Entertainment Company. The models were

²¹ 聯合新聞網，〈搭紅 68 公車到岡山之眼玩 也能順便逛航空教育館〉。〈

<https://udn.com/news/story/7327/3915706>> (民 108 年 9 月 1 日)。

²² Opps! 新鮮事，〈高雄「崗山之眼」營運不到一年被酸爆？網：近年最廢景點〉。〈

<https://oops.udn.com/oops/story/6699/3475736>> (民 108 年 9 月 1 日)。

dressed in the costumes of the new designers Jian Guoyan and Ma Yi with Siaogangshan Skywalk Park. It attracting many tourists to compete for a superb model.

Being a tourist city

Taiwanese government started developing tourism back in 1956. Although tourism has been developed for a half-century, compared with the western country, Taiwan remains underdeveloped in tourism. It is because society was turbulent, financial distress, and lack of basic facilities. Kaohsiung City Government's Bureau of Cultural Affairs was established in 1995. Before that time, Kaohsiung focused on heavy industry. In the adjustment of industrial structure in traditional industrial cities, tourism becomes a new means for the local national economy as well as urban industrial structure towards sustainable development. There are 6 ways in developing tourism.²³

1. Taking advantage of the resources existing in the city, such as the mining area, oil field, forest farm, and factory.

Example: Taiwan Soya-Mixed Meat Museum (台灣滷味博物館).

Taiwan Soya-Mixed Meat Museum is the museum from D.E. Chung Hua Foods(得意中華). In 2008, she applied to join the Ministry of Economic Affairs Tourism Factory, ITRI Counseling Team. The team conducted overall plant space layout and landscape design management for the factory site. Originally, Chen Xiuqing believed that the tourism factory only needed tourists to watch the clean and bright production line, but the Industrial Research Institute Responding to the distinctive concept of the "Braised Dishes Museum(滷味博物館)" for the tourism factory established in China, and setting up different lines for different regions,

²³ 每日頭條，〈工業旅遊：傳統工業城市轉型與發展的六大路徑〉。
<<https://kknews.cc/zh-tw/travel/anpgyyg.html>> (民 108 年 8 月 27 日)。

including planning and event planning for DIY experience activities and different landscape designs.²⁴

2. Use natural and human resources in the city or surrounding the city, comprehensive development of tourism resources, tourism, cultural tourism, and eco-tourism.

Example: The Pier-2 Art Center.

The Pier-2 Art Center located at the sides of the pier is the artistic warehouse clusters. On Taiwan's Independence Day, October 10th, 2000, celebration fireworks were not only launched in Taipei. For the first time, the government also decided to release fireworks in southern Taiwan, and Kaohsiung became the selected location. To find a suitable location to present fireworks, the organizers re-discovered the Pier-2 Warehouses just beside the harbor. Later in 2001, a group of passionate Taiwanese artists established the Pier-2 Artistic Development Association. Pier-2 has become the headquarters for artistic development in southern Taiwan.²⁵ The Kaohsiung City Bureau of Cultural Affairs took over the Pier-2 Art Center in 2006, lots of exhibitions are held here. The Pier-2 Art Center has become the representative attractions in Kaohsiung.

3. Combine tourism with other emerging alternative industries to develop relevant tourism products.

Example: Lin's Goats farm(華一休閒農場).

Lin's Goats farm founded in 1979. At that time, Mr. Lin did everything, including raise the goats, produce goat milk, sell, and deliver. In 1988, Mr. Lin joined the Chia Nan Goat milk Marking Co-operative Society(嘉南羊乳運銷合作社) and became the general agency in Kaohsiung. In 2014, the Council of

²⁴ 羅弘旭，〈陳秀卿用觀光工廠提昇企業形象〉，《工研院工業技術與資訊》251期（民101年9月）

²⁵ "About Pier-2," Pier-2, < [https://pier-2.khcc.gov.tw/eng/home02.aspx?ID=\\$2001&IDK=2&EXEC=L](https://pier-2.khcc.gov.tw/eng/home02.aspx?ID=$2001&IDK=2&EXEC=L) > (August 14, 2019).

Agriculture issued a license for Lin's Goats Farm. This farm not only offer the place for a school to teach, but also the garden for Kaohsiung citizens.²⁶ On the farm, people can have the experience of feeding goats, and gain relevant knowledge.

4. Use the resources and environment such as abandoned factories to build leisure places and facilities such as catering, accommodation, and amusement, and develop suburban vacation and leisure tourism.

Example: Metropolitan Living Development(MLD 台鋁).

