



Technical and Vocational Education Participation in Taivoan's Cultural Characteristics

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Abstract. This study investigates the impact of understanding Taivoan cultural characteristics on external perceptions of quality and value. It also explores the challenges faced by Aboriginal cultural conservation in social development and proposes countermeasures. Additionally, the research examines the role of science and technology and vocational education in promoting cultural preservation. The study aims to comprehensively understand the influence of Taivoan cultural characteristics on external perceptions, assess the impact of social development on Aboriginal culture, and analyze the inheritance of traditional skills like embroidery. This knowledge will be used to develop practical suggestions for promoting cultural protection, community development, and vocational education advancement. The research employs multiple methods, including in-depth literature review, fieldwork, and interviews, to gain a deep understanding of Taivoan cultural characteristics and their impact on external perceptions. Additionally, the effectiveness of relevant government policies and the perspectives of community participants are evaluated to provide a comprehensive picture of cultural preservation and promotion efforts. The findings reveal the positive influence of Taivoan embroidery culture on external perceptions of quality and value. Furthermore, government initiatives in cultural education and science and technology-based vocational training have positively impacted cultural preservation and development. Participants in tribal cultural experiences express satisfaction and actively engage in activities that foster personal and community growth. These findings also hold potential benefits for the technical and vocational education system, contributing to the sustainable development of local communities.

Keywords: Taivoan tribe, vocational education, cross stitch, perceived quality, perceived value

1 Introduction

1.1 Research motivation

This study aims to explore Taiwan's aboriginal culture from the perspective of technical and vocational education with a special focus on the Taivoan people who

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were severely affected by the typhoon disaster, to understand their cultural characteristics, external perception quality and value. The study will focus on technical and vocational education's impact on preserving traditional culture.

The development of modern society has posed serious threats to indigenous culture, such as language loss, cultural loss, and environmental damage[1]. To face the challenges, the Taiwanese government promotes indigenous cultural education through the technical and vocational education system, focusing on Language teaching and the inheritance of traditional skills, as well as investment in technical and vocational education activities such as cultural festivals, art exhibitions, and tribal tourism, are seen as important ways to promote the revitalization of Aboriginal culture. The specific understanding of the cultural characteristics, external perception quality and value of the Taivoan people after the typhoon disaster will be studied in depth and how to promote it [2]. For example, cultural festivals, art exhibitions, and tribal tourism are regarded as important to promote the cultural revitalization of aboriginal tribes. This approach attracts more people's attention, respect and participation and allows people to deeply experience the richness and diversity of indigenous culture[3].

The Taivoan people have a unique and rich culture. However, the typhoon disaster in August 2009 severely damaged Xiaolin Village, its main tribe, and greatly affected part of its cultural heritage [4]. This may face different challenges than other indigenous groups, especially regarding the profound impact of typhoon disasters on their unique culture. The Xiaolin Village tribe has the largest population among the Taivoan tribe. Typhoon disasters not only cause loss of life and material, but also The Taivoan people have lost important cultural inheritance sites, which makes the culture of the Taivoan people face more serious challenges [5]. This situation may lead to special efforts by the ethnic group to protect and restore culture after the disaster. The novelty of this study is reflected in the participation of technical and vocational education designers and is incorporated into exploring the characteristics of Taivoan culture and design.

1.2 Research purpose

This study aims to gain an in-depth understanding of the impact of Taivoan cultural characteristics on perceived quality and value. Through this research, we hope to promote the contribution of Taivoan culture while providing insights into understanding the rich impact of cultural diversity on the world and cultural creativity. The specific research purposes are:

- a. Discuss the influence of Taivoan people's cultural experience on their perceptual quality.**
Perceptual quality refers to the overall evaluation of the characteristics of Taivoan cultural products and tribal service experience.
- b. Discuss the cultural characteristics and experiences of Taivoan people and their impact on perceived value.**

Perceived value is the public weighing the benefits and sacrifices of Taivoan cultural product features and tribal service experience.

2 Literature Discussion

2.1 Xiaolin Village

Xiaolin Village, located in Jiaxian District, Kaohsiung City, Taiwan, has been officially upgraded and renamed Xiaolinli. The village is near the magnificent Gaoping Mountain and retains rich Aboriginal cultural traditions. In the early days, Xiaolin Village was a settlement of the Tsou, Minnan, and Bunun ethnic groups. After experiencing historical changes, it was once one of the most populous tribes among the Taivoan tribe. However, due to the impact of Typhoon Morakot in 2009, Xiaolin Village was buried by a landslide and was rebuilt in Xiaolin Wulipu District and Shanlin District [6].

