

# 澎湖居民對觀光發展影響認知之時序差異分析

陳沛悌, 鄧維兆, 陳甫鼎

餐旅管理學系

觀光學院

pchen@chu.edu.tw

## 摘要

This paper using longitudinal research design invests Penghu residents perception of tourism economic, social-cultural, and environmental impacts between 1998 and 2004. The results show that the positive tourism impacts perceived include improving economy, increasing income, creating employment opportunities, preserving culture, increasing life quality, increasing cultural activities, resulting cultural exchange, improving the appearance of the area, and improving the quality of public services, are different significantly between 1998 and 2004. Those impacts perceived in 2004 are higher than perceived in 1998. The negative impacts perceived, include adding traffic problems and benefiting a small group of residents, are different significantly. But those impacts perceived in 2004 are lower than 1998. In terms of Bulter's (1980) tourist area cycle of evolution theory, tourism development in Penghu is in the exploration and involvement stages; the residents' attitude toward tourists are positive and welcome. It is necessary to examine the next stage will be rejuvenation or decline.

關鍵字： tourism impact, tourist area cycle of evolution, longitudinal research