MLD was the center to produce aluminum in Japanese occupation. The production volume is sufficient to supply the construction materials of the entire Taiwan heavy industry. The aluminum-smelting boiler burned more than seven or eighty years of history and witnessed the glorious glory of Taiwan's heavy industry.²⁷ Due to industrial transformation, the furnace was shut down in the late 1980s,²⁸ and it became a shopping mall in 2015. The shopping mall combines lifestyle, entertainment and creative cultures, such as catering, cinema, banquet, bookstore, and exhibition hall. As the historic industrial building, MLD retains the original structure, symbolic position in Kaohsiung's heavy industry, and its name, "Taiwan Aluminum."²⁹

5. As a path to indirect tourism transformation. Use the other special resources of industrial-oriented cities to develop tourism "four products," that is Tourism special products, tourist souvenirs, tourist crafts, and tourism special famous food.

²⁶ 華一休閒農場，〈關於華一〉。〈

<http://www.goatsfarm.com.tw/incubation/front/bin/ptlist.phtml?Category=106841>〉(民 108 月 9 月 3 日)

²⁷ MLD 台鋁，〈關於台鋁〉。〈<http://mld.com.tw/about/>〉(民 108 月 9 月 3 日)

²⁸ 自由時報，〈荒廢近 30 年 台鋁舊廠房變商場〉。〈<https://news.ltn.com.tw/news/local/paper/935631>〉(民 108 月 9 月 3 日)

²⁹ MLD 台鋁，〈關於台鋁〉。〈<http://mld.com.tw/about/>〉(民 108 月 9 月 3 日)

6. Utilizing the surplus labor resources of industrial-oriented cities, through tourism professional training, transporting tourism practitioners to other places.

Crisis of developing tourism

The ongoing series of national and international financial crises and economic downturns since 2007 have affected tourism on a global scale. Such natural disasters are complemented by increased concerns over the effects of anthropogenic global environmental change, especially for the impacts of high-magnitude weather events (Scott et al. 2012). For example, the impact of the ash cloud from the Eyjafjallajökull eruption in Iceland on trans-Atlantic and European aviation, the Japanese earthquakes and tsunami of 2011, the severe flooding in Thailand and the Christchurch, New Zealand, earthquake sequence of 2010-12 (Orchistron 2012; Rittichainuwat 2012).³⁰ People would not like to choose a dangerous place to travel, they also care about their life.

On the other hand, during the current global economic downturn, the popular media have been replete with stories about the challenges faced by the travel and tourism industry.³¹ Tourism seems like an index of economic, people will compare two periods of the place, conclude economic growth.

According to *Tourism and Crisis*, Tourism is a global scale activity that is both a product and a vehicle of global - inaction influencing the lives of numerous people. The increasing complexity of the industry has made it difficult to conceptualize what tourism is and how it operates and creates changes in the global-local nexus. In terms of Kaohsiung tourism, there is also some crisis, such as dengue fever, air pollution, and transportation.

When an epidemic occurred in a city in which economic must be influenced by the epidemic. Every year, dengue fever occurred in Kaohsiung, there is no exception this year.

³⁰ Visser, G. (Ed.) and Ferreira, S. (Ed.), *Tourism and Crisis* (London: Routledge, 2013).

³¹ Ibid.

Up to June 18, 2019, it has a total of 21 cases of indigenous dengue fever. Take Tainan for example, dengue fever occurred in 2015, tourists reduced by 20% to 50%. At that time, no one wanted to go to Tainan for traveling.³² Therefore, the government should try its best to prevent fever become serious.

Air pollution is the biggest problem in Kaohsiung. Kaohsiung city was famous for its heavy industry. Although it seems to start the transition, the heavy industry still plays an important role in Kaohsiung economic. Kaohsiung developing heavy industry and tourism at the same time. However, serious air pollution will reduce people's willingness to go to Kaohsiung. As a result, the government should control emissions strictly.

Advantages and disadvantages

Kaohsiung is a city with abundant resource. This is the advantage to develop tourism and industry. However, because of the dependence on heavy industry before, the prospect of tourism is undermined. In this part, I will divide into two parts, advantages and disadvantages, in examining the development of tourism in Kaohsiung.

Advantages

Kaohsiung has convenient public transportation. We can use the MRT, bus, and Light Rail to go everywhere we want to go. Also, tourists can use the train, Taiwan high-speed rail, and airplane to arrive at Kaohsiung. In addition, Kaohsiung has many buildings full of historical value. Tourism can come here to feel the history.