After being hit by Typhoon Morakot, the Xiaolin tribe, survivors, and victims' families jointly established the "Xiaolin Community Post-Disaster Reconstruction and Self-Rescue Association". They began to actively rebuild their homes. With the participation of government agencies and rescue units, the villagers formulated a home reconstruction plan after thorough consultation and discussion. However, due to different needs, the reconstruction area was eventually divided into three areas: Wulipu Xiaolin Community, Riguang Xiaolin Community, and Xiaoai Xiaolin Community. Among them, 90 households lived in the Wulipu community, which is closest to Xiaolin Village. The community is commonly known as "Xiaolin Village". In the early stage of Wulipu community planning, the core goal was to develop Pingpu culture. The Sacrifice Hall, Memorial Park, Xiaolin Tingping National Cultural Relics Museum, Xiaolin Elementary School, and Arctic Hall were rebuilt. Through the annual night festival, they undertake the important mission of inheriting the culture of Xiaolin Taivoan Pingpu [7].

2.2 Taivoan Tribe

The Taivoan people are an indigenous group in Xiaolin. Ferrell (1971) once classified the Taivoan ethnic group as the Pingpu ethnic group. However, some scholars, including Naoyoshi Ogawa and others, have suggested it may be a branch of the Siraya tribe. In addition, Raleigh Farrell, a cultural anthropologist and linguist at the Australian National University, supports the idea of an independent secession of the Taivoan people through research on 17th-century Dutch documents. He believes that at that time, there were at least five different aboriginal ethnic groups in the southwestern plains of Taiwan, namely the Siraya tribe, the Taiwu tribe, the Takarian tribe, and the Bangsuo Adorato tribe.) and Longqiao. The Taivoan people are now classified as part of the Siraya people and one of the two ethnic groups of the Siraya people [8].

Daman Dance Company Culture.

According to the Taiwan Drama Center (2019), they convey culture and express gratitude through stage performances. Additionally, dance is a form of healing that harnesses the power of art therapy and spiritual healing. It encourages performers to deliver healing energy through dance, allowing dancers and audiences to feel warmth and resonance[9].


In addition, the dance troupe also shoulders the important mission of cultural revitalization, actively participates in literature research and oral histories of elders, and gradually unearths the cultural heritage of the Taivoan people [10]. The Daman Dance Company plans to restore the ancient music of the Taivoan people, which will not only enhance the ethnic identity, but also provide a deeper understanding of their language and past lifestyle through these ancient songs. The elders of the Taivoan tribe personally teach the singing methods of ancient songs to ensure that the ancient songs can be completely preserved and passed down. The annual Xiaolin Night Festival performance becomes an opportunity to promote these ancient songs and attract more tribe members to learn ancient songs. Implementing cultural revitalization not only has a healing effect on the soul but also restores the confidence of the ethnic group that firmly believes that their culture should be renamed. So far, the dance company has performed in Japan (2014), South Korea (2017, 2018), Malaysia (2017) and other places (Jian, 2019)[2].

Taivoan Embroidery

Embroidery culture plays an ancient and exquisite handicraft role among the Taivoan people [11]. They skillfully use thread and needle to embroider patterns, images, and words on the cloth. The technology has a long history and is suitable for developing technical and vocational education teaching systems. It represents a valuable cultural heritage [12].

Typical Taivoan embroidery works include beautifully colored embroidered shawls and unique four-sided embroidery decorations. The single-sided embroidered shawl mainly uses cross stitch and flat stitch embroidery, which shows the characteristics of the family culture of the Taivoan family in Siraya and the Hepingpu people. It is the essential representative of material culture. The typical embroidered headscarf of the Taivoan people is complete in shape. Its decoration shows the representative characteristics of Taivoan culture. Delicate flat-stitch embroidery creates bright and beautiful patterns. Suitable for integration into science and technology vocational education design teaching. It is expected to be integrated into design teaching in technical and vocational education. In the future, we will promote the unique beauty of culture, art, and design in the Taivoan area.

