

從政策網絡之觀點探討地方形象商圈之策略規劃-以田尾鄉公路花園為例

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摘要

In 1995, the Ministry's Department of Commerce guided Tienwei Highway Garden to develop into an impression commercial area. In 2005, the Flower Museum was built; in 2007, Tienwei Highway Garden was awarded the honor of one of the top ten classic farming and fishing villages. Furthermore, in 2008, Tienwei Highway Garden was acknowledged by being elected as the object of a 3-year brand commercial area plan out of the 18 counties and cities, and this can be a gradual successful development experience. However, since Taiwan joined the WTO, it has faced other countries' strong impacts, and thus such prosperity hasn't existed anymore. Be faced with the difficult position, the upgrading and reforming of the agriculture seem to be a very important revolutionary way, along with the global development tread. The developments of the 101 local impression commercial areas which are guided by the Ministry's Department of Commerce can't just rely on the resources of these local governments. The local government should consider these issues: how to integrate current tourism resources, how to mobilize civil varied resources, how to vertically integrate and level communicate the multiple participants including the public sections, the private sections and the third sections, and how to cope with the environmental changes and strengthen its own advantages. Because the local impression commercial area policy involves a plenty of stakeholders and their opinions may be different, the policy planning and implementation should bring into the concept of policy networks, and by the induction of the management contents, a network mechanism advantageous in the policy consensus can be established to encourage the participants to exchange resources and communicate more frequently. By interviewing these relevant local ministers, experts, industry representatives and the media, the researcher made a comprehensive assessment and developed a strategy for the future

development of the local impression commercial area. The researcher expects that the local government makes the most collocation which is benefit to the local development, even with the limited resources, and applys the concept of policy networks to link the successful experience to other local impression commercial areas, and then the sustainable development can be achieved.

關鍵字：Policy Networks、Impression Commercial Area、Strategic planning