³² 蘋果即時，〈登革熱衝擊台南觀光 遊客銳減 2/3〉。 <
<https://tw.appledaily.com/new/realtime/20150906/685662/>> (民 108 月 5 月 3 日)

Disadvantages

In the 1970s, Taiwan started the Ten Major Construction Projects, the government planned China Shipbuilding Corporation, China Steel Corporation, Oil refinery and industrial park in Kaohsiung which became a heavy industrial park.³³ Ten Major Construction Projects brought economic growth but caused air pollution. Kaohsiung has been heavily industrialized in 1946 since CNPC receives the No. 6 Fuel Plant of the Japanese Navy and reorganizes it into Kaohsiung Refinery.³⁴ To protest against the air pollution problem in Kaohsiung, the Earth Citizen Foundation called on the citizens this morning to go to the Kaohsiung Environmental Protection Bureau to express their protests. More than 20 people at the scene angrily blackened their faces and complained about the government's incompetence.³⁵ They pointed out from January 1st to 25th, no one day the AQI (air quality indicator) is green. According to the results of the EPA study, about 24% of PM2.5 pollution in the Gaoping area comes from outside Taiwan, mainly from mainland China, and another 41% is from the north city from Kaohsiung. Kaohsiung city is 35%.³⁶

³³ "Taiwan's Economic development," SMEA, <
<https://www.moeasmea.gov.tw/ct.asp?xItem=72&CtNode=263&mp=2> > (August 26, 2019)

³⁴ 我們的島，〈呼吸在高雄〉。

<
<https://ourisland.pts.org.tw/content/%E5%91%BC%E5%90%B8%E5%9C%A8%E9%AB%98%E9%9B%84> > (民 108 年 4 月 6 日)。

³⁵ 地球公民基金會，〈紅害紫爆受不了 高雄人怒吼反空污〉。 < <https://www.cet-taiwan.org/node/3167> > (民 108 年 4 月 6 日)。

³⁶ 高雄市政府環保局，〈空氣污染防治〉。 < <https://www.ksepb.gov.tw/WebSite/Index?LinkID=15> > (民 108 年 4 月 6 日)。

METHODOLOGY

In-depth interview:

Before starting the interview, I made a plan to find at least 10 interviewees at the Siaogangshan Skywalk Park. Because my research is to focus on why the place cannot attract people to go there again, I hope my interviewees those who have are experienced their trip there. That is, they could be the ones who went to the Siaogangshan Skywalk Park, taking the shuttle bus. I assume that taking the line of the shuttle is long, so I think I can interview them when they are waiting the bus. The first day I did the interview was on a specific Friday, with less tourists. It is hard for me to identify whether those people sitting on the seats have ended their trip or not. As a result, I stared at the exit, when there are someone exit, I went to ask them, “Do you have free time?” However, some people noticed the paper on my hands, they refused my request for a talk without any reason. At the end of the day, I only convinced one interviewee to have a short talk. For Saturday and Sunday, I have approached 2 groups, but our conversation was not long enough for me to get useful information. Thus, I stayed at the Siaogangshan Skywalk Park from 9:00 to 18:00, but I cannot get good results after all. I decided to change the way. I asked my friend who have ever visited the Siaogangshan Skywalk Park. Also, I joined a class concerning tourism, I met a student who also went there before. However, having two interviewees is not sufficient to clarify my puzzle in the research, so I went to the Siaogangshan Skywalk Park again. I asked the guide of the shuttle bus and the street vendors because I think they may have different viewpoints from tourists. In the end, I have 5 people as interviewees.

In short, I will use a face-to-face interview to collect data that come from four sources of samples:

1. tourists who have visited Siaogangshan Skywalk Park
2. citizens who live near Siaogangshan
3. guide of the shuttle bus
4. street vendors work in Siaogangshan Skywalk Park.

Method:

1. Face-to-Face interview: I will go to the place and ask some people to do the interview, each of them will take 20-30 minutes interview.

2. Transcription: I transcript the data in a day after the interview. To ensure that I don't forget the memory of the interview.

Tools for data collection:

1. Mobile phone: To record voice messages and audio. Our memorize are limited, we can't remember all of the detail, so we need to record it and we can replay it again and again.

2. Notebook: During the interview, we can write down something important. It can make it easy to do the transcript.

Table 1 List of interviewees

Interviewees	Gender	Ages	Introduction	Month
A	Male	40	resident/guide of shuttle bus	
B	Male	22	tourist	April
C	Female	21	tourist	September
D	Female	21	tourist	October
E	Male	25	tourist	October

Table 2 List of introduction of interviewees

Interviewee	Introduction
A	He is the resident to guide the tourists to take the shuttle bus. He lives in Siaogangshan for 40 years. He realizes the viewpoints around the park.
B	He is a tourist from China. He is a student from Wenzao Ursuline University of Languages. He knows the place is because his friends post the photos on Instagram. The beautiful scenery attracted him, so he asked his friend to ride the bicycle to bring him here. Before he goes there, he thought it is a wonderful place that worth a visit. However, it is not as expected. There is only part of the place has beautiful scenery.
C	She loves to travel and have come to live in Kaohsiung for 4 years. In these years, she travel around Kaohsiung with different tourist experiences.
D	Anonymous passer-by
E	Anonymous passer-by

