

國立屏東科技大學農企業管理系

實務專題

澎湖漁業產銷班發展休閒漁業可行性

--以紫菜產銷班為例

**The Feasibility of Developing Recreational
Fishery for Fishery Production and Marketing
Groups in Penghu – A Case Study of the Laver
Production and Marketing Group**

指導老師：張文宜 老師

班 級：農企業管理系四技四

姓名/學號：陳穎德/B10150031

中華民國 105 年 1 月 4 日

摘要

澎湖列島位於台灣海峽，由 97 座大小島嶼組成。因澎湖地區四面臨海，海洋資源豐富，島上居民大多以捕撈魚貨為生。又國內休閒市場日益興盛，配合澎湖當地漁業資源及人文特色發展休閒漁業指日可待。本研究以實地訪談澎湖縣白沙鄉講美紫菜產銷班班員及澎湖區漁會推廣課之產銷班輔導員，並實際了解當地情形；爾後佐以 SWOT 技術探討此產銷班從事觀光資源開發時所面臨之內部與外部優勢、劣勢、機會及威脅等實質內涵，進而分析此班發展休閒漁業之可行性。

關鍵字：澎湖、休閒漁業、紫菜產銷班、SWOT 分析

Abstract

Penghu Islands are located in the Taiwan Strait, and many residents rely on fishery as their main income. With the emergence of tourism, the abundant fishery resources and cultures in Penghu may be favorable for developing recreational fishery. This study interviewed the members of the Jiangmei laver production and marketing group in Baisha Township and the extension worker of Penghu Fishermen's Association to explore the potential. A further SWOT analysis was also applied to discuss the internal and external considerations of the group for developing recreational fishery.

Keywords: Penghu, Recreational Fishery, SWOT Analysis, Laver, Production and Marketing Group