Table 1. Introduction to Taivoan Embroidery

photo_---		
Schema introduction	top	Parallel lines, mountain mosaic patterns, hexagonal geometric patterns, parallel line stripes.
	bottom	Combinations of parallel geometric patterns, angular and leaf patterns, mountain mosaics and leaf patterns, bird patterns, parallel line stripes, and triangular patterns.
		The top edge is a diamond pattern, the right and bottom edges are a geometric mosaic pattern, and the left and bottom edges are a square diamond cross pattern.

3 Research Methods

3.1 Research steps

The main purpose of this study is to conduct a questionnaire survey to explore the respondents' cognitive quality and perceived value of Taivoan cultural experience in Xiaolin Village. The respondents' questionnaires come from different backgrounds, including teachers and students in the design field, office workers and students in non-design fields, and the content filled in by the interviewees provides a more in-depth analysis of the connotation of Taivoan tribe culture and the inclusion of literature research. Related Projects. In the questionnaire survey, this study used a Likert scale, an assessment tool based on Likert's 1932 doctoral thesis. This scale uses a summary rating scale that requires respondents to give scores and numerical questions related to specific issues, objects, or research content based on the research to reflect their subjective and objective assessments of the issues. These scores can be accumulated to assess participants' overall attitudes toward the Taivoan cultural experience (Marketing Information Science, 2019). The scale ranges from 1 for "strongly disagree" to 5 for "strongly agree". Integrating questionnaire data makes it possible to assess the degree to which respondents recognize the perceived quality and

value of Taivoan people's cultural experience, laying a foundation for the future. They are a reference for teaching involving design in technical and vocational education.

3.2 Likert scale analysis

The summation scale was proposed by American social psychologist A. Likert in 1929, hence its name. This scale is the most commonly used attitude assessment method in social surveys and psychological tests [13].

The Likert scale, developed by Francis Likert [14], is another psychological response scale. This scale is most used in technical and vocational education questionnaires. When subjects answer an item in such a questionnaire, they specify how much they agree with the statement. Typically, Likert scales use five options of varying intensity, ranging from 1 for strongly disagree (strongly disagree) to 5 for completely agree (strongly agree). However, if the statement is negative (1 means unfavorable, 5 means favorable), a value is assigned at the end to ensure consistent results. Typically, the researcher can add up each respondent's answers to give a total score to assess the individual's overall attitude [15], [16], [17].

3.3 Data analysis

The questionnaire of this study includes three parts: perceived quality, perceived value, and Taivoan cultural characteristics. Each section includes four questions. Answers to each question were measured on a five-point Likert scale. The higher the value, the higher the respondent's agreement with the scale. This collection generated a total of 42 valid responses. This research will contribute to designing, teaching, and developing technical and vocational education.

4 Analysis

4.1 Analysis and experience introduction of the cultural characteristics of the Taivoan people

The uniqueness of Daman Dance Company lies in its fusion of traditional dance and modern music, aiming to help promote and carry forward the cultural heritage and tribal spirit of the Taivoan people. Through performing arts, they capture and showcase the unique charm of this culture, showing respect for nature and ancestors through embroidery. These characteristics and motivations may profoundly affect the public and the design and teaching of technical and vocational education, thereby affecting the perceived quality and value of Taivoan products and tribal experience services.

4-2-1 Perceptual quality

Table 2 shows that item 3 of the perceptual quality question has the highest average value, with an average of 4.4. This means the respondents believe Taivoan residents are quite satisfied with their understanding and communication of hometown culture.

The overall average value is still 4.2, which means that the respondents have low expectations for this perceptual quality and agree with it quite well.

4-2-2 Perceived value.

The respondent information in Table 3 shows that item 4 of the perceived value question has the highest average value, with an average value of 4.2, which means that the respondents believe that the significance of personally experiencing the Taivoan process is still very consistent, while the average value is the lowest. The overall mean is still 4, meaning respondents also perceive considerable value in this recognition.

4-2-3 Cultural characteristics of Taivoan people.

Table 4. Respondent data on Taivoan cultural characteristics experience question 4, the average value is the highest, with an average of 4.1, indicating that the respondents believe that Taivoan cultural characteristics are worthy of being made into cultural and creative products, and the overall average is still 3.8. This means that the interviewees recognize the unique cultural experience of the Taivoan people.

