

遊憩區開發策略探討--以大鵬灣國家風景區為例

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摘 要

大鵬灣為台灣少數幾個天然潟湖地形，湖面寬廣，平波如鏡，地理條件優越，最早開發始於日治時期，初期以軍事用途為主。嗣後政府成立國家級風景區著手建設，歷經二十餘年開發，迄今雖略有成效，然在國人的旅遊印象所及，大鵬灣國家級風景區的意象仍未凸顯其應有遊憩潛力，以致在遊客人數方面並未明顯成長。本文探討開發歷程理念的癥結，從遊客與當地居民等民間不同視角的觀點，審視政府開發單位的發展策略方向。透過深度訪談，分析資料並統整出大鵬灣的魅力因子。從環境資源規劃與經營管理兩面向來鑑別診斷(Differential Diagnosis)以政府視角的開發規劃觀點。研究結果顯示：民間期待加強推動軟性的自然資源保育與文化活動，優先於政府當前所積極推動的硬體建設方向，研究成果可供管理單位修正發展方向之參酌。

關鍵字：大鵬灣、潟湖、遊憩潛力、魅力因子

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The Strategy for Developing a Recreational Zone: A Case Study of Dapeng Bay National Scenic Area.

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Abstract

Dapeng Bay is one of the few natural lagoons in Taiwan. The lake is wide, its flat waves are like a mirror, and the geographical conditions are superior. Its earliest stage of development began during the period of Japanese occupation, when the bay was mainly used for military purposes. Later on, the government established it as a national scenic spot and began construction. However, after more than 20 years of development, Dapeng Bay has still not really achieved its true recreational potential, as the number of tourists visiting it has not grown significantly. This article discusses the crucial concept of the necessary developmental process, exploring the Taiwan government's strategy of developing units from the perspective of both tourists and local residents. The data provided by tourist questionnaire-surveys and in-depth interviews with local residents is analyzed, and statistical conclusions are drawn. Environmental resource planning and management are crucial from the government's perspective. The research results show that people fully support the promotion of soft natural resource conservation and cultural activities, where these both take precedence over the focus on hardware construction that has been actively promoted by the government. Thus the government will need to revise the managerial direction it has been taking up until now.

Keywords : Dapeng Bay, Lagoon, Recreational potential, Attractiveness factor

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