



觀光 業務年報

中華民國 105 年
2016 ANNUAL REPORT ON
TOURISM TAIWAN, REPUBLIC OF CHINA

Taiwan
THE HEART OF ASIA

中華民國一〇五年 觀光業務年報

ANNUAL REPORT ON TOURISM 2016
TAIWAN, REPUBLIC OF CHINA

中華民國交通部觀光局
Tourism Bureau, Rep. of China(Taiwan)



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TOURISM TAIWAN, REPUBLIC OF CHINA

擁有繽紛多元文化的臺灣，在美國聲譽研究所「Reputation Institute」評鑑70個國家的「2016全球聲譽報告」中取得亞洲第3名、全球第25名的佳績。此外，臺灣亦榮獲全國最大旅外人士網站及英國權威旅遊指南給予的高度肯定，不只將臺灣評選為「世界最友善國家」及「外籍人士最宜居地」之榜首，更將臺灣列入2017年必訪的十大旅遊目的地。

2016年，臺灣觀光面臨關鍵轉型期，新政府推動觀光新南向政策，並積極協調外交部簡化來臺簽證、增補南向市場接待人力，積極開拓新興市場商機。同時，為擴大國內旅遊市場，透過相關措施、訓練及補助三方並進，包裝在地特色旅遊產品，另搭配國民旅遊卡新制，大力行銷臺灣觀光年曆活動，推動在地生態旅遊，讓大家更認識臺灣的美好。

Taiwan is a land with multiple cultures; the U.S.-based Reputation Institute ranked Taiwan third in Asia and 25th in the world among the 70 countries assessed in its 2016 Country Rep. Trak Report. Besides, Taiwan are also highly recognized by the world's largest traveler website and the leading British travel guide publisher; they not only selected Taiwan as the winner of the "world's friendliest country" and "best place to live for expats", but also included Taiwan among its top-10 must-visit tourist destinations in 2017.

In 2016, Taiwan's tourism industry entered a key transition period; the new government promoted New Southbound Policy for tourism, and actively coordinated with the Ministry of Foreign Affairs (MOFA) to simplify visa issuance for visitors to Taiwan, and increase the human resources available for Southbound market visitor reception in order to actively develop opportunities in emerging markets. Meanwhile, in order to expand the domestic tourism market, the new government simultaneously promoted measures in three areas, including relevant measures, trainings and subsidies to provide tour packages with distinctive local features; in addition, the new government also promoted a new National Travel Card system and vigorously marketed the "Time for Celebration—Taiwan Tourism Events," as well as promoted local ecotourism so as to broaden awareness of the beauty of Taiwan.

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臺灣觀光年曆
Time for Celebration
TAIWAN TOURISM EVENTS

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局長序

臺灣擁有繽紛多元的獨特魅力，是亞洲人熱愛的旅遊地之一。臺灣在美國聲譽研究所「Reputation Institute」評鑑 70 個國家的「2016 全球聲譽報告」中取得亞洲第 3 名、全球第 25 名的佳績，為臺灣觀光帶來正面且強大的影響力；此外，臺灣更榮獲全球最大旅外人士網站「InterNations」評選「世界最友善國家」及「外籍人士最宜居地」之榜首、英國權威旅遊指南「Rough Guides」更形容臺灣為「早就值得外界注意」的美麗國度，將臺灣列入 2017 年必訪的 10 大旅遊目的地。

2016 年，臺灣觀光面臨關鍵轉型期，面對陸客來臺縮減、旅遊安全事件之衝擊，新政府積極推動觀光新南向政策、開拓多元觀光市場、擴大國民旅遊措施、旅遊安全總體檢等因應措施，促成觀光市場逆勢成長，創下來臺旅客達 1,069 萬人次、國民旅遊達 1.9 億人次的歷史新高。不僅讓來臺觀光市場更趨多元，也讓觀光市場結構更趨均衡，從過去仰賴陸客單一市場之失衡結構，逐步調整為東北亞、中國大陸、新南向、歐美其他市場之均衡結構；若以成長率觀之，以東北亞、東南亞市場成長動能最強，以韓國成長 34.25% 最高、日本成長 16.5% 次之，馬來西亞成長 9.95% 占第三位。

