

寶來發展溫泉保養地經營模式對活化地方遊憩產業之可行性評估

劉修祥¹/白樣¹/徐瑞良²

高雄應用科技大學¹/正修科技大學²

摘 要

結合當地自然與人文之觀光遊憩資源，並以觀光產業作為地方轉型介面來提高地方產業之競爭力，進而活化地方產業，確保產業的永續發展，以成為溫泉地發展觀光重要的課題。于此，唯有創新與改進溫泉產業經營模式，並有效利用天然資源，才能帶動地方產業繁榮，促進溫泉地永續發展。因此，本研究的目的旨在探析寶來地區發展溫泉保養地之經營模式對活化地方遊憩產業之可行性。希冀研究結果能提供溫泉地之相關企業在經營模式及整體經營策略上之參考，期以達活化地方遊憩產業永續發展之目標。本研究以高雄縣寶來溫泉地為研究範圍。應用文獻分析與實地觀察，並透過詮釋學的觀點閱讀、彙整與利用 SWOT、可行性分析等方式做為本研究之分析脈絡。根據研究之結果發現：1.該項目是國家積極鼓勵地方發展的產業，加速開發可儘早形成產業優勢。2.寶來地理位置優越，自然環境優美，天然資源豐富，符合開發溫泉保養地。3.溫泉保養地之經營須朝向知識化、市場化、商品化、專業化、企業化及國際化的方向發展。4.加強凝聚地方共識，有效運用當地資源。5.需培育當地溫泉產業專業人才，增加居民就業機會。6.應融合當地文化，建構溫泉保養地之特色。7.主管機關單位即時修正現行法令及政策，以便順利推動地方產業發展。8.公部門應加強大環境之公共建設。

關鍵詞：溫泉保養地、地方遊憩產業、SWOT、可行性分析

The Study of management model operation to activating local the recreation industry of Feasible assessment of the development Badekurort in Bao-Lai

Liu Hsiou-Hsiang¹ / Payan. Islituan¹ / Hsu Jui-Liang²

Abstract

Due to combining the locality with humanity and sightseeing and recreation resources naturally, the competitiveness which can be reinforced successfully may be relied on the interface, which could improve the local industry and link tourism industry related as the developmental transition as well. Furthermore, the relevant implementation can activate the local industry and ventures as sustainable operation and management for hot springs. Hence, it is the critical approach that conducts innovative techniques into the operation of hot spring industry as the method improved, and utilizes natural resources effectively so that we could drive the local industry to be prosperous for sustaining and prolonging the life-cycles for hot springs. Therefore, the study aims at analyzing the effectiveness of the hot spring operations infusing into regional development in Bao-Lai, Kaohsiung county. Meanwhile, the literature review and SWOT method are utilized in this study. The findings are:

- 1.This project can encourage local development actively, and develop industry's advantage acceleratedly. Likewise, it is the main developmental business in Taiwan as well.
- 2.The geographical position of Bao-Lai is superior , and it consists of beautiful and comfortable environment, abundant natural resources. Thus, it is fit to develop the hot springs and maintain the ground related in this region.
3. It is inclined to implement the multi-functional tactics into the relevant operations towards marketization, commercialization , and internationalization.
- 4.Reinforcing and condensing the local common understanding, and using local resources effectively are the main issues.
5. In order to foster industry's demand, appropriate human resources and increasing employment opportunity for the residents are the namely consideration.
6. The related institutes, practitioners, and professionals should merge local cultures, and construct the unique features for the hot springs in order to maintain the ground.
- 7.The policy and principles ought to be revised occasionally and to be updated at right time so that we can promote the development of local industry successfully.
- 8.The public institutes should strengthen the proper public constructions in order to build up the great environment .

Keywords: Badekurort 、 local recreation industry 、 SWOT 、 Feasible assessment