

地方發展策略研擬之關鍵影響因素建構研究

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摘要

When the sustainable development is the trend, local development with distinctive features and characters is now under the impact of global competition. Although there are plenty and various local characters, many local developments in Taiwan are still only focus on redecorating buildings and attracting the steam of customers. It is the important topic how to facilitate local development and increase competitiveness throughout strengthening local characters, rejuvenating vitality, and enhancing values. However, we found that the reasons affecting the development of local characters and sustainability are complicated. For effective development, we need to clarify and establish critical influential factors that impact the local development. Through substantial study, this research generalizes five important categories including environmental resources, social humanities, industrial activities, local infrastructure, and public-private partnership, as well as forty possible impact factors. By using fuzzy Delphi method (FDM), sixteen critical influence factors were filtered. The results of this research aim to be a foundation of establishing related development strategies in the future as well.

關鍵字：local development, regeneration, local marketing, fuzzy Delphi method (FDM)