為開拓新南向市場，交通部觀光局積極協調外交部簡化來臺簽證，已促成泰國、汶萊來臺免簽證、東協 6 國及印度有條件免簽，同時，增補南向市場接待人力，一方面，輔導新住民及僑外生投入導遊市場，另一方面，鬆綁外語導遊人員得接待東南亞語旅客之法規，並補助東南亞語隨團導遊或翻譯人員接待費用；更進一步，營造友善穆斯林環境，已輔導逾 100 家業者取得穆斯林餐旅認證，亦持續加強中央與地方合作、擴大區域聯合行銷，共同參與海外旅展，開拓新興市場商機。

Foreword

Taiwan is a land of unique and manifold charm and one of Asia's favorite visitor destinations. The U.S.-based Reputation Institute ranked Taiwan third in Asia and 25th in the world among the 70 countries assessed in its 2016 Country RepTrak Report. The report has had a positive and strong influence on Taiwan tourism. Taiwan also earned the distinctions of "world's friendliest country" and "best place to live for expats" in a survey conducted by the world's largest traveler website InterNations. Leading British travel guide publisher Rough Guides described Taiwan as a beautiful country "long worthy of the world's attention" and included Taiwan among its top-10 must-visit tourist destinations in 2017.

In 2016, Taiwan's tourism industry entered a key transition period under the impacts of falling arrivals from Mainland China and travel safety incidents. The new administration has responded with the New Southbound tourism policy to diversify tourism markets, boost domestic travel, and comprehensively inspect travel safety. These measures helped to restore growth in the tourism market, increasing the number of international visitors and domestic travelers to record highs of 10.69 million and 190 million, respectively. They have also brought greater diversity and structural balance to Taiwan's tourism market. From its past reliance on the single source market of Mainland China, the industry is shifting to a structure balancing Northeast Asia, Mainland China, New Southbound, Europe, the United States, and other markets. Among these areas, the greatest growth momentum has come from Northeast and Southeast Asia. Korea was the fastest expanding source market, up 34.25% during the year, followed by Japan and Malaysia, which gained by 16.5% and 9.95%, respectively.





為擴大國內旅遊市場，交通部觀光局推動「因應陸客縮減衝擊國內旅遊措施」，透過「輔導陸團接待業者轉型暨拓源訓練」、「補助旅行業辦理國內旅遊」及「整合行銷宣傳推廣」三方措施並進，補助旅行業者包裝在地特色旅遊產品，活絡地方觀光產業以減少產業衝擊；同時，推動國民旅遊卡新制，並大力行銷臺灣觀光年曆活動，以「越在地、越國際」的理念，推動在地生態旅遊，讓大家更認識臺灣這塊土地的美好。

展望 106 年，在面臨全球化、數位化、在地化等衝擊，以及順應全球永續觀光發展及在地化旅遊風潮之下，交通部觀光局啟動「Tourism 2020：臺灣永續觀光發展策略」，透過開拓多元市場、推動國民旅遊、輔導產業轉型、發展智慧觀光、推廣體驗觀光等五大策略，期能逐步實現「友善、智慧、體驗」的「亞洲旅遊重要目的地」之願景。我們將持續戮力打造「Tourism 2020」願景平臺，營造在地幸福產業永續、創造多元觀光附加價值，以「智慧行旅、感動體驗」，促使觀光產業多元發展，讓觀光旅遊不只帶來產值，也能促進在地經濟及安定社會能量。