Field research:

This research is based on In-depth interview, therefore, field research is to help me have more understanding about the Siaogangshan Skywalk Park. I went to the Siaogangshan Skywalk Park for 3 weeks, Friday to Sunday, from 9:00 to 18:00. I use the Mass transit to go there because I don't have scooter in Kaohsiung. First, I took the MRT to R24-Gangshan South station, then took the bus Red No.68 to Dazhuang Park, lastly took the shuttle bus. This method takes a lot of time to conduct and complete my interview, and it is expensive.³⁷ However, it brings lots of benefit, including overcoming lack of data, understanding context of the study, increasing the quality of data, and collecting ancillary data. I chatted with the

³⁷ "WHAT IS FIELD RESEARCH: DEFINITION, METHODS, EXAMPLES AND ADVANTAGES," QuestionPro, < <https://www.questionpro.com/blog/field-research/> > (June 6, 2019).

tourists, they can tell me lots of their feelings about the Siaogangshan Skywalk Park. Also, I bought the ticket to the Siaogangshan Skywalk Park, so I can reflect on my own experience as a tourist, too. As for participant observation, I am not only the researcher (observer), but also the tourist (participant). By chatting with tourists, sometimes we shared common ideas in terms of visiting the Siaogangshan Skywalk Park.

However, it was really time consuming because I spent 3 weeks to do the field research and spent 9 hours a day. Also, as I live in Sanmin District, there are 10 station between Sanmin District and Gangshan District by MRT. It costs me almost one hour and 80 dollars to go to there.

DATA ANALYSIS

In this chapter, I will divide into 4 parts which are different reasons of Siaogangshan Skywalk Park became a one-off destination. First is the location. Second is the traffic problems. Third is facility. And the last one is the air pollution and weather.

Location

Siaogangshan Skywalk Park is located at the junction of the Gangshan District and Yanchao District. There are many tourist attractions around Siaogangshan Skywalk Park, such as Spouse Tree(夫妻樹), Hao-Han-Po(好漢坡), Rain Tree Rest Station(雨豆樹休憩站), and Love Overlook(情人觀景台).³⁸ According to an extract from my interviewee A, *“Siaogangshan Skywalk Park is the signal tourist attractions. Tourists come to here, finished the skywalk park, then down the mountain. It does not like Sun Moon Lake, Sun Moon Lake has the cable car able to go to Formosan Aboriginal Culture Village(九族文化村), tourists can sit in the cable car to overlook the Siaogangshan Skywalk Park.”* Then, he gave some advices to for the government. Integrating these tourist attractions as a whole can become a more interesting route like a circle constituted by various sites or spots.

³⁸ 蘋果日報，〈不到 1 年 崗山之眼封園 整修道路及改善排水 明年春節重新開放〉。 <<https://tw.appledaily.com/headline/daily/20181204/38197096/>> (民 108 年 9 月 17 日)。



Figure 1 Location of Siaogangshan Skywalk Park

(Source: 蘋果日報。“不到 1 年 崗山之眼封園 整修道路及改善排水 明年春節重新開放”， <https://tw.appledaily.com/headline/daily/20181204/38197096/>)

“If the government can make these tourist attractions a circle for people to travel, this place may attract more people to come.” Accordingly, none will visit here again as he mocked those who like him visited the destination more than once, *“I think tourist coming here for the first time are nothing but crazy people. If they come again, they are an idiot. And ones paying a visit to here over the third time might be mental retardation.”*

Usually, we plan our itineraries or schedules for travelling around destinations; we will list lots of places firstly, and then start to plan some routes which can save the most time and budgets. However, because the tourist attractions around the Siaogangshan Skywalk Park

lacks the connection in this regard, people may waste their time and money to hang out around these places. In short, the first reason of Siaogangshan Skywalk Park became one-off destinations is its remote location that might freak out tourists to return again.

