

Study on the development strategy of agricultural therapy: A case study of Hualien District Agricultural Research and Extension Station¹

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Abstract

There are abundant resources for agricultural therapy in Yilan and Hualien Districts. Horticultural Therapy, Therapeutical Garden, Herbal Therapy, Aromatherapy, Forest Therapy and Agricultural Tourism are involved in the Agricultural Therapy. With scientometric analysis and case study, this essay studies on the key research in other countries and the commercialization of Agricultural Therapy, making prioritized objectives and development project for the Agricultural Therapy industries in I-lan and Hualien by analyzing the present status with SWOT analysis, making strategy with TOWS analysis and building up prioritization matrix. As the result of this study, for the short-term objectives, suggest building up collaboration network for domestic and oversea researchers, making evaluation method for the benefits of Agricultural Therapy, establishing evidence of the field measurement, improving the practicing ability of the fellows in Hualien District Agricultural Research and Extension Station and enhancing the feature of agricultural tourism in I-lan District by developing the therapeutical trip in the leisure farms. For the medium-term and long-term objectives, suggest developing certification for Agricultural Therapy and its educational system by cross-departmental collaboration, opening courses of Agricultural Therapy products, activities and tourism for managers of leisure farms, upgrading the practicing ability of leisure farms for Agricultural Therapy and creating long-term care activities which implement Agricultural Therapy in collaboration with Soil and Water Conservation Bureau to improve life function in the rural communities.

Keywords: agricultural therapy, strategy management, prioritization matrix, SWOT analysis

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