

# 台灣路跑運動觀光之發展現況與展望

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## 摘要

近年來台灣路跑賽事觀光之蓬勃發展，已形成一種路跑運動觀光產業。本文以文獻回顧之方法，以臺灣路跑運動觀光發展為焦點，探討臺灣路跑運動觀光發展現況、效益及未來展望。台灣路跑運動觀光在場次與參與人口均有大幅成長，2014 年將突破 250 場次，參與人口將超過 150 萬人次，民眾對路跑賽事觀光主要需求為健康、生活調濟、流行及簡便有效。台灣路跑運動觀光發展之效益，對於臺灣經濟發展、社會運動風氣、休閒品質、國民健康及國際媒體曝光應有正面影響。目前臺灣路跑發展朝全民化、休閒化、極限化的方向發展，在量發展已成為路跑賽事密度最高的地區，未來在符應民眾參與路跑賽事之動機與吸引因素、提昇路跑賽事服務品質之期待、路跑賽事效益與需求研究、國際化與地方特色路跑賽事之發展，以及思考路跑賽事觀光與地方節慶活動結合，以提昇路跑運動觀光之吸引力與附加價值，吸引更多國際運動觀光客參與，乃是臺灣發展路跑運動觀光重要之議題。

**關鍵詞：**路跑運動觀光、路跑運動賽事、全民運動、馬拉松

# The Current Situation and Prospects of Road Race Tourism in Taiwan

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## **Abstract**

In recent years, the road race events sightseeing flourish in Taiwan. It has been the formation of sport tourism industry of road race. The approach of literature review was employed in this paper. To investigate the current status, benefits and future outlook of development of road race tourism in Taiwan. The participation population and number times of road race have substantial growth in Taiwan, there will exceed 250 events and participation population will be over 1.5 million. The demand for road race events tourism was health, life adjustment, popular and simple and effective. The development benefits of road race sport tourism were economic development, social movement culture, leisure and quality, public health and international media exposure should have a positive impact. At present, the development of Taiwan's road race direction towards for all, leisure, extreme sports in Taiwan. The amount of development has become the region with the highest density of road race events, the future should be popular participation in character motivation road race events with the pull factor, improve road race events development of service quality expectations and needs of road race events benefit research, international and local characteristics of road race events, as well as thinking road race events combine sightseeing with local festivals to enhance the attractiveness of road race with the added value of sport tourism, attracting more international tourists to participate in sports, which were important issues of development road race sport tourism in Taiwan.

**Keywords:** road race tourism, road race event, sport for all, marathon