Island Marine Tourism Development Critical Success Factors – Case by Wangan in Taiwan

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ABSTRACT

The main purpose of this study was to analyze the critical success factors (CSF) small island to develop marine tourism, and elements of tourism development. Qualitative investigation was used, and object as a case study by Wangan Township in Penghu County, Taiwan. After analysis of the information obtained, the study found essential to the success factors of the development of the island marine tourism: a. Has a theme with unique attractions, including the natural landscape and historical heritage, and can attract tourists come to visit. b. On the island's public facilities, transportation facilities, and can provide accommodation and catering, to extend the residence time of tourists. c. Can provide complementary entertainment to meet the other requirements of tourists. d. Islanders friendly attitude can receive visiting tourists, and have sufficient information channels, communication links with the outside world. e. Need for government departments to help strengthen the image of the shape island tourism, tourism resources for regional integration, and marketing work. According to the above results, the study not only given the Wangan in sustainable tourism development proposals, but also intends to carry on the future direction of research researchers have proposed the island.

Keywords: Island tourism, marine tourism, critical success factors (CSF), tourism planning, attraction

INTRODUCTION

Because Taiwan is surrounded by sea, have abundant marine resources, very suitable for development of marine-based recreational sports. Penghu is Taiwan's largest islands, and has a wealth of natural resources, including natural tourism resources (marine ecology, flora and fauna, beaches, intertidal, Islands, the unique basalt geology ground type), cultural tourism resources (farming and fishing, military dependents, temples, historical and cultural monuments), etc., provide an important basis for the development of tourism. Due to the winter northeast monsoon, Penghu differences are significant seasonal tourist crowds. Currently Penghu tourism entrepreneurs operating in the tourist season, most based on water-based activities, and these activities are related to sports, such as snorkeling, scuba diving, banana boat, jet skiing, aerial towed umbrella (Chang, 2009).

In recent years, residents of Taiwan island tours being loved, and Penghu is usually preferred major tourist destinations, not only that, the Penghu islands, marine tourism activities, but also by a long list of foreigners living in Taiwan, as is the vacation destination. The Penghu County belongs to archipelago; totals 90 island, administration district includes Magong City, along with Siyu, Baisha, Husi, Wangan, and Cimei Townships. Wangan this place for now Taiwan's middle-aged (including the above) are present in the memory of a profound impression, in the 1970s, the residents of Wangan life story was
made into a movie released in Taiwan. In 1994, the first green turtle wearing a satellite tracker "Wangan No.1" set out from Wangan in Penghu, passed Taiwan Strait, through East China Sea Shelf, up to an island south of Kyushu in Japan, spent three years and traveled 3400km back to Penghu, providing an important record for the research of sea turtle ecological history in Taiwan. Many beaches on Taiwan Island were recorded to have sea turtles coming ashore to lay eggs, but now, there are only a few places left; among which, the reserve in Wangan Township of Penghu County is the one place where green turtles visit more often and more steady to lay eggs (Penghu National Scenic Area Administration, 2013).

In recent years, research on island tourism attention by scholars, especially in Penghu research results more and more, and a reference value. For example, Lee and Chen (2010) found that tourist experiential value, travel satisfaction and revisiting willingness there is a causal relationship exists. Lin and Chen (2010) studied found that the atmosphere of tourist image for Wangan Islands, beach, very satisfied with the image of the natural environment; But for the island of dining, entertainment, and accommodations image, that is not very satisfactory. In Chang et al. (2010) the impact of sport tourism development on the Penghu studied also found Wangan residents feel "ecology and environment" negative impact more high than other cities and townships in the Penghu. Huang, Ni and Shang ’s (2010) studied found that Wangan of tourism development with the following dilemma: 1. Tourists visiting the destination number of off-season and season disparities; 2. Tourism market is limited Magong travel agencies; 3. Tourism services and facilities inadequate supply; 4. Services lack of human resources, personnel training services are also inadequate; 5. Information and tourism marketing deficiencies; 6. Government tourism policy advocacy poor; 7. Community residents to participate in the low level of tourism development.

Based on the above analysis, Wangan line in Taiwan islands also has cultural and eco-tourism value of the island, and therefore has the potential for tourism development, especially in the island is a low degree of development of the region. Therefore, under the premise of sustainable tourism development, Wangan future tourism development success factors why? The main purpose of this study is to use the theory of tourism development, to analyze of Wangan tourism development critical success factors; the government hopes to provide a reference for the tourism sector.

