

中文摘要

新光與鎮西堡部落早期以山田燒墾、狩獵漁獲為主要生產模式，資本主義經濟生產觀念和資源使用方式的形成，主要來自於政府政策影響下，部落居民先後投入經濟作物栽種與觀光旅遊的發展，然而，在生產活動變遷過程中，新光與鎮西堡部落居民內部的團結現象仍然顯著，人際與部落認同的傳統紐帶也依然明顯，並以泰雅傳統 *gaga* 中的共享觀念，建立部落共用資源自主治理的共同經營規則，規劃出一套觀光與民宿事業的自主治理模式，而這樣的文化模式隱含著以民族認同，維持集體行動與歸屬感的生存策略。

因此，本文以文獻分析法與田野調查之深度訪談、焦點團體訪談為主要研究方法，透過制度經濟學者 E. Ostrom 所提出之制度個人選擇與集體選擇變量分析架構，探討部落居民以傳統觀念作為凝聚共識，對於觀光與民宿事業自主治理制度的選擇與規則制定；並以「共用資源治理永續性之制度設計原則」，對於兩部落自主治理組織制度設計與運作的強健性，加以觀察檢視。以及，藉由兩部落自主治理組織的制度設計、功能、性質與各組織間的關係，分析新光與鎮西堡部落共用資源自主治理策略，和實際運作的情形。並透過中心 / 邊陲觀觀察兩部落傳統社會經濟體系，與生產型態發展、變遷的歷史脈絡，和觀光與民宿事業對於部落社區文化延續的調適與衝擊。最後，綜合分析兩部落自主治理機制建立與持續運作的因素，以及所面臨的困境。

關鍵字：

新光

鎮西堡

中心 / 邊陲

自主治理

民宿事業

Abstract

Compare with the primitive production mode in Smangus and Cinsbu tribe focus on slash-and-burn, hunting and fishing, the capitalistic production mode and resource utilization mode is influenced by the governmental policy. Under the policy, the tribe residents start to cultivate the beneficial crop and to develop the tourist business successively. However, the residents of Smangus and Cinsbu Tribe still express the interior cohesiveness conspicuously in the process of transforming on production activity, and still behave the highly connection on traditional relationship and tribe identity. The tribe residents follow the traditional communion idea “gaga” in Atayal to build mutual operation rules on self-governing of the tribe common-pool resources, and to map out a self-governing mode on tourist and B&B business. And this kind of cultural patterns implies the subsistence strategy of maintaining collective action and a sense of belonging, which is under the ethnic identity.

Therefore, the documentary analysis and the field study which is included in-depth interviews and focus group interviews is adopted as the main research approaches in this study. Otherwise, this study is based on the analysis of variance of individual and collective choice, which is broached by E. Ostrom, an institutional economist, to discuss how the tribe residents make rules and choose the self-governing system on the B&B business according to the common consensus of traditional idea, and to survey the reliability of design and operation of the self-governing organizations in Smangus and Cinsbu tribe according to the “Design Principles Illustrated by Long-enduring CPR Institutions”. In terms of review the design principle, function, and character of self-governing organizations and the relationship of those organizations in Smangus and Cinsbu tribe to analyze the self-governing strategy of common-pool resources and the actual situations. Moreover, through the core-periphery concept, this study also observes the economy system of traditional society, the development of production mode and the change of historical sequence, and the impact and of B&B business on the continuation of tribal culture and how the tribe residents get with it. At the end, this study analyzes the factors and

difficulties, which influence the build-up of and operation of the self-governing in Smangus and Cinsbu tribe.

Keywords :

Smangus

Cinsbu

core / periphery

self-governing

breakfast and bed business, B&B