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摘要

本次研討會會議是由臺灣社團法人臺灣管理創新學會 (SIIM) 在泰國曼谷所舉行「2014 創新與管理國際研討會」。研討會總計舉辦三天，入選了 120 篇中外學者的論文，共計有 13 個國家，85 位學者發表各個管理領域的關鍵議題。本篇論文引發從原住民的角度去審視政府政策的影響，是否能夠釐清公部門本位主義挾同在地生態文化觀點而行之的管理意涵，間接或直接地影響了觀光活動的推行與觀光產值的效益討論。學者建議加強社會交換理論的深度論述，亦有學者提出臺灣其他的原住民族的文化多樣性是否會對政府的上位計劃有不同的觀感與回應？如果有更廣泛的比較與論述，更能彰顯本篇論文的實務價值。

本人以英文發表文章，並且全程以英語進行簡報，除了能增加自身的國際學術交流經驗以外，並與數位學者造訪世界文化遺產一大城，以實際行動探討泰國文化觀光的發展，雖然是短暫的觀察，但是對於本人所研究的議題，也更能夠帶來具有國際化的思維，與創新研究方向。

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壹、目的

一、參加由臺灣社團法人臺灣管理創新學會 (SIIM)所主辦的「2014 創新與管理國際研討會」(2014 International Conference on Innovation and Management)』，會中由陳智峰博士候選人(第一作者，以下稱本人)共同發表與張孝銘博士、林欣美博士針對原住民觀光議題發表「原住民部落觀光發展研究-以臺灣東埔部落為例 (A Study of Indigenous Tribe Tourism Development– Case by Dongpu in Taiwan) 」之文章，並且全程以英文進行上台發表。

二、本人於上台發表後，與多位國際學者針對該研究進行研究成果討論與意見交流，並探討原住民觀光與文化保存與創意發展的課題進行多文化的多元觀點交流，此次的論文發表能表述臺灣的原住民觀光發展過程所普遍面對的課題，也透過國際會議的發表與其他不同國家與文化的觀點進行對話。發表後，尤其是來自印度的學者提到多種族的國家在觀光政策上的矛盾與衝突，並且以其自身在印度的觀察為例，建議該類型的議題應該需要從多元民族的觀點進行探討，應該可以更為完整地探索與發展。而另有學者則提出對社會交換理論的應用看法，以加深論述的學術厚度，由此看來，本人此次發表的論文確實收到出席國際會議的目的與效益。

貳、過程

一、研討會投稿過程

- 1.第一作者(以下稱本人)過去曾經多次參與阿里山地區原住民觀光發展的部落營造工作，因此從經驗中啟發了研究的靈感。在進行了相關的瞭解之後，與張孝銘博士討論有關遊憩發展的觀光衝擊議題，與林欣美博士討論了社會交換理論的運用，最後在本人與張博士共同進行部落的田野調查與訪談的工作。在論文進行修改研究模型之時，於 2013 年 6 月 30 日查閱 Conference Alerts 網站訊息，(Conference Alerts 是搜集許多國際研討會的一個重要網站)，並且了解 Society for Innovation in anagement 的徵稿事項與過去舉辦研討的評價。
2. 2013 年 07 月 23 日由張博士(通信作者)正式向 SIIM 提出欲發表之期刊-「原住民部落觀光發展研究-以臺灣東埔部落為例 (A Study of Indigenous Tribe Tourism Development– Case by Dongpu in Taiwan) 」，並接受審查。
3. 2013 年 10 月 25 日 收到由 SIIM 所發出的發表接受函以及後續相關處理事項(如：費用繳交、文章修改與上傳…等內容)。
4. 2013 年 11 月 08 日，接受大會建議，修改論文且補充地圖資料。

5. 2014 年 01 月 20 日(一) 下午 1630 在臺灣桃園國際機場搭乘 GE0867 班機飛往泰國曼谷，並且於晚間 2020 抵達。
6. 參加 2014 年 01 月 20 日~2014 年 01 月 23 日在 InterContinental Bangkok (973 Ploenchit Road, Pathumwan, Bangkok 10330) 所舉辦的會議，並於 2014 年 01 月 22 日在曼谷進行期刊發表。

