

台南市文化觀光發展策略探討(TAINAN CITY CULTURE AND TOURISM DEVELOPMENT STRATEGIES)

沈冠亞, 王金成, 劉碧珍, 黃漢誠

觀光與會議展覽學士學位學程

觀光學院

annie538@chu.edu.tw

摘要

TAINAN CITY CULTURE AND TOURISM DEVELOPMENT STRATEGIES

Kuan-Ya Shen, Jin-Cherng Wang, Bi-Jhen Liou, Han-Tsen Huang Yu Da

University of Department of Leisure Management ABSTRACT The traditional cultural industry passes along with the time, although some cultural decline slowly, but some industries slowly make the transformation again, joins the younger generation along with the time change the creativity development to be able to continue. Various counties municipal government also has coordinates the local culture industry to have the corresponding policy, scheduled regarding traditional culture's retention has held festival celebration in the place to celebrate, and the ancient early person at that time lived the pattern, could feel predecessor's footsteps for the descendant to be difficult, destroyed the cultural monument by no means that but let the tourist feel in the place culture characteristic and the sightseeing union person, the matter, the thing, let the external tourist understand our culture. This research took the Taina culture sightseeing industry as the research main body, and penetrates the cultural theory and the sightseeing fundamental research, makes for this reason discussion of the region existing culture sightseeing industry, finally draws the conclusion and the suggestion. Therefore the research goal divides into it the following four discussions. (1) understood that the cultural monument and the sightseeing industry's definition. (2) understood the Taina culture the historical site scenic spot, and understood is engaged in the goal. (3) to understand present situation of the Taina culture sightseeing industry. (4) understands the Taina culture ightseeing the historical site Importance of this research, lets this group by the research have the clear understanding and the understanding to the cultural sightseeing related memoir process. Of application method

this research, makes the SWOT analysis by the Taina culture sightseeing industry's overall survey, then proposes the reasonable suggestion strategy This research mainly aims at the cultural monument and the sightseeing union the benefit which brings to Taina, and will let the outside has the further understanding to the Taina culture sightseeing present situation and future development.

關鍵字：Key words: Cultural Heritage, Tourism Industry, Festivals