

苗栗縣三灣鄉鄉村旅遊特色營造之研究

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摘要

Changes in industrial structure as the economy, people have more and more time engaged in outdoor recreation activities, and then gradually rare green space in cities, increasingly limited space for development, urban residents in the working environment of intense pressure from the desire to become stronger and stronger, and the desire for close to nature is more and more pressing. In this new form of life under the leisure and tourism rural tourism development has become a major trend.

In recent years, Green Fields, Peipu, Emei and other surrounding towns tourism developed rapidly, attracting crowds and keep visitors, comparison, most tourists only transit Sanwan, rarely staying for recreation. Sanwan has many tourism resources, such as hiking trails, leisure farms, B & B, tea house, theme restaurants ... and so on, but why only a tourist tours Sanwan the process of setting the relay station, failed to attract large numbers of tourists to stay together. Therefore, this study has three main purposes: 1. "the characteristics of rural tourism to create" as the goal, through research to understand the meaning of rural tourism, developing tourism and the provision of official administrative staff, the reference basis. 2. of Sanwan characteristics of rural tourism, sightseeing attractions for tourists, prompting tourists to stay Sanwan for recreation. 3. of Sanwan rural tourism resources, and then find out Sanwan potential competitive advantage and make use of, and promote local tourism development.

In this study, Sanwan, for example, through rural tourism through research to understand the content and programming theory, in order to help understand the characteristics of rural tourism Sanwan how to build, how to strengthen the local characteristics of local tourism, the goal of sustainable development to rural. In this study, data collection through literature, by literature review, analysis, understanding Sanwan tourism

industry is currently natural and human resources have? Through SWOT analysis, to understand Sanwan attractions and other features of the differences between neighboring towns, and then construct Sanwan shaping the development of the tourism industry. SWOT analysis of the strengths and weaknesses of internal resources and external environment, opportunities and threats, the last hope of the results will be presented to improve the tourism development strategy to provide industry-related government departments and units of the basis for future decision making.

關鍵字：Rural Tourism, Tourism Resource, SWOT analysis