Traffic problems

Because the way to the Siaogangshan Skywalk Park is under traffic control from 8:00 to 20:00, there are 3 ways to get access to the Siaogangshan Skywalk Park: take the shuttle bus, take the taxi, and drive by yourself. Only residents can drive by themselves, or avoid the traffic control time. During the traffic control time, tourists should take the bus or taxi to the Siaogangshan Skywalk Park. There are three places to take the bus, Agongdian Reservoir(阿公店水庫), Agongdian forest park(阿公店森林公園), and Dazhuang Park(大莊公園). The timetable in the working day to Siaogangshan Skywalk Park is from 8:20 to 16:10, and in the weekend is from 8:20 to 17:20. A trip of the shuttle bus is NT\$25, and the taxi have different charges. According to different starting points, the number of passengers will affect the charges. For example, 1 passenger take the taxi from MRT stations to Siaogangshan Skywalk Park will cost 250 dollars. And 5 passengers take the taxi from 3 shuttle bus stations to Siaogangshan Skywalk Park, each passenger will cost 50 dollars. Although the latter is the cheapest one, it is more expensive than the shuttle bus. Even if taxi is more expensive than shuttle bus, some tourists still choose taxi to go to the Siaogangshan Skywalk Park. It is because the line of the shuttle bus is too long, they think it is worth to spend 2 times money to get 2 times time.³⁹

³⁹ 田野咩,〈高雄崗山之眼遊玩攻略~早上有蔚藍視野|晚上有星海夜景|崗山之眼咖啡廳〉。 <<https://miemie.tw/khskywalkpark/>> (民 108 年 8 月 19 日)。

接駁站	平日		假日		票價(單趟)
	首班車	末班車	首班車	末班車	
阿公店水庫 管理中心	08:20	16:10	08:20	17:20	全票 25元 半票(7~12歲兒童及65 歲以上長者) 13元 6歲以下兒童免費
阿公店森林 公園	08:22	16:12	08:22	17:22	
大莊公園	08:40	16:10	08:40	17:20	
崗山之眼 園區	08:50	18:10	08:50	19:10	

Figure 2 Time of the shuttle bus

(Source: 岡山之眼。 “交通資訊“， <https://khsywalkpark.com/page/traffic>)

起點		捷運南岡山站				阿公店水庫	阿公店森林公園	大莊公園
迄點		崗山之眼園 區	阿公店水庫	阿公店森林 公園	大莊公園	崗山之眼園區		
里程		9.3 公里	8.2 公里	10.1 公里	5.5 公里	4.3 公里	2.4 公里	3.2 公里
每 人 分 攤 金 額								
搭 載 人 數	1 人	250 元	230 元	270 元	170 元	150 元	130 元	130 元
	2 人	160 元	155 元	160 元	100 元	90 元	75 元	75 元
	3 人	115 元	110 元	115 元	75 元	65 元	60 元	60 元
	4 人	90 元	90 元	95 元	60 元	55 元	50 元	50 元
	5 人	85 元	80 元	85 元	55 元	50 元	50 元	50 元
說 明	1. 搭載 5 人以上坐在第三排者，每人車資酌減 15 元。 2. 搭載 5 人以上，1-4 人費率以 5 人平均分攤金額計收，第 5 人以上坐在第三排者，以 5 人平均分攤之金額減收 15 元計收。							

Figure 3 The common rate charged by the Kaohsiung City Transportation Bureau

(Source: 岡山之眼。 “交通資訊“， <https://khsywalkpark.com/page/traffic>。)

According to A, he think it is inconvenient because there doesn't have the parking lot. Most of the people have a car, so they certainly want to drive by themselves. However, because Siaogangshan's hinterland is not wide enough, it is not possible to build a vast

parking lot. This situation also occurred in sharing among other interviewees (B, D and E). B and D rode their scooters, and E drove his car. They complained that they need to park their car and scooter near those bus stations in order to wait for the buses. In other words, all of them want to drive their cars to Siaogangshan Skywalk Park because they can save their time and do not have the time pressure. They can go and leave whenever they want and don't need to line up the shuttle bus.

On the other hand, as I mentioned in the first point, because the tourist attractions around the Siaogangshan Skywalk Park lacks any connected routes and vehicles to other destinations, people may waste more time by further visiting these places nearby. They want to go to other tourist attractions, so, firstly, they need to move down to the foot of the mountain. For example, if tourists want to go to Rain Tree Rest Station, they need to do the same and use other way to go there.⁴⁰ It is because the shuttle bus only bring passengers from the station to Siaogangshan Skywalk Park. The bus company doesn't offer services for tourist to link other places. As a result, the second reason is the inconvenient traffic, and this reason is relevant to the first factor, location.

