

新竹市後火車站觀光夜市發展策略規劃之研究

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摘要

The main objective of this research is that probing into the way to operate the night market Railway Rear Station in Hsinchu city and development in the future.

Collecting data by visiting, and dissect to these data using SWOT analysis to get the results. Analyzing from location, traffic, business time-slice, popular commodities and food of variety fields, found the result that are strengths of the night market of Railway Rear Station in Hsinchu city. On the other hand, the weakness and threat of it is that the facilities are not handy enough and environmental protection, internationalization and a large number of tourists are the opportunity of it to be a international scenic spot

Finally, the results of data analysis should offer reference information to the relevant units for developing the tendency of the night market of Railway Rear Station in Hsinchu city.

關鍵字：Night Market, Strategic Planning, Hsinchu City