二、 研討會參與過程

1. 正式議程在首日展開，本人於上午 09:00 抵達 InterContinental Bangkok 參與 SLiM 邀請的專家學者之演講聆聽外，並蒐集會議相關所需之資料。
2. 2014 年 01 月 22 日(三)進行第二天議程，上午 9:00 抵達 InterContinental Bangkok 會場，並且於 10 點由本人進行研討會論文之發表。
3. 本人排定為該場次是歸類於管理類的 F2 場次之第一位發表人，論文題目: A Study of Indigenous Tribe Tourism Development– Case by Dongpu in Taiwan。本篇論文是一篇質性的研究，透過半開放式問卷訪談重要關鍵人的結果，試圖了解在政府所管轄的國家公園區域內，有關原住民觀光的相關課題。雖然常見於各國的少數民族的觀光發展過程中，各種觀光衝擊的現象，但是本篇論文引發各國學者的興趣是，從原住民的角度去審視政府政策的影響，是否能夠釐清公部門本位主義挾同在地生態文化觀點而行之的管理意涵，間接或直接地影響了觀光活動的推行與觀光產值的效益。也有學者認同筆者所探討議題之新穎性確實足夠，理論的運用也可行，但是欠缺了社會交換理論的深度論述，似乎是比較可惜的地方，建議應該可以從最具有影響的因素，深入去探討。另外，有學者提出臺灣其他的原住民族的文化多樣性是否會對此種政府的上位計劃有不同的觀感?如果有更廣泛的比較與論述，或是更能彰顯本篇論文的實務價值，那麼學術上的研究價值也就可以提升到更高的層次了。
4. 本次會議的每一個場次的議程，都安排 4 篇的論文進行發表，因此在每一篇論文發表過後不僅可以由該場次主持人邀請在做來賓發表評論，並且也有充裕的時間來交換意見。席間共有來自泰國一篇、英國一篇、臺灣兩篇文章共同分享，討論相當熱烈，尤其也是由泰國朱拉隆功大學(Chulalongkorn University)的博士生所發表有關以供應鏈分析泰國茶產業的創新商業模式。以消費者關注茶產地的市場需求觀點下，研究者探討茶農與產業製造商的互動商業模式，並且獲得「堅固的合作關係」、「溝通」、「信任」、「人際關係」與「穩定」為重要的影響因素。本人向報告人請益「穩定性(stability)」何以如此重要？報告人解釋一般農民的茶葉出貨與採購的茶公司之間的合作關係如果越穩定的話，會願意提供品質更高的茶葉給茶公司。在臺灣的茶產業發展一直都是以自產自銷，

或是小型企業方式經營，因此少有企業經營模式加以討論。但是，茶飲料在臺灣市場上仍然有逐年成長的趨勢，且茶葉對於健康療效的研究以為多見，以此看來該類型的研究題目也可能應用在臺灣的區域之中，應該未來也可以作為本人的研究主題，例如在阿里山的茶產業與原住民觀光的綜合性議題。

5. 本人於會場的餐廳與各國學者進行午餐餐敘，下午則參與其他場次的論文發表。在餐敘中，Session Chair：Dr. Chris Mabey 建議本場次的與會來賓，可趁此來泰國的機會，多多觀察泰國的歷史文化與觀光發展的結合。

6. 2014 年 01 月 23 日(四) 與其中幾位學者前往泰國歷史古城--大城（又稱為阿瑜陀耶）參觀世界文化遺產。大城於 1991 年入選為世界遺產，是西元十四世紀到十八世紀大城王朝的首都。雖然大城的古城遺跡受到了緬甸軍隊的破壞，但是泰國善用古蹟的資源，營造了城鎮的便利文明與觀光資源共生共利的古蹟觀光，雖然此行只短暫的停留數個小時，但是在交談甚歡的氣氛下，仍然從各位學者自己的觀察與經驗中，提到了許多寶貴的經驗。例如同樣來自泰國的學者 Dr. Chanyah Dahsah 提到「概念改變」理論的思維與行動，就是大城歷史的寫照。泰國王朝選擇離開了大城，而尋找新的國都一方面避免血腥的歷史記憶，一方面又妥善維護舊有的歷史文化，這樣適合於進行質性研究的理論，有助於本人持續發展對原住民觀光議題的後續辯證研究工作。

7. 本次會議於 2014 年 01 月 23 日圓滿閉幕，本人則搭乘 2014 年 01 月 24 日(五) 於下午約 20:30 由泰國曼谷起飛的 GE868 班機返回臺灣桃園國際機場。

參、心得與建議

一、會後心得

此次參加由臺灣社團法人臺灣管理創新學會(SliM)在泰國曼谷所舉辦的「2014 創新與管理國際研討會」(2014 International Conference on Innovation and Management)，發表「原住民部落觀光發展研究-以臺灣東埔部落為例 (A Study of Indigenous Tribe Tourism Development – Case by Dongpu in Taiwan)」之文章，並且全程以英文進行上台發表。此次能夠親炙國際水準的研討會，並且從中汲取到許多寶貴的建議，收穫相當豐碩，尤其是第一次遠赴國外參與國際研討會更加能夠拓展國際的視野，並且學習到了其他國家的學者在研究上所關注的課題與焦點。