⁴⁰ 布魯的部落格，〈[高雄.岡山]登小崗山-崗山之眼.順遊週邊景點〉。<
<https://navyblue77.pixnet.net/blog/post/47793258>> (民 108 年 10 月 9 日)。



Figure 4 Siaogangshan Guid Map

(Source: 布魯。 “[高雄.岡山]登小崗山-崗山之眼.順遊週邊景點“ ,
<https://navyblue77.pixnet.net/blog/post/47793258> 。)

Facility

Because of its inconvenience of traffic, I wonder how this destination would attract people to visit? For the interview questions, the first question is “*how do you know this place?*” A answered that it is because he lives in Siaogangshan, and some interviewees suggested that the place was recommended by their friends or internet celebrities post beautiful pictures on social media, such as Instagram and Facebook. Some come across the news and travel magazine, such as Lonely Planet. Lonely Planet announced the top 10 the best city to travel, Kaohsiung is the No.5, and it highly recommended Siaogangshan Skywalk

Park in 2018.⁴¹ According to literature review, the main character is sky corridors which are about 88 meters long. It is based on the concept of playing the violin and is designed in the form of a steel diagonal bridge. The main tower bridge is the image of the violin, the steel cable is the string, and the rotary ladder at the end is the harmonica shape. The stepping tread is like a piano key, and it resonates with your footsteps, meaning the meaning of “the lute and psaltery are in harmony,” evoking the romantic dream of the tourists. It used to be a national military camp. The whole mountain area also retains several fort blocks, military camps, and sentry. When went to the Siaogangshan Skywalk Park, I took some photos for everything I saw. The fort blocks seems be used in the past, but now is full of garbage.



Figure 5 Siaogangshan Skywalk Park

⁴¹ 聯合新聞網，〈孤獨星球推薦！高雄「崗山之眼」可遠眺台灣海峽〉。<
<https://udn.com/news/story/7153/2788218>> (民 108 年 6 月 7 日)。



Figure 6 Fort blocks, military camps, and sentry



Figure 7 Fort blocks, military camps, and sentry



Figure 8 Fort blocks, military camps, and sentry

The basic facilities including toilet, rest area, garbage cash, and guide map. There also have 2 special facilities, one is the glasses, the other is chair to see the view. The glasses is in

the middle of the skywalk, some people will sit on it, some will lie on it, and some are afraid to stand on it. The chair set on the way to the Ticket booth, the sharp of the way to the Ticket booth is like the letter “Z.” As a result, it is a long way to there. the purpose of the chair may offer tourists place to relax.



Figure 9 Chair on the way to skywalk

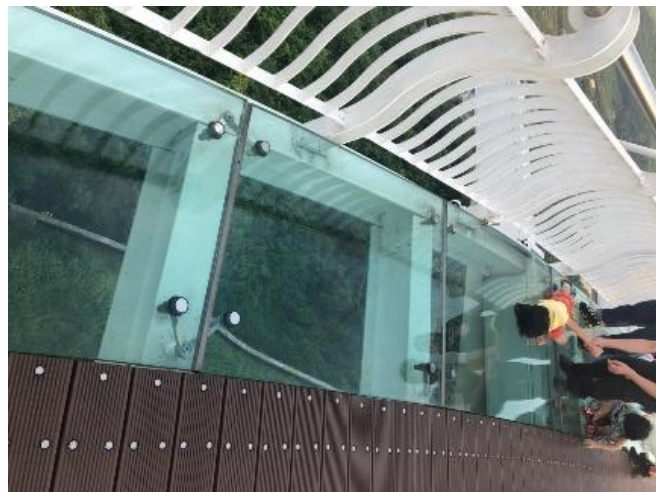


Figure 10 Glass floor



Figure 11 Starting point of the skywalk

I asked them, “*Do you buy anything at the Siaogangshan Skywalk Park or are the street vendors’ products attract you?*” Base on the field research, there are 10 street vendors at the Siaogangshan Skywalk Park. Most of the tourists and my interviewees only buy a bottle of water or ice cream. These street vendors don’t have its characteristic, they are normal in many night market and tourist district, such as ice cream and grilled sausage. The reason for people to buy these products is that the weather is hot and they are a treaty. I also heard that the seller said they don’t make much money in the afternoon, and that was in the working day. The rest area is also the problem, it cannot really cover the sun, not to mention the rain. In addition, the structure is high, but it doesn’t have elevator. When the people with reduced mobility want to down the structure, they need to back to the start point and reenter the original road.



Figure 12 Rest area and street vendors

Air pollution and Weather

The sight of Siaogangshan Skywalk Park is important for tourists to see the beautiful view. Kaohsiung is a heavy industry city with serious environmental pollutions. Before 2014, for example, there used be about half the year during which citizens didn't have a good air condition. The relative better period for people to see the whole view of the scenery started from June to August.