LITERATURE REVIEW

Elements of Tourism Development

The development of tourism areas must have a lot of incentives to attract tourists, these incentives is to influence the key to the success of the tourism areas, that is, the so-called critical success factors (CSF) industry or individual enterprise organization operating the successful development of the prerequisites, success critical success factors of the tourism region business development can be summarized into seven categories (Kao, 1995) : a. attraction; b. catering accommodation of hospitality services; c. complementary leisure facilities; d. enhance appearance and services; e. local residents and communities, f. bridge link between the building and the travelers; g. regional integration. Khadarooa & Seetanah (2008) analyzed 28 countries, 1990-2000 transport infrastructure to attract tourists in the decision to choose the destination elements. The results showed that transport infrastructure is an important decision factor tourist. In Chang (2009) marine sport tourism studies, also found in Penghu tourism to attract people to the main reason, but also with the "coastal recreational activities" related.
Tourism Impact

Tourism development is widely considered being able to improve local economy (Ko & Stewart, 2002). Most studies encourage the development and promotion of tourism, which is believed to bring various advantages and profits to the local development (Lankford, & Howard, 1994). A study on Jeju Island, Korea (Ko & Stewart, 2002), showed that tourism development has positive impacts on economy, which includes the improvement of investment, development and infrastructure, the increase of employment opportunities, contribution to the local income and therefore the increase of the town’s tax revenue. As for the impacts on the social and cultural aspects, it can enhance living quality, promote the efficacy of entertainment and pleasure facilities, advance the community/cultural understanding, demand for historical and cultural exhibits, facilitate various cultural activities, and elevate the quality of police force and fire protection. The impacts on environment include the preservation of environment, the increase of community popularity or image, and improvement of the living utilities and public facilities. However, the native effects of tourism cannot be overlooked. As Huang and Stewart (1996) pointed out that it changes the inter-relationship between local residents, tourists and communities and possibly causes negative impacts on the living quality of the local residents. The negative impacts on economy presents in the unfairly increased real estate cost and property taxes, the increased living cost and the price of goods and services. For the negative impacts on the social and cultural aspects, it increases traffic accidents, the rate of vandalism, the occurrence of gambling or illegal games, and possibly the increase of exploitation of local natives. The negative environmental impacts, on the other hand, include the damage of natural environment and landscape; destroy of local ecosystem, and the environmental pollution, such as litter, water, air, and noise (Lankford & Howard, 1994). Chang et al. (2010) analyze the residents recognized on costal sport tourism impact and attitude for island develop in Penghu. After testing, four results are shown: 1. On the costal sport tourism positive impact in Penghu, most residents recognized higher are ‘local leisure and recreation opportunity increase for residents’, and ‘increase play and recreation facilities benefit’. 2. On the costal sport tourism negative impact in Penghu, most residents recognized higher are ‘tourism busy season make traffic jam’ and ‘the ocean pollution’. 3. There are significance differences on impact recognized in different residents. 4. There are significance differences on impact recognized in different economic relying residents. However, there are no influences on attitude whether or not participation in environment protect group.

Social Exchange Theory

The social exchange theory is frequently employed in the study of the local residents’ attitudes toward tourism development (Ap, 1992). And Leonard's study pointed out, residents the cognitive and views for tourism developing; they will affect the attitude of local tourism development (Leonard, 2008). The gist is to explicate that the interaction between individuals is an exchange behavior in nature and while people conduct this action, they take into consideration the involved profits and rewards. That is to say, during the exchange process, an individual will examine the benefits in their interaction behaviors with others, and if they cannot obtain satisfactory profits and rewards, exchange behaviors are regarded unnecessary. In tourism, supportive attitudes of local residents are considered as willing to conduct exchange behaviors. Nevertheless, their attitude relies on their recognition and evaluation of tourism. If they understand that the rewards and impacts are stronger than the cost, they will present positive attitude toward tourism. In contrast, if the negative impact of the higher, the residents that they would be less willingness to accept tourism development, and even take the attitude of passive resistance. Tourism development study also confirmed the attitude of social exchange theory valid interpretation of the
residents of tourism development. The majority of residents believe that tourism would have a positive impact, but also have a negative impact, especially for residents not engaged in the tourism industry, will hold the cold-shoulder treatment attitude tourism development (Gursoy & Rutherford, 2004).