經由這次實際的體驗國際研討會，筆者除累積以英文發表文章，並且使用英文與來自不同國家的學者與專家進行學術性交流與溝通，有助於本人的語文能力，而且透過深度的交談，不僅突破地理文化上的限制與隔閡，並且與各國學者暢談

彼此想法與經驗，在學術研究上找到共同的研究樂趣與研究的理念。

其次，也透過此會議的過程，結交國際人士，並交換彼此的研究與教學經驗，提升了研究與教學上的層次與等級。尤其是結交了志同道合的學術友人，期望能有機會更進一步進行建構跨區域行的學術合作。因此對本人而言，參加此次的研討會不僅在學術研究的創意上獲得啟發，同時在學術研究的能力上得到精進的方法。

在會議結束後，本人與其他國家的學者一同前往鄰近的景區進行短暫的文化深度之旅，進一步瞭解該國人文歷史發展。此一短暫的觀察，更體驗到不只是「讀萬卷書不如行萬里路」，更能體會自然環境所帶給這地區的無工業的商機。所以藉著此學術交流機會除可增廣見聞，還可開闊視野，真可謂一舉數得。

二、會後建議

本人也發現即便是由臺灣地區的學術組織在其他國家舉辦國際研討會，但是舉辦多年以來，不僅累積了在學術會議上的名聲與口碑，其功能促進各國學者在此會議的研究成果交流，更可成為當地觀光產業的推力，帶動當地經濟發展。因此，本人深深覺得若是要在臺灣發展會議展覽旅遊之類的觀光，應當廣邀其他國家的團體，給予適當的經費補助與相關協助，而能夠帶來更多的參與嘉賓所挹注的經濟效益。

其次，鼓勵國內學者可以多多參與海外學術研討會或是爭取在國內舉辦國際型研討會，以使我國聲望、研究能力之能見度更為提升，亦讓國際社會更瞭解我國在研究上的努力與國際社會的貢獻。

最後，本人要感謝校方願意提供在經費上的補助，使本人可以減輕一些經濟上的負擔。雖然未能與同儕齊赴此次研討會，但是透過海外研討會的參與，可以與更多有深度的學者做近距離交流、共同討論與學習的機會，而累積研究的經驗，返國之後已可以與指導教授及同儕共同分享此次的心得，對今後的研究和學習上提供了很大的幫助。若未來還有機會能夠前往，本人必當積極參與！

附件一



泰國曼谷研討會會場



研討會標示立牌



研討會英語口頭報告



研討會發表證明書



與會學者向本人提問



本人以英語與諸位學者溝通討論

附件二

A Study of Indigenous Tribe Tourism Development— Case by Dongpu in Taiwan

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Abstract

The main purpose of this study is to analyze the indigenous tourism development present situation and problems, and to analyze the specific direction of improvement. In this study, Nantou County, Taiwan Dongpu tribes as objects, qualitative research method are used. After analysis, this study has the following findings: 1. Dongpu tribe has hot springs, mountains, natural landscapes; it has a higher of attraction, tourism development foundation sufficient. 2. Dongpu region living functions perfectly complementary leisure facilities (resources) sufficient to meet the necessary infrastructure in developing tourism. 3. Due to excessive development, indigenous and did not substantially benefit, benefit for the tribe external financial group. 4. Due to the early development of the hot spring area, coupled with the Government and the hot spring industry's marketing, Dongpu tribes in Taiwan have a high degree of visibility. 5. The tribal people react that perceived negatively impact tourism development higher than positive impact. 6. The government's tourism resources for regional integration and trends begin with, so that the full integration of regional tourism concatenation moving lines. According to the analysis results, the study not only government departments suggest improvements, but also on the future direction of the researchers propose further analysis.

Keywords: Indigenous tourism, tribe tourism, tourism development, planning, Dongpu hot spring area.

1. Introduction

In Taiwan recently the rapid development of the tourism industry, and lifestyle change by plus holiday, people gradually transformed into depth travel from a visit to the attractions. Indigenous tribes, rich with ethnic characteristics of the cultural resources, especially some remote tribe have retained many traditional buildings, social systems, handicrafts, and ritual, which for people living in the city, the formation of a strong attraction. Chang and Liao (2009) pointed out that the culture was an important indicator reflect the aboriginal regions and become the main content of tourism, also was a new type of economic sources. Hinch and Butler (1989) pointed out that the indigenous tourism means the indigenous people directly involved in the operation of the tourism industry or the tourism industry as a way to attract tourists to visit the aboriginal culture. Indigenous tribes in Taiwan in recent years started to transform tourism development, however, the adequacy of the elements of the tourism development? And when many tourists into the tribe, whether for tribal peoples to bring about positive and negative impact?