謹將 105 年觀光施政成果彙編成冊，敬請各界不吝指教。

交通部觀光局局長

周永暉

The Taiwan Tourism Bureau took various actions to develop New Southbound markets. It coordinated with the Ministry of Foreign Affairs (MOFA) to simplify visa issuance for visitors to Taiwan. Visa-free entry is now granted to visitors from Thailand and Brunei, and visitors from six ASEAN countries and India are eligible for conditional visa-free entry. In order to meet the human resource needs for Southbound market visitor reception, the Tourism Bureau provided assistance to attract recent immigrants and overseas Chinese and foreign students in Taiwan to join the tour guide workforce. Moreover, regulations were relaxed on foreign language speaking tour guides serving Southeast Asian visitors and subsidies were provided for the expense of tour guides or translators speaking Southeast Asian languages. The Tourism Bureau also assisted more than 100 businesses in obtaining Muslim Hospitality certification to create a Muslim-friendly environment. We continued as well to strengthen cooperation between the central and local governments to expand regional joint marketing, jointly participate in overseas travel exhibitions, and develop opportunities in emerging markets.

The Tourism Bureau also promoted measures to expand the domestic tourism market in response to the impact from the declining number of mainland Chinese visitors on Taiwan tourism. These measures included simultaneous promotion in three areas: training assistance to businesses serving mainland Chinese tour groups to help them transform their operations and expand market sources; subsidies for travel agencies and tour operators to arrange domestic tourism; and integrated marketing and promotion. In addition, subsidies were made available to travel agencies and tour operators for the development of tour packages with distinctive local features to invigorate the local tourism industry and reduce industry impact. The Tourism Bureau also promoted a new National Travel Card system and vigorously marketed the “Time for Celebration – Taiwan Tourism Events,” as well as promoted local ecotourism under the concept of “the more local, the more international” to broaden awareness of the beauty of Taiwan.

Looking ahead to 2017, the Tourism Bureau is launching “Tourism 2020 – A Sustainable Tourism Development Strategy for Taiwan” to respond to the impact of globalization, digitization, and localization, as well as to the growing world trend towards sustainable tourism development and localized travel. The plan aims to progressively realize the vision of developing Taiwan as a “friendly, smart, and experiential important tourist destination in Asia” through five development strategies: Development of Diversified Markets, Promotion of Domestic Travel, Guidance for Industrial Transition, Development of Smart Tourism, and Expansion of Experiential Tourism. We will continue to work hard to build a platform to realize the Tourism 2020 vision of building a happy and sustainable local industry, creating diverse tourism added-value, and promoting diversification of the tourism industry with “smart travel and touching experiences.” These initiatives aim not only to add value to the tourism industry, but also energize the local economy and social stability.

Compiled here for you are the achievements of the tourism administration in 2016. We welcome your comments and suggestions.

Yli Chou

Joe Y. Chou

Director General of the Tourism Bureau,
MOTC,

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重要施政成果摘要

Summary of Important Policy Achievements in 2016



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105 年重要施政成果摘要

壹、推動「優質、特色、智慧、永續」觀光，促進觀光多元發展

觀光局推動「觀光大國行動方案」，以「優質、特色、智慧、永續」為執行策略，打造臺灣成為「智慧行旅、感動體驗」的重要旅遊目的地，105年來臺旅客達1,069萬人次，為歷史新高，國民旅遊市場亦穩定成長，達到1.9億人次，導引整體觀光環境、軟硬體建設、產業人力、就業能量及服務品質等蓬勃發展，並大幅提升臺灣觀光品牌於國際市場知名度，獲國際媒體高度評價，包括全球最大旅外人士網站「InterNations」評選「世界最友善國家」及「外籍人士最宜居地」，臺灣均奪全球榜首；英國權威旅遊指南「Rough Guides」評選臺灣為2017年全球前十大必訪國家等多方肯定。另為因應國際旅遊趨勢與觀光發展，於105年底研提「Tourism 2020：臺灣永續觀光發展策略」，透過「開拓多元市場、活絡國民旅遊、輔導產業轉型、發展智慧觀光及推廣體驗觀光」五大行動計畫綱領，持續厚植國旅基礎及開拓國際市場，期能形塑臺灣成為「友善、智慧、體驗」之亞洲重要旅遊目的地。謹就「觀光大國行動方案」各計畫推動成果如下：

