

A Study on Behavior Pattern of Tourism in Pei-pu Traditional Settlement

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【Abstract】 With the introduction of tourist activity, the amenity value of traditional settlement prompted commercialization of the place. The largest economic interest pursued in capitalism resulted in the loss of unique quality of traditional settlement. This phenomenon is one of the major concerns of the field of both leisure study and landscape architecture. Inevitably, tourist development imposed impacts on traditional settlement. Thus it became important for the traditional settlement developing tourism to have interactions between tourists' need and habitant's life in order to make tourist interest be shared by the whole people and develop a mechanism for spatial behavior ensuring both indigenous landscape and tourist industry.

In terms of environmental behavior study, this research assumed that the context shaped by the habitants' attitude toward tourist development would influence the selection of the recreational site of the tourist and that behavioral direction of both habitants and tourists could be achieved through the classification of tourist types and the employment of modes of spatial implication. Based on the grounded theory of qualitative study, literature review, participant observation and interview were utilized to investigate behavior of habitants and tourists in Pei-pu and the attitude of the former. Through the interpretation and induction of iconic analysis, the author tried to address the impact of tourist development in social and cultural aspects and behavioral pattern and interaction of habitants and tourists in the space.

The results showed that the two forces (traditional spatial structure and bonds between habitants) which have maintained Pei-pu settlement for long are changing under the impact of tourist development. The main points are: 1. Ritual spaces for habitants were sacrificed as the service spaces for holiday recreation. 2. Habitant's living spaces were lapsed as shared spaces of tourists. 3. Unevenness of tourist interest had become the knife cutting bonds between habitants. 4. External consumerism caused the depression of diligent Hakkanian ethos of early depopulation period. The conclusion showed that tourists could be classified into four categories, i.e. roaming aimlessly, sight seeing, information oriented and deep explorer. Coordinating with four types of the habitant, i.e. interest pursuer, prospect holder, purposeful thinker, and do-nothing expectator, appropriate spatial pattern could be planned to

minimize the impact of tourist development on social and cultural aspects of traditional settlement.

【Keywords】 Tourist Impact, Settlement Conservation, Rural Landscape

壹、前言

北埔位於新竹縣（詳圖 1）是一個清代時期客家武裝移墾的聚落，因其特殊的歷史背景，始終維持著自給自足的生活，形塑成獨特的社會文化，保留了較完整的聚落型態及鄉村風貌，使之具有富於發展觀光的資源。但近來觀光人數不斷增加，挾帶文化優勢的遊客湧進聚落造成衝擊，觀光客的行為及態度使得居民對於觀光發展產生了不同的看法。景觀專業所關心的社會現象。傳統聚落本身的寧適價值，在不當引入觀光活動下，將促使當地過度商業化，產生資本主義追求最大經濟利益的隱憂，導致聚落原有獨特風貌將逐漸消失，觀光營運改變了人們的生活方式，景觀也隨之改變甚至破壞，同時也可能失去觀光的吸引力與價值。觀光發展無可避免的會對傳統聚落產生衝擊，如何讓觀光客的遊憩需求與居民的生活產生互動，使觀光利益為全體居民所共享，並發展出調適的空間行為機制確保景觀與觀光產業，是傳統聚落觀光發展應重視的課題。

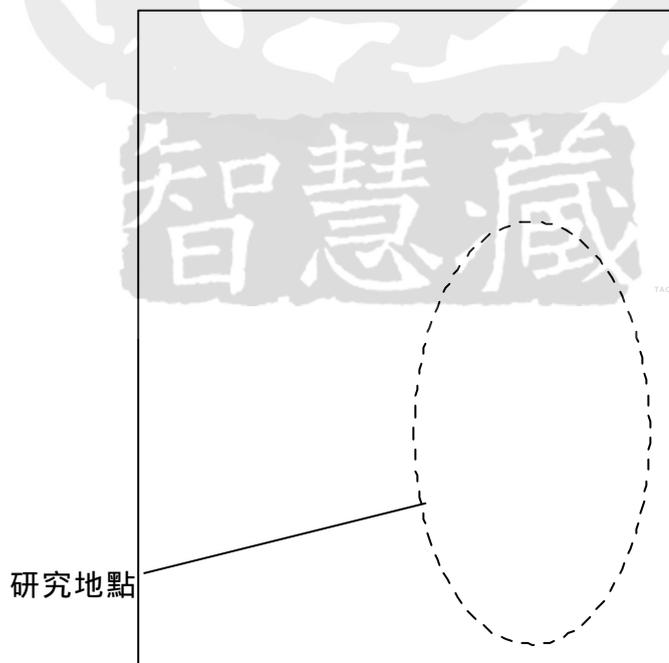


圖 1 北埔地理位置圖