

桃園地區埤塘永續觀光之發展策略研究

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摘要

Due to the unique environment in Tao-Yuan and the needs of irrigation, the special geographic view and rural biology, involving different types of irrigation ponds were formed in Tao-Yuan plateau gradually. The research uses two methods, Content Analysis Method and Analytic Hierarchy Process to analysis the data. Besides, the development projects and the dimension of factor consideration are based on the literature review and the interview with five experts. The fifteen efficacy questionnaires contributed by the experts establish the basis of the development strategies, including three different aspects, the crucial parameter, evaluation basis and types. According to the research, among five evaluation index of the sustainable development in Tao-Yuan, the most important index is the 'management of the environment resource', and then the 'management of community's involvement', 'management of tourist marketing', 'management of the service system' and the 'management of development' in order. The development of leisure rural tourist is the second most effective factor of development projects, other than the educational tourist development.

關鍵字：Irrigation pond, Sustainable Tourism, Analytic Hierarchy Process (AHP)