Tourist Area Cycle of Evolution

Tourism development process, just as a product, with the development of life cycle, the same stage of development from the outset, walked recession. According to Butler, resort areas undergo an evolutionary cycle of six stages (Butler, 1980). The first stage, exploration, is characterized by few individual tourists who secure their own travel arrangements. No marked seasonal visitation patterns exist, nor are there facilities designed specifically for tourists. Contact between local residents and tourists are important. In Stage Two, involvement, a seasonal pattern emerges, local residents increasingly provide facilities and services for visitors, tourists begin to make travel arrangements through agencies and facility operators initiate advertising. During Stage Three, development, a well-defined tourist market area appears. The now externally-owned facilities employ extensive advertising to attract tourists, as industry control leaves local hands. In Stage Four, consolidation, rates of growth in tourist arrivals decline. The local economy depends heavily on tourism, and local residents may find themselves excluded from major attractions. Visitor numbers level off during Stage Five, stagnation. Few new resorts open and the resort’s popularity wanes. At this time, the resort area tends to decline as fewer tourists arrive, facilities depreciate in value, and local ownership of tourist facilities increases. The resort may enter rejuvenation through the development of an artificial attraction by exploiting previously untapped resources or through renovation. Through this theoretical point of view, we can clearly understand the island tourism development in the local stage on this basis for planning.

METHODOLOGY

Overview of the Study Area

Wangan Township is made up of 18 islands located south of the Penghu Islands. Total surface area is approximately 13.7824km2 and the total population around 4,500 people. Only six islands are inhabited, these being the Wang-an Island (divided into four administrative districts: Dong-an, Si-an, Jhongshe, Shuei-an), Jiangiyunao-yu (Jiangiyun Village), Dongji-yu (Dongji Village), Dongyuping (Dongping Village), Siyuping (Siping Village) and Huayu (Huayu Village). The islands are generally flat and unremarkable with no high mountains or rivers. The shoreline is very uneven and the nearby waters are full of hidden reefs and dangerous currents. The highest point is 79m above the sea level (Damao-yu) and this is also the highest point in Penghu County. Local rainfall is very uneven with most falling between April and September of the lunar calendar. As total annual rainfall is just around 1000mm, the area is subject to frequent droughts. The northeasterly winds blow very strongly between October and March of the following year causing serious disruptions to agriculture, fishing and transportation (Wangan Township Hall, 2013).

Data Collection Methods

This study used qualitative method, the first document analysis, gathering relevant information. Mainly collect about Wangan introduced by the internet, and again to collect reports of government tourism brochures and tourism magazines, as well as academic research papers. Second-step was interviews with local B & B owner and leisure service as well as residents, and also interviews the tourists
go to the ground at the time, in order to increase the credibility of the data. In addition, researchers and field visits to various attractions, in order to understand the contents of the authenticity of the interview.

**Interview Manuscripts**

Interview manuscript of the study, mainly based on the elements for tourism development, tourism impact theory, and social exchange theory from prepared. Interview outline a seven topics, including Wangan Township main attraction of tourists to come to the main attractions of leisure tourism, catering, accommodation and travel services, complementary leisure facilities, local government and residents how to enhance the appearance of the shape, tourists impact, the local tourist interaction and communication between the pipes, and regional tourism resources integration.

**Data Analysis Methods**

Data analysis step of the research are as follows: a. In this study, after the end of the interview, the first order based on interviews with respondents, the interview data processing and analysis. B. Would be converted interview transcripts researchers in interviews after the gradual completion of the written interview transcripts, based on detailed interviews with draft record interviews, omissions, etc., as a follow-up data analysis checklist purposes. C. Classification and Coding. d. Induction will be classified and coded information. e. Cases illustrate the analysis for each concept or phenomenon of induction. f. Summarize and analyze data after finishing, the researchers discuss, modify, sorting out the analytical framework and the fact that the results presented in this study the final conclusions and recommendations.

**Reliability and Validity for Interview Data**

a. In the interview, the investigator will be based on research questions, purpose, first prepare a trial basis, according to interviews and engage in interviews, in order to understand the appropriateness of interviews with key. Secondly, the respondents' willingness to place an and interviews, this study will be considered. b. In this study, in an interview, the full interview by the investigator himself, and according to this study, interviews outline to guide the respondents by the researcher, in a relaxed manner chat interviews. C. End of the interview, immediately after finishing recording and cross-matching. After the data to determine the correct classification, analysis, in addition to co-researcher discussions, and went to the place of tourists discussions, to avoid to be subjective.

