

Study on the Demand of Allotment Garden*

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【Abstract】 There are two distinct types of allotment garden users. One type is renter who participates in farm work and the other type is recreationist who participates mainly in general recreation activities. The purpose of this study was to compare their trip characteristics, recognitions of allotment garden function, and their demand for recreation facilities. The results are summarized as follows: (1) Trip characteristics of these two types of users are significantly different. (2) Satisfaction levels of various allotment garden attributes are significantly different. Renters' satisfactions levels are, in general, higher than visitors'. (3) Renters recognize the allotment gardens as places for citizens to participate in farm works and the green lands in urban. Visitors recognize allotment gardens as the recreation sites to offer outdoor recreation sites and opportunity for citizens to close the nature. (4) Demand for recreation facilities and services are significantly different for these two types of users. Demand for some facilities and services are correlated with users' trips cost and their recognitions of the functions of allotment garden.

【Keywords】 Allotment Garden, Recreation Type, Recreation Demand, Satisfaction

壹、前言

臺灣光復以來之農業發展，歷經民國三十年代初期以照顧人民生計為主之「農業生產恢復與民生經濟重建時期」、民國四十年代至五十年代中期轉變為以農業輔導工業之「農業全面發展與工業培養時期」及五十年代中期至七十年代工商業全力發展之「農業的維護與工商業加速發展時期」三個時期，農業在整個經濟活動中已變得較不重要，為因應社會變動政府開始推動「加強基層建設提高農民所得方案」而輔導休閒農業發展後，才使得傳統農業逐漸由基礎生產之一級產業晉升為融合農業生產、農產製造與旅遊服務性質之整體產業。自民國七十九年政府開始計畫發展休閒農業以來，在社會經濟結構轉變、農業轉型壓力升高、農業政策引導、觀光遊憩需求各方配合之下，休閒農場、觀光農園、休閒漁場、休閒林場以及市民農園等各式休閒農業事業如雨後春筍般於全省各處陸續設立。行政院農委會近年來正積極推展休閒農業、原臺灣省旅遊局現已併入