

科技部人文社會科學研究中心  
科技部跨領域研究計畫之前置規劃案成果報告

建構蘭嶼海洋文化觀光產業新風貌整合型計畫規劃案  
知識深化、文化再譯、美學新創、旅遊適化

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執行機構及系所：國立中山大學海洋事務研究所

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## 摘要

蘭嶼達悟人面對經濟需求、新世代價值觀改變與外來文化影響，原本穩定之海洋生態與海洋文化的共生聯結產生了質變；儘管目前當地在推動生態旅遊，理論上可平衡經濟利益與生態保育的需求，但過去的設計大都欠缺文化深度與生態考量，甚至傾向消費生態資源或模糊當地文化價值，造成海洋三生（生態、生活與生計）的偏頗發展。本規劃案之目的即希望透過文獻分析及參與式工作坊方式，整合三大跨領域主題：蘭嶼海洋生態、海洋文化及生態旅遊等，藉結合科技、人文與旅遊產業管理之專家，來提出整合型的科技部計畫，以幫助達到建構蘭嶼海洋生態文化觀光產業新風貌的目標。本規劃案透過學者專家的工作坊及於蘭嶼舉辦的工作說明會，已與蘭嶼代表性鄉民取得研究共識及合作同意書，並在科技部自然科學與永續研究發展司之「H. 永續資源與環境保育」研究議題下研提「再造蘭嶼海洋生態文化旅遊新風貌」跨領域整合型計畫，同時亦向教育部研提與科技部計畫配合之跨領域教學與社區參與類計畫，期望能藉此「研究」、「教學」、「參與」三方之整合，協助蘭嶼海洋三生的永續發展。

**關鍵詞：**蘭嶼、達悟族、海洋文化、生態觀光

## Abstract

Faced with economic needs, changing value of the new generation, and impacts from other culture, the once stable symbiotic relationship between marine ecology and marine culture is occurring essential changes in Lanyu. Although ecotourism is being promoting in Lanyu which, in theory, could balance the economic requirements and ecological conservation, the design is mostly lack of in-depth cultural and ecological considerations and so is tending to consume the ecological resources or degrade the cultural values. This project is to incorporate transdisciplinary experts from marine ecology, marine culture, and ecotourism, aiming to propose an integrated MOST project for promoting a new design of marine ecological and cultural tourism for Lanyu. A workshop with scholars and experts in Kaohsiung and a presentation/communication meeting were held by the project in late 2017, whereby consensus was reached between the research team and Lanyu people and 12 signed agreements were obtained from the leaders of Lanyu. A MOST integrated transdisciplinary project proposal was prepared and submitted in the end of 2017, encompassing 6 individual projects. Meanwhile, transdisciplinary project proposals on education and implementation were also inspired and applied to the Ministry of Education, with the intention, as a whole, to improve the sustainable development of marine ecology, life, and living, in Lanyu.

**Keywords:** Lanyu (Orchid), Tao people, oceanic culture, eco-tourism