**RESULT**

**Attraction**

According to the Penghu National Scenic Area Administration (2013) plan, Wangan main attraction as described below:

**Green Turtle Tourism and Conservation Center**

Standing southeast of Wanganyu, the building shaped like a sea turtle is the “Green Turtle Tourism and Conservation Center”. Upon entering, tourists can see all the natural ecologies in Wangan, including migratory birds and protected animals, and the “green turtles”; exhibitions include: turtle species, distributed environment and ecology, all exhibitions that are well-worth exploring.
**Jhongshe Historical House**

Jhongshe historical house is one of the more well-preserved traditional houses in Penghu County. The village is filled with ancient houses that are built of coral reefs. There were originally over 80 Sanheyuan (old three-section compound house), and now only about 50 of them are still well-preserved. The architecture style of the historical houses in Jhongshe Village is called "one stamp" style Sanheyuan, the main structure should be looked at from the inside to the outside; it is a very special old village.

**Tiantai Hill**

Tiantai Hill is situated on Wangan Island. Gangeiou Grassland is the highest place on Tiantai Hill, and nearby is the place for the famous Penghu aragonite. The surrounding grassland is flat, with occasional cattle or goats trotting by, forming a naturally beautiful scene. Tiantai Hill has become the best place to watch Wangan Island and Huayu from a distance.

**Yuanyang Hole and Jiangyun Cave**

"Mandarin ducks dabbling water – Yuanyang Hole" is situated northeast of Wangan Island, it is a naturally formed valley. Legend has it that in the early days, there were many water holes here, and mandarin ducks used to dabble with water and rest here, hence it was named “Yuanyang (mandarin duck in Chinese) Hole”.

**Wangankou Beach**

Wangankou Beach is located in the southern tip of the island Wangan shell sand beach is clean and pollution-free, curved bay stretches for nearly one kilometer long. Early due to local fishing boats docked here, on the beach, drying nets, mending their nets, and fishing nets scenario, it is called the Wangankou, currently has no berthing, and become the local children and tourists swimming paradise.

According to the respondents of tourists that come to Wangan mainly travel arrangements, stay a short time, about two hours, so are riding a motorcycle around the island. In their image (including the receipt of travel information), the most famous Green Turtle in Wangan are ecological conservation, so a centers is that they visit the main attractions. The other is Jhongshe Historical House, but also will definitely go places. Tourists interviewed generally agreed that, Wangan still very pure place, giving the feeling of tranquility throughout the island. However, in the tourist season, a lot of people came to the island to visit, it is a little crowded; coupled with the island's few roads, and some tourists riding a motorcycle not obey the traffic rules. This problem researchers interviewed local residents, residents believe that as long as enough not to cause traffic accidents, but some residents think that tourists still have to exercise self-discipline, not to cause inconvenience to local residents. But some residents still react as tourist season when many tourists come to the island to visit, motorcycles are the main of transport tourists, plus the number of coaches out the whole group of tourists around the island, the entire island environment is also affected. The results of the above analysis, and Chang et al. (2010) found that residents feel Wangan "ecology and environment" negative impact high than Penghu other areas is also similar.

**Catering Accommodation of Hospitality Services**

Based on 2013 Taiwan Tourism Bureau statistics, Wagan have three legitimate hotels, including: Chih Shean Tourist Hotel, a total of four rooms, the main features of a rustic experience. Wagan B & B, a total of five rooms, the main features of a rustic experience. Wagan Vacation Hotel, mainly for vacation
leisure patterns, a total of 13 rooms. On dining, Wagan Island offers tourists restaurants, but mostly small dining rooms, or a snack bar offering local seafood-based meal to meet the needs of tourists. According to Lin and Chen (2010) studied found that the atmosphere of tourist image for Wangan Islands, for the island of dining, entertainment, and accommodations image, that is not very satisfactory. While investigators interviewed tourists, they are also for local accommodation and catering, feel satisfaction is not high, especially in the food and beverage. However, in local accommodation of tourists the reaction, there are have so quiet and pristine environment, no bustling metropolis, but more holiday atmosphere.

