

## Development of Aboriginal Tribal Tourism: A Case Study of Hualien Truku Hongye Tribe in Taiwan

**Authors :** Yu-Chen Chien, Sheng-Jung Ou, Shang-Ling Hsu

**Abstract :** Many aboriginal tribes in the early modern began to actively promote tribal tourism. The tribe uses rich ecological environment and unique folk culture successfully attract crowds. In addition to the tribe in the construction level to consider the cultural heritage and living needs, in order to improve tribal tourism for the tribe to bring the benefits of all levels, as well as to avoid the tourism industry is too prosperous brought negative tourism impact. How to successfully create the conditions of mutual benefit of residents and tourists is an important issue common to many tribes. Hualien Turuku Hongye Tribe in Taiwan around the tourist resources are very rich. It is famous for its Hongye hot springs and Ruisui hot springs. Hongye tribe to develop tribal tourism is bound to use its own has three advantages: Truku culture, in the agricultural products experience and marketing, and the surrounding hot springs industry tourism benefits. Tribal Development Association in the past to promote these three advantages for tribal tourism. But due to the impact of many levels led to the tribes in the promotion of tourism on the ineffective. At present, in addition to the Hongye Tribal Development Association in promoting tribal tourism, local residents to promote cultural heritage workshop also gradually rise. Its purpose is to link local cultural resources, agricultural specialty resources, spa tourism industry, the revitalization of the internal development of the tribes at all levels. Each tribe to promote tribal tourism due to geographical environment, resource types have a different set of practices and patterns. This study explores the tourist opportunities and resource points of Hongye tribes, and tribal tourism has been to promote the operation practices and benefits. To understand the difficulties encountered in the implementation of tribal tourism and the impact of all levels. Reference successful development of domestic and foreign tourism tribal tribe case. Develop a questionnaire and using the questionnaire survey to understand tribal residents for the tribal tribes to promote tribal tourism views. Finally, it puts forward some suggestions and strategies to promote the tribal tourism in Hongye tribe.

**Keywords :** cultural tourism, tourism impact, aboriginal tribe, Hongye Tribe

**Conference Title :** ICCSRGSD 2017 : International Conference on Corporate Social Responsibility, Governance and Sustainable Development

**Conference Location :** Prague, Czechia

**Conference Dates :** March 23-24, 2017