Although tourism as indigenous tribes brought the chance of survival, but also reduce the outflow of the tribal population and unemployment, but how to operate it is an important issue. As Han (Indigenous call for general Taiwanese) capital strong infusion, indigenous tribes how to maintain the autonomy of the development process is a common problem faced by all tribes in Taiwan. Aboriginal tourism development was hindered, mainly caused by land protection policy of the Government and the financial group entered, Dongpu indigenous tribes either. In Taiwan, the government tried to develop indigenous tourism occasion, why many indigenous tribes oppose? Just like the Dongpu tribe located inside indigenous protest area of the National park that against government's policy demands and became the failures case of the aboriginal tourism development Since the development of indigenous tourism, take to improve their employment and life quality, has become a major government policy. Based on the above, the main purpose of this study is to analyze the development of tourism Dongpu issues and to discuss a way to improve the situation, hoping to provide the government with important tribal tourism planners' reference.

2. Literature Review

2.1 Element of Tourism Development

Tourism areas have the basic features includes: attraction, service, transportation, information, and promotion (Blank, 1989; Gunn & Var, 2002; Kao, 1995). The development of tourism areas must have a lot of incentives to attract tourists, these

incentives is to influence the key to the success of the tourism areas, that is, the so-called critical success factors (CSF) industry or individual enterprise organization operating the successful development of the prerequisites, success critical success factors of the tourism region business development can be summarized into seven categories (Kao, 1995) : a. attraction; b. catering accommodation of hospitality services; c. complementary leisure facilities; d. enhance appearance and services; e. local residents and communities, f. bridge link between the building and the travelers; g. regional integration. Khadarooa and Seetanah (2008) analyzed 28 countries, 1990-2000 transport infrastructure to attract tourists in the decision to choose the destination elements. The results showed that transport infrastructure is an important decision factor tourist. Chang, Chang, and Wu (2013) studied found essential to the success of the development of the aboriginal tribes' tourism: 1. Tribes need to have the height to attract tourist's attractions. 2. Has characteristics and culture of the aboriginal. 3. Providing accommodation and hospitably services. 4. Holiday implementation of a number of tourist controls, in order to reduce the negative impact on the local. Tribes should adopt the way of "co-operation" to promote human harmonious family, to achieve the purpose of co-existence and sustainable management. 5. Should have complementary leisure facilities, and the integration of local tourism resources to meet the needs of tourists. 6. Friendly attitude of residents. 7. Tribes to establish channels of communication with the outside world. 8. Effective integration of regional tourism resources and planning.

2.2 Tourism Impacts

Most studies encourage the development and promotion of tourism, which is believed to bring various advantages and profits to the local development (Lankford, & Howard, 1994). A study on Jeju Island, Korea (Ko & Stewart, 2002), showed that tourism development has positive impacts on economy, which includes the improvement of investment, development and infrastructure, the increase of employment opportunities, contribution to the local income and therefore the increase of the town's tax revenue. As for the impacts on the social and cultural aspects, it can enhance living quality, promote the efficacy of entertainment and pleasure facilities, advance the community/cultural understanding, demand for historical and cultural exhibits, facilitate various cultural activities, and elevate the quality of police force and fire protection. The impacts on environment include the preservation of environment, the increase of community popularity or image, and improvement of the living utilities and public facilities. However, the native effects of tourism cannot be overlooked. However, the native effects of tourism cannot be overlooked. As Huang and Stewart (1996) pointed out that it changes the inter-relationship between local residents, tourists and communities and possibly causes negative impacts on the living

quality of the local residents. The negative impacts on economy presents in the unfairly increased real estate cost and property taxes, the increased living cost and the price of goods and services. For the negative impacts on the social and cultural aspects, it increases traffic accidents, the rate of vandalism, the occurrence of gambling or illegal games, and possibly the increase of exploitation of local natives. The negative environmental impacts, on the other hand, include the damage of natural environment and landscape; destroy of local ecosystem, and the environmental pollution, such as litter, water, air, and noise (Lankford & Howard, 1994). Research in aboriginal tribes, Chen and Kuo (2008) studied the Wutai Township, Pingtung County aboriginal feelings tourism impact, found that respondents generally hold positive attitudes towards more for the tourism impact of feelings, and to enhance the local visibility, improve public facilities ", " to help communities interact more closely ", as well as to increase employment opportunities" part of the higher degree of recognition: "visiting friends and relatives a financial burden caused by rising prices projects and reduce the population exodus "than lower recognition.