**Complementary Leisure Facilities**

Wangan tourists to visit the island for sightseeing attractions purpose, but the most important place for the Green Turtle Tourism and Conservation Center, visit Wangan of tourists each year about 200 thousand people, but stay on the island for about two hours, so Wangan Island does not complementary recreational facilities or activities. As Wangan a low degree of development of the fishing village, so stay on the island as a tourist, the main activities are fishing, barbecue, intertidal ecology experience, nighttime stroll, watch the stars and the sky, beach walking, talking, blowing sea breeze, contemplation, and enjoy serenity.

But in recent years, Jiangjiyunao, Wangan township of an outlying island (not a tourism area), small in size, about two square kilometers, the terrain was west-east direction, geology is porous basalt, is transmitted by repeated volcanic eruptions, magma cools after the formation, becoming a favorite destination for tourists. Jiangjiyunao currently has a very rich coral landscape, the waters around the island coral cover about 98%, is the highest coral cover in Taiwan region. Currently island offers accommodation and tourists stay longer snorkeling, scuba diving, eco-experience, as well as fishing activity.

According to Butler (1980) proposed tourist area cycle of evolution theory terms, Jiangjiyunao of tourism development is part of the second phase, with the development of tourism potential. However, according to local tourism industry said, the island's inhabitants, for the development of tourism remained "reserved" attitude. For tourists, the rich marine ecosystem is to attract them to the area to visit the reason. According to the residents said that the government is planning to Dongjiyu, Sijiyu, Dongyuping, and Siyuping four islands (four southern islands of Penghu) become to a Marine National Park, they hope for the establishment of the problems they solve the traffic inconvenience, and do not affect them in the fisheries industry rights.

**Enhance Appearance and Service**

Government in Wangan established Green Turtle Tourism and Conservation Center, to become the island's main landmarks, and let Wagon's Green Turtle conservation become the main area. In recent years, Penghu National Scenic Area Administration and the county government, but also to improve road indicators of the island, the establishment of conservation land imagery totem, tourists to rest and view pavilion, and attractions outdoor interpretive signs. According to the respondents of tourists that come to this island, let them feel the holiday atmosphere, and the whole island is very clean environment, particularly in relation to green turtle totem lot, highlighting the characteristics of the Wangan Island. The tourists have to Jiangjiyunao said the island, though not touristic areas but remains on the island of Penghu residents originally lifestyle and rich marine ecosystems are very satisfied. And tourists further said that the next opportunity, will definitely come back here and vacation. The results of these interviews with Lee and Chen (2010) found that tourist experiential value, travel satisfaction and revisiting willingness
there is a causal relationship exists. Lin and Chen (2010) studied found that the atmosphere of tourist image for Wangan Islands, beach, very satisfied with the image of the natural environment similar results.

**Local Residents and Community**

Residents interviewed said that most of the original inhabitants of the island are "dominated by fishing, depend on marine for life," which is a simple fishing village to live the traditional life, work with limited incomes. Due to the impact of the northeast monsoon, the island is not easy to grow crops, self-sufficiency is also adequate. But with the development of tourism island, plus tourist season (April to October) the arrival of tourists, providing them with employment and income opportunities. So residents welcome tourists to visit, and the island also has tourism development association with the government to help the residents to promote the tourism industry. And these opportunities, including some residents of the island and open small restaurant and B & B, rent motorcycles to tourists, tourists engage with snorkeling, scuba diving, fishing and ecological experience, island day trips, as well as selling souvenirs and so on. The above results are also in line with the development of tourism can bring positive benefits places, especially in employment opportunities (Ko & Stewart, 2002; Lankford, & Howard, 1994). In addition, according to the social exchange theory point of view, when the positive impact of tourism than negative impact, the majority of local residents would accept tourism in local development (Ap, 1992; Leonard, 2008; Gursoy & Rutherford, 2004). But by October, a strong northeast monsoon invasion of Penghu, this former belongs to the tourist season, tourists to Wangan very less. So in short, engaged in Penghu tourism services, almost are six months of work and rest for six months.

**Community Bridge Link between the Building and the Tourist**

In transport, there are two flights a week to and from Wagan and Kaohsiung. Public and private operators of transport boats to and from Magong to Wagan; during the tourism season (May-October), there are also privately-run yachts to Wagan. In the island, there are have taxis, buses and motorcycles rented to tourists use. Residents said, but the strong northeast winds in the winter under attack, or bad weather affecting, transportation will be temporarily stopped. In addition, there are still a few residents living in Dongjiyu, major transport fishing vessels and fishing yachts rely on (starting from Tainan), so the Government to set up a marine national park, you should find a way to overcome this problem. Therefore, according to Khadarooa & Seetanah (2008) study found that the development of transport in the tourist still plays an important role in link.