“What can tourists see? For Siaogangshan Skywalk Park, they cannot see the E-DA World's Ferris Wheel in the east side, because of tulle; they cannot see the 85 building in southeast side, because of tulle; and they cannot see Wu Lintou(烏林投) and Yongan's beech(永安), not even can see Qishan.” As a result, the shuttle bus guild is not recommended the rest of the month for tourists to go there because of the bad weather. The view seems like a picture that covers with tulle. In addition, he supplemented, *“some residents are confused. Why did the government build the skywalk park in Siaogangshan instead of Dagangshan?”* To sum up the reasons above, Dagangshan has wider place to build parking lot, hence, tourists can drive their cars to there. Its scenery is also better than Siaogangshan.

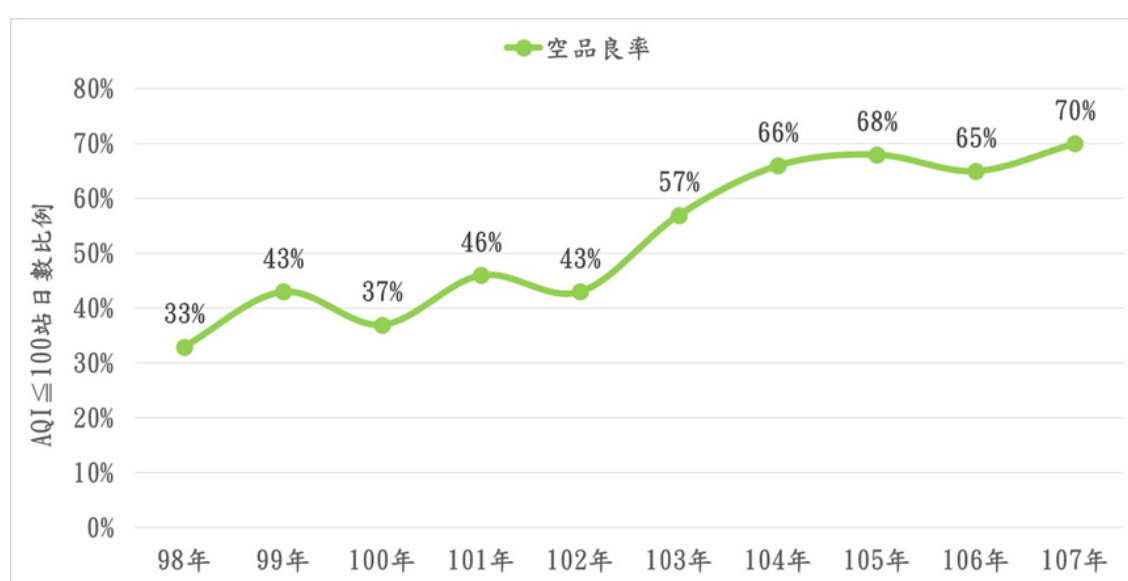


Figure 13 Rate of good weather

(Source: 高雄市政府環保局。“空氣污染防制“，
<https://www.ksepb.gov.tw/WebSite/Index?LinkID=15>。)



Figure 14 Good weather

(Source: Ann 榜哥 生活事務所。“高雄旅遊景點/崗山之眼天空廊道，享受漫步雲端眺望
整個大高雄美景“，<https://haohui2017.com/lifestyle/kaohsiung-siaogangshanskywalkpark/>。)



Figure 15 Bad weather

In the end of the interview, I asked them, “*Will you come here again?*” Though there are some people’s answers are “*YES.*” Most of the answers are “*NO.*” However, when I asked them, “*Will you recommend your friends this place?*” And their answers are “*YES.*” The reason is Siaogangshan Skywalk Park is a new tourist attraction. Based on these reasons elaborated above, its beauty is not sufficient for them to go there for the second time, only if there is held an event. Just like the shuttle bus guild said in the end of the interview, “*My first time to come here shows how crazy I am. And my second time to come here is seen as an idiotic try. And the third time for me to come here, I will be mentally problematic.*” The first time is because it is a new place with natural beauty, but he was sure that people seldom to be cheated twice.

CONCLUSION AND SUGGESTION

Most of the people believe that Kaohsiung is an industrial city. With the growing of tourism, Kaohsiung started to develop tourism. The government held some cultural activities to attract people come to Kaohsiung, built infrastructures to make Kaohsiung more convenient, rebuilt buildings full of historical value, and built the new tourist attractions. However, some tourist attractions were not in line with public expectations. After visited the place, they felt depressed because the place was not wonderful as the advertisement. As a result, they did not want to go there for the second.

I chose tourism for my topic is because I love to travel. Up to now, I have been to almost all the attractions in Kaohsiung, but in some places, I only want to go there one time. Therefore, I want to find out why some destinations become popular to tourists, and the reason why some destinations lack of attraction to attract people to go there for the second time. This research focused on Siaogangshan Skywalk Park.

