Indigenous Tribes Develop Eco-tourism Industry—
A Case Study of the Alang Tongan in Taiwan

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Abstract. Indigenous tribes are located in remote mountainous regions, geographical isolation makes resource development is not easy or development costs are too high, resulting in the preservation of environmental resources and ecological resources, multi-cultural display of a mysterious attraction to form a new tourism experience. The public has had a relatively interest in the tourism of Aboriginal peoples. Let visiting visitors experience the beauty of natural ecology and humanistic ecology. In-situ consumption of eco-tourism brings sustainable income. Eco-tourism can conserve the resources of the tribe and allow the sustainable use of resources. Eco-tourism is a kind of tourism that combines conservation and environmental sustainability. Based on the natural environment of the original village, it is based on conservation, management and education. It also combines culture and industry to enable the tribe to develop continuously.

Introduction

Ecotourism is a natural or relatively unspoiled area where people engage in observation, appreciation, study, research and experience of nature and culture. It not only minimizes the impact on the environment and local culture, but also protects the nature of tourism areas, community economy and community development. There are actually helpful travel methods. It not only protects the environment, but also improves the lives and well-being of the local residents. It is a combination of conservation, community development and sustainable tourism. Eco-tourism originates from the practice of human beings on environmental ethics and sustainable development concepts. It is also a nature-based environmental education and commentary service that enables visitors to have a deep understanding of the natural ecology and culture of the tourism region, and to learn and interact with the environment [1, 2, 3].

Community ecotourism refers to community-based, local communities have substantial ownership and participation in the development and operation of local ecotourism, and most tourism revenues are shared by the community. It places special emphasis on the community’s consensus on culture and sustainable environment, the establishment of natural values and the sharing of well-being responsibilities for nature protection, community employment, and economic income. A high-quality community that is healthy in terms of ecology, industry, and spiritual culture. If eco-tourism is developed, it can often provide complete, diverse, warm, personally operated, and direct contact and interaction with communities, land, and residents. Making use of the vast bases of the community is conducive to arranging one-site vacations and deep travels. It does not require long-distance runs and wastes manpower, material resources and energy. It can provide quiet and rural flavors of rural life, which can relieve the pressure of the city and enhance the efficacy of mental health. Therefore, the community eco-tourism day is valued [4].

Indigenous tribes are located in remote mountainous regions, geographical isolation makes resource development difficult or development costs are too high, resulting in the retention of environmental resources and ecological resources, the timing of today, these unspoiled and polluting types of resources attracted Many people who live in the city for a long time and want to come close to
nature at leisure. In addition, Aboriginal tribes are rich in cultural resources with ethnic characteristics. In particular, some of the more remote tribes still retain many traditional buildings, social organizations, handicrafts, and festivals and ceremonies. This is for people who have long received a unified education. Multicultural presents a mysterious attraction and forms a new travel experience. The public has aroused relative interest in tourism in the Aboriginal region. More and more tourists go to tribal sightseeing to meet the curiosity of Aboriginal culture and share the tribal quality environmental resources.

Therefore, the development of sightseeing tourism is the most important and effective strategy for rejuvenating indigenous community industries and improving the aboriginal economy. However, it is necessary to establish a set of mechanisms and assessment indicators through the cooperation of relevant government policies, so as to help agglomerate the consensus of community residents and properly construct local communities. Establish differences in the characteristics of different aboriginal communities and enable the smooth transformation of indigenous community industries to confirm the sustainable operation of ecotourism in tourism industry [5], and the original ecotourism tourism industry will bring a kind of specialization to indigenous peoples. The occupation of a cultural form designed for sightseeing, in order to identify the identity of the ethnic group, positively promote the remodeling of the ethnic group and the consciousness of reconstructing ethnic groups [6].

**Objective**

At present, the development of the tribal ecotourism industry will be based on tribal people's long-term use of agricultural production as the main axis of operations instead of life-oriented, ecological-based services. Therefore, in this wave of industrial transformation, the effective use of tribal cultural and historical resources and the characteristics of natural ecology will be further transformed into ecological and cultural industries for recreational sightseeing and living learning experiences. It will be a breakthrough approach to the current bottleneck of the development of the Alang Tongan. First, this important development direction can not only reduce the impact of foreign industries, but also preserve and promote the color of aboriginal culture. In view of this, the overall objectives to be achieved by the Institute will be based on the:

Effectively conserve natural resources and establish local cultural landscape features, improve the living space environment of tribal people, improve infrastructure construction, build leisure public facilities, and provide a comfortable and perfect leisure environment.