Table 2. Analysis of Taivoan cultural characteristics experience and perceived value results

No	Question	Average value	result	overall average
1.	Embroidery is a cultural product of the Taivoan people. It has a considerable cultural history and good quality.	4.3	Very much agree	
2.	Going to the countryside to experience the life and culture of the Taivoan people will bring us wonderful and unforgettable experiences.	4.1	Very much agree	4.2
3.	While experiencing the life and culture of the Taivoan people, the local people have a professional	4.4	Very much agree	

	understanding of tribal culture and can tell us.		
4.	By experiencing the life and culture of the Taivoan people, I can understand the local customs and customs.	4.2	Very much agree

(Source: Compiled by this study)

Table 3. Analysis of perceptual value results of Taivoan cultural characteristics experience

	question	average value	result	overall level meaning is
1.	Regarding the trend of modern social progress, the cultural characteristics of Taivoan people have historical value, and they will be willing to spend time understanding the local culture.	4.1	agree	
2.	I would like to participate in special activities related to Taivoan culture.	3.9	agree	4
3.	I wanted to know more about the cultural characteristics of Taivoan people, so I came to Xiaolin Village to discuss it.	3.8	agree	
4.	Going to the countryside to	4.2	Very much agree	

experience
Taivoan's
lifestyle is
meaningful.

(Source: Compiled by this study)

Table 4. Analysis of Taivoan cultural characteristics experience results from

	question	average value	result	overall level method
1.	After understanding the life and cultural characteristics of the Taivoan people, I want to help promote and carry forward local characteristics.	3.7	agree	
2.	After participating in the auditory feast of Daman Dance Company, you will continue to understand the historical origins behind the dance company.	4	Very much agree	3.8
3.	I want to ask the local tribesmen for advice and learn embroidery skills.	3.7	agree	
4.	I want to combine the cultural characteristics of Taivoan people with modern thinking and traditional skills to present cultural	4.1	Very much agree	

and creative
products.

(Source: Compiled by this study)

4.2 Research Discussion

This study summarizes the factors that affect the ethnic group's perceived quality and values. The cultural characteristics are the unique characteristics of Taivoan culture, such as embroidery art, traditional performances, etc., which may profoundly affect the ethnic group's perceived quality and values. The level of education may affect the understanding of culture. The degree of understanding and appreciation of value, in turn, affects perceived quality and values; community participation, the degree of participation in ethnic groups in cultural activities and community affairs, significantly impacts perceived quality and values.

The importance of ethnic perception quality and values to the community and the country, community cohesion, strengthening ethnic perception quality and values help to establish community cohesion, promote community development and stability; cultural inheritance: ethnic perception quality and values are important elements of cultural inheritance, is of critical significance to the protection and development of traditional culture.

The relationship between national perceived quality and values and vocational education. Cultural education and vocational education can enhance the ethnic group's understanding of Taivoan culture through cultural education modules and strengthen their perceived quality and values. Employment opportunities. Vocational education provides more employment opportunities for the ethnic group, may affect their values, and thus affect their understanding and evaluation of culture.

5 Conclusion

According to the results of the questionnaire survey, it can be concluded that people are satisfied with the perceptual quality items of visiting the countryside and experiencing the cultural characteristics of Taivoan people, indicating that they appreciate the quality of cultural experience, which represents the degree of people's appreciation of specific things. The values, traditions, and expressions of the culture showed high respect and recognition, as well as a deep emotional connection with them, and participants were quite optimistic about the guided tours, explanations, and activities. However, they must also achieve ultimate satisfaction, show respect and recognition for cultural values and expressions, establish deep emotional connections, and promote positive social and personal influence. Combining technical and vocational education can strengthen the promotion of cultural values and enhance awareness of Taivoan. The understanding of culture stimulates the motivation and willingness to participate. Cultural value is not only a symbol of the tribe but also the bearer of a long history. It has far-reaching significance for sustainable development and social harmony. The combination of technical and vocational education can strengthen the cultural value. Propaganda enables participants to better understand the connotation of Taivoan culture, increases the motivation and willingness of public

participation, guides the public, and conveys that Taivoan people are not just a tribe but also carry a long history. Furthermore, cultural values can represent traditions, techniques, and values and are part of cultural heritage. Active participation in tribal experiences means that culture positively impacts society and individuals. It contributes to the preservation, development, and inheritance of culture, it also contributes to the design, teaching, and development of technical and vocational education and the development of communities. Therefore, cultural experience has far-reaching significance for the long-term sustainable development of tribes and the harmonious development of society.

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