2.3 Social Exchange Theory

The social exchange theory is frequently employed in the study of the local residents' attitudes toward tourism development (Ap, 1992). And Leonard's study pointed out, residents cognitive and views for tourism developing will affect the attitude of local tourism development (Leonard, 2008). The gist is to explicate that the interaction between individuals is an exchange behavior in nature and while people conduct this action, they take into consideration the involved profits and rewards. That is to say, during the exchange process, an individual will examine the benefits in their interaction behaviors with others, and if they cannot obtain satisfactory profits and rewards, exchange behaviors are regarded unnecessary. In tourism, supportive attitudes of local residents are considered as willing to conduct exchange behaviors. Nevertheless, their attitude relies on their recognition and evaluation of tourism. If they understand that the rewards and impacts are stronger than the cost, they will present positive attitude toward tourism. In contrast, if the negative impact of the higher, the residents that they would be less willingness to accept tourism development, and even take the attitude of passive resistance. Tourism development study also confirmed the attitude of social exchange theory valid interpretation of the residents of tourism development. The majority of residents believe that tourism would have a positive impact, but also have a negative impact, especially for residents not engaged in the tourism industry, will hold the cold-shoulder treatment attitude tourism development (Gursoy & Rutherford, 2004).

3. Methodology

3.1 Overview of the study area

Dongpu tribe in Taiwan's highest Springs Scenic - Nantou County, Sinyi Township, Dongpu Village, the main ethnic group of tribal Bunun, the language used for the Bunun language as well as Beijing dialect, in religion, mainly the Christian and Catholic. Dongpu word translated in the Tsou language is "ax" meaning, because this past Tsou manufactured stone ax named. The gregarious Dongpu the Bunun, known here as the "ha-nu-pan," translated as "hunting ground" was intended. 170 years ago by the county migration from Grand Valley, belonging Bunun County community, is also typical alpine Aborigines (Taiwan's Indigenous People Portal, 2013).



Figure 1. Map of Dongpu Village (Tribe), Sinyi Township, Nantou County.

3.2 Data Collection Methods

This study used qualitative method, the first document analysis, gathering relevant information. Mainly collect about Dongpu introduced by the internet, and again to collect reports of government tourism brochures and tourism magazines, as well as academic research papers. Second-step was interviews with local hotel manager, hot spring resort and shop as well as residents, and also interviews the tourists, in order to increase the credibility of the data. In addition, researchers and field visits to various attractions, in order to understand the contents of the authenticity of the interview.

3.3 Interview Manuscripts

In this study, interview manuscript mainly based on the elements for tourism development (Blank, 1989; Gunn & Var, 2002; Kao, 1995), tourism impact theory,

and social exchange theory (Ap, 1992; Gursoy & Rutherford, 2004). Interview outlines seven topics, including (Chang, Chang, & Wu, 2013):

1. Will the major local leisure and tourism to attract tourists to come to those are the main scenery?
2. Will local catering, accommodation and travel services are those?
3. Complementary leisure facilities for local links with the main attractions are those?
4. Will the local in the development of the tourist areas, the government and residents how to strengthen local appearance?
5. The local residents for tourism the degree of support for that? Other tourists to come to the local tourism, for the community as well as residents of the tourism industry are not engaged in positive and negative impact?
6. Interactive channel of communication between the local tourism industry and tourists have those?
7. Will the local government and local tourism industry in the development of tourism process how the integration of the region?

3.4 Data Analysis Methods

1. In this study, after the end of the interview, the first order based on interviews with respondents, the interview data processing and analysis. 2. Would be converted interview transcripts researchers in interviews after the gradual completion of the written interview transcripts, based on detailed interviews with draft record interviews, omissions, etc., as a follow-up data analysis checklist purposes. 3. Classification and Coding. 4. Induction will be classified and coded information. 5. Cases illustrate the analysis for each concept or phenomenon of induction. 6. Summarize and analyze data after finishing, the researchers discuss, modify, sorting out the analytical framework and the fact that the results presented in this study the final conclusions and recommendations.

3.5 Reliability and Validity for Interview Data

1. In the interview, the investigator will be based on research questions, purpose, first prepare a trial basis, according to interviews and engage in interviews, in order to understand the appropriateness of interviews with key answer. Secondly, the respondents' willingness to place and interviews, this study will be considered. 2. In this study, in an interview, the full interview by the investigator himself, and according to this study, interviews outline to guide the respondents by the researcher, in a relaxed manner chat interviews. 3. End of the interview, immediately after finishing recording and cross-matching. After the data to determine the correct

classification, analysis, in addition to co-researcher discussions, and went to the place of tourists discussions, to avoid being subjective.

4. Results

4.1 Attraction

4.1.1. Dongpu Hot Spring Area

Dongpu is a Bunun Tribe area famed for its hot springs and beautiful mountain views. It is situated next to the Chenyoulan River, the starting point of the Batongguan Ancient Path. The hot spring water is a mild alkaline carbonated spring, with a pH of 7.7 and a temperature of 53 degrees. The clear spring water emerges from crevasses and sandstone layers in the valleys; hence one can often see hot steams rising up from the valleys (Sinyi Township Hall, 2013).

