

原住民保留地溫泉風景區發展策略之初探-以新竹縣清泉風景特定區為例

周彬彬, 李奕樵, 徐偉陵

景觀建築學系

建築與設計學院

joeychuc@yahoo.com.tw

摘要

Contributed to its multiple resources attributes and conditions, the aboriginal district pursue local tourism as a strategy for economic development. In recent years, much efforts are placed in hot spring tourism in the aboriginal hot spring scenic districts. With abundant hot spring resources, Qingquan, a on-route spot to Shei-pa National Park, becomes a popular place to the residents around the Hsinchu areas. This research, illustrated by Qingquan scenic designated area, is aimed to explore the integrated strategies of hot spring resources of aboriginal reserves. Documentation review, in-depth interview, field survey are incorporated for the investigation of local touring resources, followed by a SWOT analysis for the inclusions of strategies for the hot spring areas of aboriginal reserves. The preliminary research conclusions may include (1) weighing equivalently on development and reservation of aboriginal reserves and transforming hot spring for eco-touring; (2) enforcing self-management mechanism to enhance the values of hot spring water; (3) protecting the quality of visual landscape and eco-environment of hot spring outlet areas; (4) operating prudently on unique leisure resources of aboriginal areas to assure its sustainable uses; (5) networking compact touring system by incorporating surrounding scenic spots for hot spring scenic areas development; and (6) merging eco-touring and local agricultural and distinctive products as a complete strategy for industry development of aboriginal reserves. It is hoped that the processes and conclusions of this research can be referred while framing development strategies on hot spring touring industry for the other aboriginal reserves.

關鍵字：aboriginal reserve, scenic designated area, Qingquan hot spring, Development strategy analysis