Based on the development of ecological resources in the area, combined with agricultural resources, surrounding tourism, humanities and recreational resources, the tourism systems will be linked to each other to provide a perfect place for leisure, thereby increasing the income of tribal residents and improving the quality of life.

Incorporate unique indigenous cultural connotations, and combine the agricultural management, traditional craftsmanship, bed and breakfast, flavorful cuisine and tribal life experience, etc. to create a unique local industry and cultural atmosphere.

Promoting the participation of tribal residents in the eco-tourism industry culture and will, strengthening the consensus on natural ecological conservation, and continuing to implement environmental education through the power of tribal residents.

Combine local tribal resources, organize in groups, support each other's functions, form a coalition of strategic alliances, and establish interactive spirits and mechanisms.

The autonomous self-help actually participates in the development of tribal ecotourism, and then develops the self-sufficient local industry economy, consolidates the tribal consciousness, and enables the tribe to develop continuously.
Method

Existing Industrial Resources Inventory Overview and Gap Analysis

In addition to the above mentioned planning principles and objectives, it is still necessary to discuss the existing operational issues, limitations of development, the difficulties in the use of various resources, the willingness of residents to cooperate, the resources and needs of the region, and other issues. The solution to the problem is to make the development plan content meet the needs of the local people.

In this study, through current situation investigations, organization interviews, questionnaire surveys, and collection, analysis and analysis of natural, humanities, industry, tourism, and other resources, we propose a gap analysis of the study area and study the related solutions:

Topic 1: Although the tribe's eco-tourism industry has initially developed, it lacks overall development planning and shaping of regional imagery.

Topic 2: The tribal residents still take a wait-and-see attitude toward the development and investment of the eco-tourism industry.

Topic 3: The existing industrial resources are not fully integrated with leisure activities, and the related activities introduced into the tribes also lack variety and the homogeneity of the provided recreation opportunities is too high.

Question 4: The management of the hotel has not established a good system.

Question 5: The traditional culture and skills have not been fully promoted and combined with the development of the eco-tourism industry.

Question 6: Industrial resources, recreational resources, and ecological resources in the planning area are abundant, but they are not fully integrated.

Question 7: The quality of public facilities in some areas of the planning area is poor or insufficient.

Question 8: The main roads in the planning area are in poor condition and the road width is too narrow.

In the orientation of the eco-tourism industry, the research area will focus on the three major issues of “living, livelihoods, and ecology”. It is hoped that the tribe’s “humanistic environment”, “natural environment” and “industrial environment” will be merged into each other. In combination with leisure tourism, the overall development is divided into “establishing a local task force”, “environmental physical space improvement plan”, “industrial enhancement counseling program”, “local talent training program” and “Build market mechanism access plan.” The development of the eco-tourism industry needs cooperation and support in terms of human resources, natural resources and ecological resources, so as to create a leisure environment with both depth and breadth of tourism quality. Therefore, this study proposes to integrate the integration of "humanistic environment," "natural environment," and "industrial environment," as a blueprint for overall development.

Among them, the blueprint for the overall development of the development of the region as a blueprint, the physical space improvement plan as the necessary facilities for future development, the industry to enhance the counseling program, the local resources training program and build market mechanism access plan as a promotion The marketing approach combines tribal participation as a force for development. We expect that tourists will not only stop at the Alang Tongan for sightseeing and feel the atmosphere of the tribe. Tourists will further gain opportunities to interact with the environment through the experience of living in the local area. Through indirect environmental infection, they will be able to reconnect with the earth. Intimate feelings, at the same time, through the combination of historical memory and cultural heritage and industrial activities, to condense the power of the tribal people, maintain the tribal survival stability, achieve the establishment of a sustainable business environment, so that the impact of capitalism, rapid social changes With the prosperity of individualism, the tribe will be rebuilt and developed through the autonomous and collective mutual aid actions of the indigenous peoples, creating an opportunity for the tribal people to continue to develop.
Conclusion

Establish a Resource Integration Platform

Organize Resources in the Media. 1. Expanding the participation of tribal residents. Tribal residents and local community organizations have considerable consensus on the development of the tribe. This study is currently mobilizing the implementation of plans and plans through the implementation of consensus conferences, symposia, workshops, training programs for talented people, and early introduction activities to expand the tribal people’s integrity and make them more accessible. Become a resource that can use knots in the land.

