

# 探索社區資源重新營造社區產業發展-以東石鄉四股社區為例

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## 摘要

談論到鰲股溼地的候鳥，愛好自然的人沒有是不知道的，但處在溼地旁的四股社區，卻沒有幾個人知道。有這麼好的資源，四股社區發展觀光應隨手可得，但長久以來卻非如此，這是因為其社區發展的定位不清，所以造成社區發展的沒落。

為何提到京都，就使人聯想到文化之城？為何提到紐約，就令人想到世界的金融中心？還有更多例子，如：上海、維也納...等，這就是「品牌定位」概念。次級產品，可能因正確的定位行銷規劃後，充分發揮產品優勢，進而創造了廣大市場及響亮知名度；而好的產品，也可能因不夠精準行銷定位策略無法鎖定顧客，以致錯失良機。

台灣社區總體營造主分為兩類，第一改造環境，提升生活品質。第二社區資源整合創造產業，使居民皆可蒙利。四股社區理想發展便是朝向後者，要有清楚的定位後，創造與其他社區發展的差異化。

本研究利用策略行銷，以策略掌握脈動加上資訊輔助，來重新規劃此一社區發展及比較涉入前後的改變。

關鍵詞：地區行銷、品牌定位管理、社區產業發展

## **An example of Sih-gu in Exploring Community Resource and in Reconstructing the Industry of Community Development**

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The migratory birds in Ou-gu wetland are well-known for birdwatchers. With all the nature resource, Sih-gu community, located besides the wetland, is supposed to develop its own tourism business. However, the development of the community has been on the downgrade for a long time because the position of the community development remains unclear.

The concept of brand position is when people associate Kyoto with the City of Culture, and New York City with the trade center in the world. Even the second class product can be well-known and create a huge market by accurate position marketing. On the other hand, an excellent product can lost its chances because of the inaccurate planning of position marketing.

There are two types of community planning construction: reconstruction and resources integration. Life quality will be improved after altering and reforming the environment of the community. New industries can be created after integrating the resources in the community. The ideal development of Sih-gu community is to position its brand clearly, integrate the community resources, and create the difference from other communities.

The researchers used strategy marketing and information technology to map up the community planning construction and compared the difference before and after the intervention.

**KEY WORD: Marketing of Community 、 Management of Brand Position 、**

**The industry of community development**