4.1.2. Father-Son Cliff

Located at the entrance of Batong Guan Ancient Trail, the peculiar wall-like feature of bluff was caused by the collapse of gigantic weathered rock. In the early days, due to the dangerous and perilous landscapes, even a father and his son walking together on the bluff could not take care of each other. Subsequently, it was also called “Father-Not-Knowing-Son Bluff” (Sinyi Township Hall, 2013).

4.1.3. Batongguan Ancient Path

The Batongguan Ancient Path is something to get through the traffic to the Qing Dynasty, the building trails into the mountains by the Dongpu, there are large and small waterfalls along the way, along the mountain quite spectacular, and tourist can see the whole tracts of grassland and cliffs, scenery quite changeable. Which can climb Yushan and Batongguan mountains, and this path has direct access to Hualien County.

4.1.4. Rainbow Falls (Lovers Valley)

Rainbow Falls is located in Dongpu after the mountainside, from hiking trails and the last about 40 minutes, overlooking the entire Dongpu scenery along the way. Crystal clear lake in the refraction of the sun, rainbows appeared, wearing a waterfall out of the downstream is Lovers Valley, crisscross the water on stone, the sound of water gurgling.

4.1.5. Dongpu drawbridge

Dongpu drawbridge sheds a large parking lot is located in the spa area side, across the bottom of Rainbow Falls streams, length 200 meters and up to 128 meters from the bottom of the valley, is currently Taiwan's highest and longest suspension bridge.

4.1.6. Yushan Mountain

Yushan Mountain, located in central Taiwan, Nantou County Administrative Kaohsiung and Taoyuan District Alishan Township, Chiayi County at the junction of the Tsou called Batongguan, the Japanese called the New Alpine. Peak elevation of 3,952 meters, is the highest mountain in Taiwan. April 1985, assigned to the newly formed around Yushan National Park. Yushan is the Bunun and Tsou common holy mountain, is one of the symbols of contemporary Taiwan (Yushan National Park, 2013).

4.2 Catering Accommodation of Hospitality Services

According to the Taiwan Tourism Bureau statistics legitimate stay at hotels, in 2013 a total of six major Hot Spring Hotel, 12 homestay in Dongpu tribe, sufficient to provide tourist accommodation needs. Another aspect of local food in the dining and is also very convenient, and there are a number of souvenir shops selling local produce and offers tourists shopping needs. Because indigenous are ordinary farmers, did not have much money, so Dongpu development plan and funding indigenous simply cannot afford to participate, only to see an outside financial group to enter. Since that time, employment for indigenous and no security plan, coupled with an indigenous education level is not high, so these hotels and resorts intermediate and senior management personnel are the "Han" indigenous only be reduced to doing low-level work and labor. But life is very long in Dongpu Hot Springs in the industry have said it has tried to take care of the local indigenous employees will also enlist as the first choice in local peoples. But often there is a problem, is that some indigenous stands this way fixed-time work, and poor work attitude, but also often have a drinking problem. Of course, this does not mean that all the tribes of the people are so in recent years due tribal higher level of education of young people have come back tribal employment are usually objects industry priority in employment, but this situation is not high. According to the industry's reaction, these young people want to stay in the city, come back tribal employment, small; local businesses have therefore appointed staff problems.

4.3 Complementary Leisure Facilities

In complementary leisure activities, Dongpu main attraction is the hot springs, and hiking activities. In fruit production season, tourists can also enjoy the fun of picking fruit, as well as enjoy the stunning views of Yushan scenery. And at night, the local hotels and resorts also offer tourists singing, sports equipment, and playing cards space for the accommodation of tourists can have other leisure activities can be engaged.

4.4 Enhance image and service quality

Elderly indigenous respondents said that Dongpu region has hot springs in Taiwan during the Japanese colonial rule has been developed, but development is

limited, indigenous were still able to stream hot springs. But the Nationalist government in Taiwan, not only the rights of indigenous people does not pay attention, the introduction of a large number of Hans financial groups developed in Dongpu Hot Springs, build hotels, cultivate trout and reclaimed mountain tea cultivation. The result of the characteristics of Dongpu indigenous tribes are not, are seeing is a large hotel and spa resort, there is a whole row of houses are selling agriculture product and souvenirs. Since after typhoon Morakot, Dongpu Hot Spring due to external road damage, the spa industry slump. In 2012 the Taiwan Government establish " Calendar carving " at the Dongpu to show the cultural images of the Bunun, it's a plate stone that carved the unparalleled pattern of Bunun. In addition to the password Bunun edition calendar, the trail there Bunun living wall calendars, traditional Bunun ceremonies, eight step chorus historical origins and tour guide stone, so that tourists can appreciate more deeply Bunun culture.

