

113 年雲林地區農村區域亮點計畫

摘要

農業部農村發展及水土保持署南投分署推動農村產業跨域及區域亮點計畫已邁入第八年，持續針對跨域推動合作之農村產業進行資源盤點，深入各農村產業發展的關鍵策略及需求，架構合作平臺，邀請農業部甚至是跨部會的其他產業單位、地方政府、學校、農會以及企業等共同討論會商，引進創新的觀念及活力，整合各部門之專業並確認在哪些環節投入適當的資源協助社區發展，並以滾動式檢討執行成效，持續擴展農村社區經營及產業發展跨域合作之深度與廣度，輔導農村社區結構的升級與多元增值發展，建立農村再生跨域合作的新農業標竿，振興農村經濟，吸引青年返鄉或留鄉經營，進而厚植農村社區自主發展與活化再生基礎，發揮施政的加乘效果。

113 年除了協助社區執行區域亮點計畫之外，本計畫也透過增能課程規劃可行的方案，根據社區訪視結果，分析社區經營面臨的困境，規劃出四大領域，分別為深度旅遊、農村產業行銷、農村經營、自提增值等，投注相應的資源解決社區面臨的問題，透過「直向深耕實務力、橫向連結社區網」的綜合性策略，具體產出實際成果並提高未來

持續發展的可能性。「直向深耕實務力」意即透過產業提升、旅遊體驗、友善環境及青年創造等四面向，深入核心問題，提升社區的執行能力和實務操作能力，讓社區具備自給自足的能力和未來的發展性，再者透過「橫向連結社區網」的策略，將社區歷年執行的成果，例如產業、旅遊和生態等內部資源，藉由在「農村四季 生命之歌」，讓社區間互相支援合作、共用資源，一起展現出成果。此外，今年亦引動外部企業資源投入，透過社區與企業之間的合作連結，建立起區域型的合作模式，擴大並加值社區產業的宣傳成效，在長期的運作下，讓大家看到農村的三生面貌，以達到行銷農村和擴大經濟產值的目的，促進台灣農村和產業的發展，創造出雲林深度旅遊體驗之美，進一步提升旅遊品質，乃至於得以成長與永續，帶動雲林深度體驗旅遊的發展和經濟。

關鍵詞:雲林深度旅遊、區域亮點、農村四季生命之歌、企業合作連結模式、乘著海風藝起去旅行

113 Rural Area Highlights Project in Yunlin Region

Abstract

The Nantou Branch of the Department of Rural Development and Soil and Water Conservation of the Ministry of Agriculture has entered its eighth year of promoting cross-domain and regional highlights of rural industries. It continues to conduct resource inventory on rural industries that promote cross-domain cooperation and deepens the key strategies and needs of the development of each rural industry. , build a cooperation platform, invite the Ministry of Agriculture and even other inter-ministerial industrial units, local governments, schools, farmers' associations and enterprises to discuss and discuss, introduce innovative concepts and vitality, integrate the expertise of each department and confirm which links to invest in Provide appropriate resources to assist community development, and conduct rolling reviews of implementation results, continue to expand the depth and breadth of cross-domain cooperation in rural community management and industrial development, guide the upgrading of rural community structures and diversified value-added development, and establish a framework for cross-domain cooperation in rural regeneration. The new agricultural benchmark will revitalize the rural economy, attract young people to return to their hometowns or stay in their hometowns for business, and then lay a solid foundation for the independent development and revitalization of rural communities, giving full play to the multiplier effect of governance.

In addition to assisting communities in implementing regional highlight projects, this project also plans feasible solutions through empowerment courses. Based on the results of community visits, it analyzes the difficulties faced by community operations and plans out four major areas, namely in-depth tourism, rural industry marketing, rural management, self-improvement, etc., allocate corresponding resources to solve the problems faced by the community, and through the comprehensive strategy of "directly cultivating practical capabilities and horizontally connecting community networks", we will produce concrete results and improve the possibility of continued development in the future. "Directly cultivating practical capabilities" means to deepen the core issues through four aspects: industrial improvement, tourism experience, friendly environment and youth creation, enhance the execution energy and practical operation ability of the community, so that the community has the ability to be self-sufficient and future development, and through the strategy of "horizontally connected community networks", the results of the community's implementation over the years, such as internal resources such as industry, tourism and ecology, can be used to allow communities to support and cooperate with each other through the "Song of Life in Rural Four Seasons", share resources, and demonstrate results together. In addition, this year we have also attracted the investment of resources from external enterprises, established a regional cooperation model through cooperative links between communities and enterprises, expanded and added value to the publicity effect of community industries, and in the long-term operation, let everyone see rural areas The three-dimensional appearance is to achieve the purpose of marketing rural areas and

expanding economic output value, promote the development of Taiwan's rural areas and industries, create the beauty of Yunlin's in-depth tourism experience, further improve the quality of tourism, and even achieve growth and sustainability, driving the in-depth Yunlin Experience the development and economy of tourism.

Keywords: Yunlin in-depth tourism, regional highlights, songs of life in rural areas in four seasons, corporate cooperation connection model, traveling with sea breeze and art