

# **Study on the Development Strategies of Leisure Agricultural Area in Guanshan Township in Taitung County, Taiwan**

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## **Abstract**

The purpose of the research is to confer the leisure agriculture resources and community-existing conditions, expectations of the development direction and the assessment of development potential of Guanshan Township waterfront leisure agricultural area. The community and counseling departments are adopted as the targets of survey and interview. The results showed highest identification of the residents on resources preservation of local cultural heritage, innovation of new agricultural products, increscent of economic output value and enlargement of market competition ability, and promotion of local ecological conservation of Guanshan Township waterfront leisure agricultural area. Finally, according to the opinion of counseling departments and local specific resources, innovation, and advantages, the “strategy degrees of freedom” type is most suitable strategy to develop of the leisure agricultural area. Except for introducing academic counseling and training resource and sending new ideas and knowledge to coworker of the area, it's necessary to integrate the kinds of agritourism resource and surrounding tourism facilities, and to develop creative industries such as landscape, eco-tourism etc. by government. It's benefit to the overall development of local industry in the leisure area.

**Key words** : Leisure agricultural area, Development strategy

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