

當地居民對觀光產業發展的態度以及影響居民態度之相關因素

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摘要

The attitude of residents toward tourism development is the result of tourism impacts(include economic, social-cultural, and environment impacts). This study, using Peng-Hu Islands as the study area, exam the relationship between the impacts received and the attitude of residents. Input-output model and secondary data will be used to calculate economic impacts received by residents; questionnaire survey will be used to collect data for subjective impacts, and attitude toward tourism development. The relationships between residents' attitude and some of the perceived impacts, include positive impacts, low impacts perceived, and income impacts are positive. And the relationships between residents' attitude and the impacts of negative impacts and the amount of population are negative. The other relationships are not significant. And, according the input- output analysis, the residents' attitude is affected by the actual economic impacts received.

關鍵字：tourism impact, resident attitude, tourism development