

# 地方產業觀光化對社區發展影響之研究

## —以陽明山竹子湖地區為例

### 摘要

近數十年來，台灣歷經國際化的衝擊與經濟發展變遷，且因部分地區之地理環境特殊以及自然災害的衝擊，造成區域發展不均、高失業率、人口結構老化、所得分配不均等差距。然而，台灣社會因應了現實狀況，政府以及民間團體運用在地的特色為基礎，發展了地方產業，運用靈活的回饋機制，將效益面擴散到經濟體系之外的公共領域，發展以生活、生態、生產、生命為核心價值與態度，值得支持與推廣<sup>1</sup>。

地區推動地方產業觀光化是為了振興區域，研究將以陽明山竹子湖地區為研究區域，一方面因為竹子湖地區擁有地方傳統產業，且近年來運用地方產業活動發展遊憩帶來經濟效益，招致人潮來此遊憩，並帶動社區發展；另一方面因為竹子湖地區民眾，對社區發展的意識慢慢抬頭，且以傳統農產為基礎，營造適合發展觀光的地區，不僅改善當地的生活環境，同時也對觀光化有益處，所以地方產業活動與發展遊憩將為竹子湖地區帶動發展。

本研究將透過理論與趨勢發展之回顧，從歷年地方產業與產業觀光研究文獻中，觀察不同時空背景之下，其對社區發展的影響與發展趨勢。並以陽明山竹子湖地區進行實證研究，並利用問卷調查及訪談方法，檢視產業觀光化與社區發展二者的互動關係，從中探討其長遠性趨勢，以及產業觀光化對社區發展的影響為何？檢視產業觀光化對社區發展能否是一種永續經營的模式。

關鍵詞：地方產業、產業觀光化、社區發展、竹子湖

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<sup>1</sup> 洪德仁，2005，「社區產業啟動經濟、文化雙贏」，Taiwan News財經•文化週刊，第86-87頁。

# **An Investigation on the Influence of the Tourism of Local Industry to the Community Development**

## **— Case Study of Jhuzihu Area, in Yangminshan**

### Abstract

For past decades, Taiwan has experienced the impact of internationalization and the change of economic development : some areas have special geographical environment and nature damages which caused unbalance of regional development, high unemployment rate, ageing population and income inequality. However, our society tries to resolve the problems of these situations : our government and civic associations use the local characteristics to develop local industry and apply a feedback mechanism to extend benefits to the public domain which are focused on life, ecosystem, production and lives, what deserves to be supported and to be popularized.

The community promotes the local tourism industry in order to prosper the situation of the community. This study will concentrate on the study of Jhuzihu area. For one aspect, Jhuzihu area has already a local traditional industry and, during these recently years, it uses this local industry to develop the tourism which brings economic benefits and more people to visit it and which also promotes the community industry. For another aspect, people who live in Jhuzihu aware that developing the community is necessary. They based on the traditional agriculture to build an appropriate area for people to tour. They improve their environment which is good for tourism. The local industry and the tourism will promote the development of Jhuzihu area.

This study will review some theories and the development trend, from studying on the past years about the local industry and the tourism industry to investigating the different periods. The studies on Jhuzihu area need to use the questionnaires and the interviews to survey the interactions between the tourism industry and the community development. So, from these studies, we can discuss about the long-term trend and what the influence from the tourism of a local industry to the community development is and, finally, investigate whether the tourism industry of a local industry is one model of sustainable management or not.

Keywords : Local Industry, Tourism Industry, Community Development and Jhuzihu