4.5 Local Residents and Community

Indigenous responses the tourists can't respect the local peoples tribe's for their lifestyle , they has been criticized indigenous planted vegetables and fruits spraying pesticides, but these tourists do not know how to distinguish farming methods between Bunun and Han. Furthermore the Dongpu no. 1 Neighborhood located at Yushan National Park, although the Government supports funding to improve the living conditions of the tribe. Therefore, in the development, however, is also limited by the national park regulations, resulting in restrictions on the use of land. In regard to the Dongpu tourists, tourism can be divided into tribes go hiking, mountain climbing, enjoy hot springs, and recreation are three respondents believe that tourists feel at Dongpu no indigenous cultural characteristics, and the first one in the first neighborhood where Dongpu, there are some characteristics of indigenous presence. But it is undeniable; the residents also said that tourists came to Dongpu help local product sales. And here there are many residents in the hotel and resort spa services, a few people who are operating B & B and souvenir shops. But overall, the local tourism industry's main business is still mainly based on Han peoples.

4.6 Community Bridge Link between the Building and the Tourist

Dongpu tribe located in the beside the province road No. 21, on the outside and convenient transportation. In 2012, before the county road to Dongpu, there is often damage by typhoons, landslides that road, high-risk, the impact of tourists to the visit aspiration. But now because of Dongpu drawbridge construction completed, the Dongpu tribes is very convenient, but also have reduced risk. But there is still a big problem, that is, typhoon or heavy rain season, No. 21 roads, often landslides and rock fall occurs roads, the roads will occur along some of the streams landslides. Because it takes time finishing, thus also affect the development of Dongpu tourism.

The Taiwan Tourism Bureau annually in the winter period will be in Taiwan 17 scenic hot springs spa organizes an annual cuisine and hot spring festivals, attracting tourists to the hot springs. In addition to the establishment of Dongpu Hot Springs Development Association, the other hotels, inns and resorts, there are pages and convenient communication contact. Nantou County government and Sinyi Township Hall on the website has travel information introduced to marketing Dongpu Hot Springs.

4.7 Regional integration

Integration in the region, due to Nantou County has a variety of natural and cultural tourism resources, each line can be concatenated to tourist areas. In terms of Dongpu tribe, located beside the road No. 21 in Taiwan, such as the Shueili Township as a starting point, along with the famous Sun Moon Lake, Snake Cave Dwelling Pottery factories, Shueili Township Plum Leisure Agricultural Park, 11 aboriginal tribes, Sinyi Township Leisure Agriculture Park, Sinyi Township Farmers' Association Winery, Junda Mountain (3265m), Boku Mountain (3007m), West Ridge Mountain (3081m), and the Yushan National Park. The most important thing is available along tourists enjoy the natural landscape, but also from Dongpu tribes south line, you can reach the famous sights - Alishan, so the tour moving lines completed.

5. Conclusions and Suggestion

5.1 Conclusion

According to the motive and purpose of this study, the analysis and discussion, this study has the following conclusions and recommendations.

1. Results found in this study, Dongpu tribal attraction, mainly natural resource-based. Dongpu altitude tribal characteristics of Taiwan's most hot spring area, and the neighboring mountains, national parks, natural landscape, provide the main conditions for tourism development. But in the tribe, the Bunun culture for building and totem is rare, the lack of indigenous tribal culture characterization.
2. Because Dongpu Hot Spring area in the development and did not do proper planning work, thus resulting in over-development of the problems that the typhoon or heavy rain season, landslides often occur landslides and road collapse problems. Also in development, indigenous does not get a lot of benefit substantially, mainly to benefit the tribe external financial group. And Dongpu tribal lands are Han people's majority tenant use, limited opportunities for indigenous use of land, especially first neighborhood located in national park, there are more restrictions exist.

3. Since the development of tourist area usually have positive and negative impacts, but according to the residents' respondents that they feel the negative impact than a positive impact. And the majority of tribal population dominated by farming, coupled with the young population exodus, tribe mostly are elderly and children, although the hot spring industry in the local development, but it can engage into service limited population. While some young people to return tribal services, but this situation is not much, young men still tend to urban development.
4. Results of the analysis found that complete of life function in Dongpu region, external transport facilities, complementary leisure facilities (resources) sufficient to meet the development of tourism infrastructure required. Coupled with the government throughout the region with the development and integration of tourism resources, tourism tourists visit Dongpu tribe, along with a variety of attractions to choose from, the complete travel constitute the entire moving lines. Because hot spring area development time earlier, coupled with the Government and the hot spring industry's marketing, Dongpu tribes in Taiwan have a high degree of visibility.