**Regional integration**

Integration in the region, Penghu National Scenic Area is Wangan classified in the South sea recreation area. South sea recreation area includes Tongpan Island, Hujing Island, Wangan Township and Cimei Township. Tongpan and Hujing are both known for their abundant geological features; the entire Tongpan is surrounded by columnar basalts of clear lines, the columnar joints is the most enriched in Penghu, and has long been known as the "Yellowstone Park of Penghu". Wangan Township used to be known as "Bajhao", "jhao" in Taiwanese means "collective", which is the collection of eight islands. Since Wangan Island houses a harbor with a seabed composed by a mixture of sand beach and mud, in the early days, in addition to coastal fishery and intertidal zone fishing, local residents used to round up catches with a drag net, which sounded like "wangan", hence the name "Wangan" (Penghu National Scenic Area Administration, 2013).
CONCLUSION AND SUGGESTION

According to the findings of this study, after discussion and analysis, the following recommendations:

Conclusion

a. From the analysis of this study those cases, Wangan with ecological conservation themes and unique attraction, and has marine natural landscape and historical monuments, is attracting tourists came to visit the main reason, but most tourists are still type belonging to a short stay. And Wangan Township of Jiangjyunao, there have rich coral reefs ecosystem, plus undeveloped, is also subject to stay on the island to stay longer or tourists favorite. Besides, the Dongjiyu, Sijiyu, Dongyuping, and Siyuping four islands will also be planning for the national marine park, so the future of tourism in Wangan have more potential for development.

b. Islands to develop tourism, basically need to have public facilities, transportation facilities, and can provide accommodation and catering, is to extend the residence time of tourists a major factor, but the tourists for the island's meal rooms, one that still needs to be improved. But Wangan still limited by weather factors, in the winter time, the traffic will be affected, and this is the weakness of local tourism development. And therefore the local tourism industry, a strong attack in the winter when the northeast monsoon, are in a resting state, so accommodation and catering and Magong, the relative is relatively poor.

c. Although tourist areas is a major factor in developing tourism attraction, but offers complementary leisure and facilities, is also necessary. Throughout the Wangan, although none provided tourists nighttime complementary entertainment, but the island's quiet and comfortable environment, but also to satisfied the needs of tourists, and released tourists mind. The study also found that tourists for Wangan environment have given positive and approve attitude.

d. The study found that residents of the island for tourism development, the positive impact that is greater than the negative impact of tourism development due to the reason that they work with the opportunity to increase revenue, but in the tourist season, there is still the local environment and transport negative impact. Overall, Wangan residents in a friendly manner to receive visiting tourists, and have sufficient information channels, can communication links with the outside place.

e. The Island tourism development, such as the attraction by itself is not enough; need to assist government departments in order to achieve the purpose of tourism development. The government assistance work, including the construction of public facilities, coordination of local government, tourism service personnel training, island tourism image of the shape, for regional tourism resources integration and marketing work.

Suggestion

a. Development of sustainable tourism for the island, the government agencies should communicate effectively with the local residents, a clear plan out the future direction of tourism development, as well as to give a clear description of tourism development in a positive impact on residents. And the development of island tourism, the most important thing is to be able to take into account environmental protection and marine conservation islands, low levels of development, in order to maintain the local original style and features.
b. Current Taiwan government is planning to Dongjiyu, Sijiyu, Dongyuping, and Siyuping four islands (four islands of Penghu South) become to Marine National Park, because the area is rich in marine resources, and island ecosystems, geological resources, and therefore need to be protection. But most residents rely on fishing in Penghu, when designated as national parks, will inevitably result in the rights of the fishermen affected. Therefore recommended that government agencies, the area in the planning for the Marine National Park, the rights of the fishermen how to be protect, which is the government needs with local fishermen and fishery associate will require communication and solve this problems.

c. In this study, Wangan case study, although the results of analysis can provide a reference for practice, but due to the ability of research, you cannot continue to explore in depth analysis. Therefore suggested that future researchers can focus on several islands Wangan depth analysis, develop a sustainable tourism in the premise, how to effectively develop marine tourism resources and Penghu longer develop new travel policy.

REFERENCES