

原住民部落旅遊意象之空間規劃

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摘要

In recent years, many domestic and foreign tourists are attracted the characteristics and connotations of depth tourism, which has become more and more attention, but also promote the local tourism development. This study is aimed to explore the recreational resources and environment by means of sightseeing and SWOT field analysis of the Nangzhuang in Miaoli County. It is planned to construct the 3D View and voice introduction by using the multimedia software. The results are shown that: (1) the issue of the program is "reproduction" and "improvement", which to reproduce the tribal cultural elements and strengthen the tourism imagery of the aboriginal tribes. (2) Visitors were understood tribal depth experience by the video guide. (3) Aboriginal tribes were expected to operate and improve the current situation. The results of this study can provide timely planning opportunities for the diversification of tourism and recreational resources, and bring new tribal imagery to bring sightseeing and create opportunities through these new plans.

關鍵字：tourism resources, tourism imagery, spatial planning