5.2 Suggestion

According to the findings of this study, after discussion and analysis, the following recommendations:

1. As Dongpu tribal status, it's failed example of tourism development that protest against the government's policy caused by business investment, the local residents did not profitable either and the cultural heritage be affected. Despite continued with more tourism development but the Dongpu cannot be reinstated. Therefore government departments should further strengthen cultural image for the Bunun tribe, but not focus on artifacts, Obviously, creating aboriginal culture as imagery throughout the spa area, the need for excellence in tourism planning. ex, Baden-Baden is a world famous spa Holy Land, in addition to the famous spa, the overall amenity as well as an artistic architecture, visitors will leave a pleasant travel memories.
2. Although the local hot springs hotel and resort buildings, but there is still a shortage of human resources, the industry also hopes to hire local residents to services to enhance employment opportunities for indigenous people. Therefore, Local tourism operators should provide better benefits and salaries to attract students graduated from the tourist department. In addition to the existing indigenous employment, implementation of job training is also necessary.
3. Methodology use cross-sectional qualitative analysis, while it is possible discuss the current dilemma of Dongpu, therefore ignore the history of the Dongpu tribe. While this study under the inadequacies of the present situation that cannot be

fully explained background, as well as resulting in the development of today's financial group into the causes. Therefore recommended that future researchers can move in this direction in-depth discussion, concrete understanding of financial group into the tribe to develop tourism, brought about by positive and negative case.

4. Discussion of the research into the development of tourism Dongpu tribal situation, and tourism development factors, the impact theory, and social exchange theory perspective for in-depth research. However, the dilemma is not Dongpu Today is the 1st of the formation, which informed by the local elderly residents, the local tourism in the development process, the land use is the biggest problem, and in this study, did not financial group or aborigines are Han people how to obtain land use rights issues. Therefore, this study suggests that future research, in-depth analysis from this issue in depth, to understand why Aboriginal Reserve has turned into financial group or the Han people are using, and how to protect aboriginal interests in the issue.

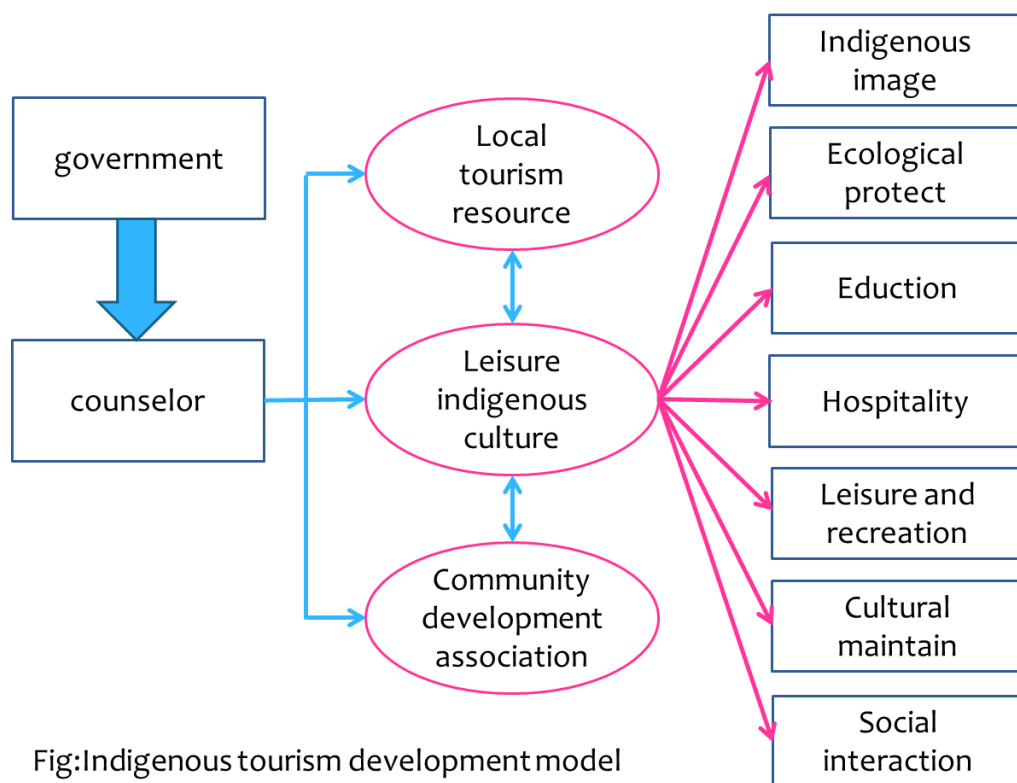


Fig:Indigenous tourism development model

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