“Tourism,” according to the World Tourism Organization, comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.⁴² In the 1970s, Taiwan started the Ten Major Construction Projects, the government planned China Shipbuilding Corporation, China Steel Corporation, Oil refinery and industrial park in Kaohsiung which became a heavy industrial park.⁴³ Because of the decreasing of American assistance and the growth of tourism, Kaohsiung started to develop tourism. In 1995, the Kaohsiung City Government’s Bureau of Cultural Affairs was established, which is responsible for holding cultural activities. In the literature review, there are 6 ways for the industrial city to become a tourist city. Kaohsiung followed these ways and developed its own way to become a tourist

⁴² “Who we are,” UNWTO, < <http://www2.unwto.org/content/who-we-are-0> >

⁴³ “Taiwan’s Economic development,” SMEA, < <https://www.moeasmea.gov.tw/ct.asp?xItem=72&CtNode=263&mp=2> > (August 26, 2019).

city. Also, tourism may face a crisis, such as an environment, economic, and politic. These issues may make people lost their interest to come here for travel. The advantages of kaohsiung developed tourism are transport infrastructure and historical buildings. The convenient transport infrastructure helps tourists move wherever they want. However, because of the heavy industry, Kaohsiung is the city with the most serious air pollution.

I used In-depth interview for my research methodology. I interviewed 5 people, one is the guide of the shuttle bus and resident, the others are tourists. I spent 15-20 minutes to have an interview with each other. Through their experience of travel, I listed the reason why they do not want to go there again. Also, I used field research to have more understanding of the Siaogangshan Skywalk Park. I bought the ticket to the Siaogangshan Skywalk Park, so I can feel it. I am not only the researcher, but also the tourist. By chatting with tourists, sometimes we have the same ideas of the Siaogangshan Skywalk Park, sometimes we have different ideas. Both of them benefited my research a lot.

I divided into 4 parts which are the reason for Siaogangshan Skywalk Park became a one-off destination. First is the location. Second is the traffic problems. The third is the facility. And the last one is air pollution and weather. Siaogangshan Skywalk Park is located at the junction of the Gangshan District and Yanchao District. There are many tourist attractions around Siaogangshan Skywalk Park, but Siaogangshan Skywalk Park's tourists cannot arrive at these attractions because the shuttle bus only brings tourists to Siaogangshan Skywalk Park. If tourists want to go to other places, they need to down the mountain and take other transport infrastructures. Therefore, the guide said that the first time to come here, they are madmen. The second time to come here, they are an idiot. And the third time to come here, he will call them mental retardation. He suggested that the government should make these tourist attractions became a circle. On the other hand, the appearance has a rich sense of design, it set many chairs on the way to the sky trail. However, at the end of the sky trail, it

does not have any elevator. The physical challenge tourists cannot down the stairs, they need to back to the origin. As a result, some elders sit in the rest area instead of going to the sky trail. The rest area was not good enough, either. The roof cannot really cover the sun and rain. Some interviewees said that they can buy these products from other tourist attractions. It means these street vendors do not have the characteristic. The purpose of going to Siaogangshan Skywalk Park is to see the view. However, visibility is not high. The best months to see the whole view is from June to August. The other months sometimes seems like a picture that covers with tulle. Some residents are confused that why to build the skywalk park in Siaogangshan instead of Dagangshan. To sum up the reasons above, Dagangshan has a wider place to build a parking lot, hence, tourists can drive their car there. Its scenery is also better than Siaogangshan. These reasons are related to each other. The location influences the parking area, so tourists need to take the shuttle bus. The shuttle bus does not arrive at other attractions, the incomplete facilities, and the bad weather cause the tourists not willing to come here for the second time. The first time to come here is because the advertisement attracted them, but it cannot attract them for the second time.

APPENDIX

Q1. 如何知道岡山之眼這個地方的？

Q2-1. 岡山之眼給你甚麼樣的印象？

Q2-2. 社群媒體的盛行，對你有什麼樣的影響？

Q2-3. 交通的便利性會不會影響到你的選擇？

Q2-4. 期間限定的展覽、活動會不會成為你旅遊的目的？

Q3-1. 旅遊的目的是為了什麼？

Q3-2. 選擇旅遊景點時，會優先考慮風景還是周圍的店家與美食？

Q4. 參訪一個景點前，會不會先了解周遭環境與歷史故事？

Q5. 你認為岡山之眼有沒有什麼需要改進的地方？

Q6. 結束這趟旅行後，對岡山之眼是否有不一樣的看法？

Q7. 這趟旅行帶給你的心得、有沒有落差？

Q8. 是否還會再來？

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