2. Combine local work teams. In addition to the use of tribal related organizations, and through a combination of local work teams, the company aims at the needs of tribal residents and uses professional knowledge to collaborate with the local thinking to unite tribal resources.

3. Connecting Local Government Organizations. Through autonomous organizational learning and the spirit of coordination and cooperation dialogues that are diverse and harmonious, the tribal mobilization from bottom to top is reflected in the context and needs of local government organizations, and tribal development is promoted through the acquisition of related resources.

Hold Organization Development Consensus Meeting. This study regularly organizes consensus conferences to integrate opinions among organizations, and self-organizes representatives from various organizations to discuss topics such as the development plan vision and public construction. Consensus is generated through the exchange of opinions among each other to increase their centripetal force. This study plans to schedule a consensus meeting every quarter. Invite tribal residents and local community organizations to understand the implementation of the plan, exchange opinions, and increase consensus. The decision to participate in the public affairs of the tribe can be made more open, so that different views can all have the right to publish participation, thereby reducing the internal resource consumption and the excessive dispersion of resources.

This study aims to promote the concept of conservation in the environment education center in the tribal idle public space planning. In order to strengthen the function of the Environmental Resource Education Center and promote environmental education, including the inheritance of the natural environment and the humanities and society, combined with the achievements of the tribal ecosystem rejuvenation and the exhibition of traditional Aboriginal handicrafts, the Resource Center can also become a tribe. Small exhibition halls, and can expand the function to the industry story museum business model of related tribal industry achievements.

In order to promote the importance that tribes attach to ecological resources and environmental education, and encourage tribes to create an ecological environment and construct a green industry concept or to educate them on ecological environment, a regional corridor of integrated ecological corridors will be formed, as well as intermediary and related government departments. Cross-domain cooperation between NGO and NPO, from the tribal development of the tribe to the top, the planning of the region's emphasis on the ecological environment, to create a concrete ecological habitat ecological education, ecological education, and effectively create an ecological corridor within the project area The chain of the road.

Based on the tribe's ecology, culture, and industrial characteristics, the theme of the festival will be planned and planned. In this way, the characteristics of the Alang Tongan tourism will be marketed to provide different types of affiliated recreation experience for the tribe's unique industrial resources.

Beneficial Result

By expanding the participation of tribal residents, linking local teams and local government organizations to each other, and organizing consensus meetings on a regular basis to integrate the opinions of the organizations, the decision-making in public affairs of participating tribes can be made more open and different. All views can have the right to publish participation, which helps to reduce the internal resources consumption and the excessive dispersion of resources.
Resource conservation is the basis for the tribe to develop eco-tourism. Through the development of eco-tourism and the residents faced with conservation issues together, the consensus and actions of resource conservation are pooled, and maintenance and management mechanisms are established to safeguard precious resource features.

Develop the talents needed by the industry through intensive training. In the course, the participants are arranged to conduct practical exercises so that the trainees can better understand the current state of the industry and train the trainees with the professional attitude, professional knowledge and professional skills required by the ecotourism industry service personnel.

To develop a public space for the eco-tourism industry to improve the overall planning and environment for landscaping and rectification, to focus on the conservation and re-education of natural resources, to avoid depletion of resources, to balance the natural environment and the human environment, and to create a open space that meets the principles of space aesthetics and leisure In order to achieve the goal of sustainable development and utilization.

Tribe residents who are interested in participating in the tribe-specific trip experience activities will be encouraged to collaborate with other community organizations to organize activities. Tribal residents can also become familiar with the implementation of the project and learn about nearby tribes. Therefore, in the future, organizational mobilization will generate understanding and respect for the other party's dissimilar cultures, which in turn will create a sense of belonging.

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