

地方發展觀光休閒產業之探討-以嘉義縣大埔鄉為例

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### 摘要

Taiwan government has placed greater emphasis on developing tourism industry recently. The study focuses on the water collecting area of Tseng Wen Reservoir in Dapu Township in Chiayi County. She has rich natural resources to develop a successful tourism industry, but she doesn't for some legal and traffic restrictions. This study reveals the strengths, weaknesses, opportunities and threats for the Dapu Township tourism development policies. She should construct the fishing resort, waterfront eco-village, and driftwood artistic village in the future. To develop tourism and leisure industries in Dapu Township, Governments should play a more assertive role to formulate policies in consistent with the laws and not to destroy the natural environment. Therefore, there is a tangible guideline for the industry, the community, and non-governmental organizations to abide by.

關鍵字：Dapu township、sightseeing leisure、local industry、policy feasibility、strategy planning