

# Study on the Managing-scenarios of Leisure Farms in Taichung Area <sup>1</sup>

Hui-Chen Chang, Te-Chen Kao and Tsai-Ching Chen <sup>2</sup>

## ABSTRACT

The questionnaire objects were sampled from the leisure farms in central Taiwan. The results indicated that the age distribution for farm manager is ranged from 51-60, while most of them have college degrees. Half of the leisure farm owners were transferred from mass production farm sector, and 40% from service sector.

The average management durations for those leisure farms samples were 5 years. The farm service item mostly is experiencing and DIY activities, next is sale of agricultural products and dining service. The 19 of 54 leisure farms own home stay facility, but only 9 farms have approval registration. Most of farms acquired the permission of establishing the leisure farm in 2006. The major problems of leisure farm licenses application is facility construction management, farm land utilization regulation and application document. The problems and difficulties on farm management are as follows: lack of financial management ability, lack of natural ecological resource, competition among farms. Hoping the government to assist items are financial management training, computer training and dining management training.

Through the future aspects analysis for farm manager, it found that 70% of them considered between very good and good level. Moreover, the farm managers realized that the farm license registration booking has not only helpless to the actual farm management but also caused to pay more taxes and the lesser willingness of application. Therefore, more educational training should be offered to those leisure farm owners and practically offer them more incentive and proper legislation as to acquire the licenses. Then, it would help to increase the leisure farm quality and enhance the development of leisure industry and also the consumer will safely enjoy the farm village leisure time.

**Key words:** leisure farms, managing-scenarios.

---

<sup>1</sup> Contribution No. 0685 from Taichung DARES, COA.

<sup>2</sup> Associate Research Fellow, Senior Research Fellow and Assistant Research Fellow of Taichung DARES, COA.