

## 研究報告

# 農林產業轉型為休閒遊憩產業的意見調查與分析 — 嘉義縣梅山鄉瑞太地區個案研究

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**【摘要】**本研究主要目的是為了對梅山鄉瑞里、瑞峰及太和三個村落(簡稱瑞太地區)由傳統的農林產業轉型為休閒遊憩產業有更深入的瞭解，於民國九十二年九月至十一月，對瑞太地區的自然資源、農林產業資源及遊憩資源進行調查，調查的方式包括資料的蒐集、現地的踏勘、拍照及與休閒事業經營者、林農及部份地方人士訪談，再將資料彙整並進行 SWOT 分析。其結果顯示：在法令方面評定為略呈劣勢，因為仍然有四分之三的民宿業者尚未取得合法的地位；地方民俗文化資源，僅評為略具優勢，因為當地的民俗文化資源並不豐富；人力、交通便捷性、當地動植物等的自然景觀、農林業的特產品、目前擁有的休閒旅遊事業組織等則評定為很具有優勢；最後將瑞太地區劃歸阿里山風景區內，給予最高優勢的評分。綜合以上，本研究建議該地區可以朝向生態旅遊的方向發展。

## Research paper

# Survey and Analysis of Changing Agriculture and Forest Industry into Recreation Industry - A Case Study of Ruei-Tai District in Mei Shan Country of Chia Yi County

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**【Abstract】** The objectives of this study are to deeply understand residents' opinions of Ruei-Tai district about changing their traditional industry of agriculture and forestry district change into recreational industry. Resources such as agriculture, forestry and recreation were be investigated and residents of this district were be interviewed from September to November in 2003. The results showed that disadvantage of this district is law problem, because many "bed and breakfasts" are still illegal. The advantages of this district consist of human powers, traffic convenient, abundant natural resources, special agricultural and forest souvenirs and local recreational organization. The most advantage for this district's development is "belong to planning area of Alishan Scenic Administration".

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