

苗栗縣觀光產業行銷策略規劃之研究

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摘要

Tour policy dimension in Miaoli County should focus on the Hakka cultural tour, construct the Hakka slow city, and integrate promotion to support the sustainable tour policy. In terms of tour supply dimension, it should construct a brilliant and gradational tour system, reward the environmental landscape improvement, and construct the charming scenes to upgrade the tour image. In terms of tour demand dimension, it should develop the short stay for the domestic market and superfine life tour for international tour market. In terms of tour marketing dimension, it should integrate the county-whole resources to deepen the tour image, cooperate with the movie and drama circles to bring about the topical subjects, and make up the local tour merchandises. In terms of tour service dimension, it should make tour seamless connection by the strategic coalitions of tour buses, and construct the voluntary tour-guide and the appraisal systems.

關鍵字：tour industry, strategic planning, Miaoli county