

屏東縣基層運動組織與規律運動人口之提升策略

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摘要

本文以文獻回顧及個案分析方法，以屏東縣體育運動推廣個案為分析對象，探討屏東縣強化基層運動組織，以及提昇規律運動人口之策略。在強化屏東縣基層運動組織方面，可透過行政系統與基層運動組織的配合，強化基層運動組織之推動與輔導功能，招募體育志工與訓練基層人力等策略，強化地方基層運動組織之永續經營。在提昇屏東縣規律運動人口方面，可善用運動推廣的策略，透過運動場館設施開放、賽會與活動舉辦及運動網站宣導等策略，促進社會大眾參與運動，並配合公益活動、促銷活動及商業廣告，讓民眾體驗運動之效果，其次繼續深化「打造運動島」計畫執行，地方首長更重視運動推廣，透過縣政府、單項運動委員會、學校及運動社團辦理體育活動，或利用教育、健康、藝術文化、環保、觀光、財經、科技等伙伴單位，提昇民眾參與運動的機會。

The Strategies for Strengthening Grassroots Sports Organizations and Increase the Regularly Exercising Population in Pingtung County

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This paper uses a literature review and case study method to analyze Pingtung County's sports promotional campaigns to study Pingtung County's strategies for strengthening grassroots sports organizations and increase the regularly exercising population. Regarding Pingtung County's grassroots sports organizations, coordination between administrative systems and grassroots sports organizations can strengthen the promotion of grassroots of sports organizations and its capacity to provide assistance; and the recruitment of sports volunteers and training of grassroots personnel will effectively enhance the sustainable operations of grassroots sports organization. As for increasing As for increasing Pingtung County's regularly exercising population, effective promotional strategies involving the opening up of sports stadiums and facilities to the public, organizing competitions.