論文題要內容：

　　安平老街曾因時空環境之影響沒落，卻又因社區營造再度興起，進一步轉變為台南觀光遊憩之重要目的地，因此本研究以安平老街為主要研究對象。以品牌觀點討論安平老街是如何藉由多樣的文化淵源和歷史故事等觀光資源來形塑出目的地品牌。

　　Cai (2002)認為目的地意象能夠左右消費，成為一項重大指標。Aaker (1992)在品牌理論中，特別提到品牌權益是品牌、品牌名稱與符號的總和，藉由品牌權益可以增加或減少產品甚至是服務提供的價值。引發本研究欲透過品牌概念應用在目的地中且是否可用品牌權益來衡量。

　　本研究採便利抽樣，以前往安平老街之遊客為對象，共計發放 450 份，回收有效問卷 413 份，有效回收率為 91.7%。統計分析則使用項目分析、信度分析、敘述性統計、獨立樣本 t 檢定、單因子變異數分析、簡單迴歸分析。

　　研究結果顯示，目的地意象對品牌權益呈顯著且正向影響；目的地品牌對品牌權益呈顯著且正向影響；目的地意象正向影響目的地品牌。

關鍵字：目的地意象(destination image)，品牌權益(brand equity)，
　　　　目的地品牌(destination brand)，老街(historic area)，安平
　　　　(Anping)。

Destination image, destination brand and brand equity: A

study of historic area of Anping.

Student: Hong-Wu Luo   Advisor: Wen-Yu Su

C h i n e s e   C u l t u r e   U n i v e r s i t y

A B S T R A C T

Because of time and environment, historic area of Anping has been decline, but now it's rise up by community construction, and turns to an impartment place for tour and rest in Tainan. Therefore, this research takes historic area of Anping to be the main study. By using the bread viewpoint to discuss how historic area of Anping use tour resources such as diverse culture origin and history story to mold the destination brand.

Cai (2002) thought that destination image can influence expenditure and become an impartment target. Aaker (1992) especially mention that brand equity is the summation of brand, its name and sign in the brand theory, used brand equity to add or less product even the evaluation of provide service. The research is to see the view of brand using in the destination, and whether it can judge by brand equity.

The research use convenient sampling takes the tourists who went to Anping historic area to be the target, provide 450 paper, take back 413, effective retrieve is 91.7%. Statistics analysis used item analysis, reliability analysis, descriptive statistics, independent sample t test, one way analysis of variance, and simple regression analysis.

The research shows that destination image takes obvious and obverse affect; destination brand takes obvious and obverse affect; destination image obverse affect destination brand.

Key Words: destination image, brand equity, destination brand, historic area.