

**THE ESTABLISHMENT OF SOUTHERN BRANCH OF THE NATIONAL
PALACE MUSEUM AND THE DEVELOPMENT OF TOURISM IN CHIAYI:
PERCEPTION AND ATTITUDE OF CHIAYI CITIZENS**

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Abstract

In 2001 the proposal of building up the Southern Branch of the National Palace Museum (SNPM) has been initiated. It took almost 15 years to complete the SNPM. The construction has encountered numerous difficulties including the payment argument and natural disaster resulted from its location in low-lying area. The research aims to explore how the SNPM would help to facilitate the development of tourism in Chiayi in general as well as Taibao area in specific from the perspective of the citizen of Chiayi.

The research applied both qualitative and quantitative research method to collect research data and analyze data. It used questionnaire to collect the opinion of Chiayi citizens. Meanwhile, the author also interviewed residents who live in the neighboring area of the SNPM in order to understand their perspective toward the establishment of the SNPM.

After carefully examining several factors, the research has concluded some positive impacts of the establishment of SNPM to the local area in the economy, society culture and environment. Generally speaking, Chiayi citizens have shown their welcome and embracing attitude toward the establishment of the SNPM because economy has been improved, impression has been changed, and tourism has been promoted.

Keywords: Southern Branch of the National Palace Museum, tourism
development, Chiayi