一、優質觀光

(一) 旅行業品牌化計畫

1. 為輔導旅行業發展優質品牌、創新產業附加價值，觀光局訂有「交通部觀光局輔導建立品牌旅行業獎勵補助要點」，以提升旅行業國際競爭優勢，並促進產業優化轉型升級。計畫於105年度已輔導40家辦理財務報表簽證、12家運用網路經營業務，並推廣特色遊程，包括銀髮族243團、無障礙旅遊10團及金質旅遊行程1家。

Summary of Important Policy Achievements in 2016

I. Promoting a Top Quality, Special, Wise, and Sustainable Tourism and Tourism Diversification

The Tourism Bureau promoted a "Tourism Action Plan" based on strategies for "high quality, unique, smart, and sustainable" tourism to turn Taiwan into a major visitor destination for "smart travel and moving experiences." In 2016, Taiwan received a new record of 10.69 million inbound visitors, while the domestic travel market steadily grew to 190 million visitors. This led to vigorous development in the overall tourism environment, facilities and services, tourism-related human resources, employment, and service quality. Taiwan's tourism brand also gained visibility in the international market and earned high marks from the international media. The world's largest traveler website InterNations ranked Taiwan as the "world's friendliest country" and "best place to live for expats"; and leading British travel guide publisher Rough Guides included Taiwan in its 2017 list of top-ten must-visit countries in the world. At the end of 2016, the Tourism Bureau formulated the "Tourism 2020 – A Sustainable Tourism Development Strategy for Taiwan" to promote sustainable tourism development. The strategy involved five major action plans for "market expansion and diversification, invigoration of domestic travel, guidance for industry transformation, development of wise tourism, and expansion of experiential tourism." Under these principles, the Tourism Bureau will continue to build up a foundation for domestic tourism and develop international markets with the aim of turning Taiwan into a "friendly, smart, and experiential" major tourist destination in Asia. The achievements of the various programs under the Tourism Action Plan are as follows:

I. Top Quality Tourism

(I) Travel Industry Branding Program

1. The Tourism Bureau formulated the "Incentive Directions Governing Awards of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies" to help the travel industry developing a high-quality brand and creating industry added value through innovation. The incentives aim to enhance the international competitive advantages of the travel industry, as well as promote industry optimization, transformation, and upgrading. In 2016, guidance was provided to help 40 tourism businesses certify financial statements and 12 businesses to conduct online operations. Specialty tours were also promoted, including 243 tours for seniors, 10 barrier-free tours, and one T.Q. Golden Award tour.
2. To improve the quality of mainland Chinese group travel and attract high-quality tour groups to Taiwan, the daily quota for high-quality group visitors was raised on March 1, 2016, to two-thirds of the total. In 2016, a total of 25,855 high-quality tour groups visited Taiwan, representing 587,000 visitors and 44.54% of all tour groups.

(II) Travelodge Industry Quality Enhancement Project

1. The Tourism Bureau has selected "Taiwan Hosts" and provided assistance to 768 "Taiwan Hosts" (including 70 new hosts in 2016).

2. 為提升陸客觀光團旅遊品質並鼓勵優質團來臺，已於 105 年 3 月 1 日將優質團每日數額比例調高至 2/3。105 年共有 2 萬 5,855 優質團，計有 58.7 萬人次來臺，占整體觀光團比例 44.54%。

(二) 旅宿業品質精進計畫

1. 積極遴選「好客民宿」，已輔導 768 家好客民宿（其中 105 年新增 70 家）。
2. 為提升國內旅館住宿品質，協助旅館區隔市場定位，提升其服務品質，並與國際接軌，業已達成初期設定以受評潛力者 490 家之目標。惟考量臺灣旅館業主要以中小型為主，且多數仍須先經設備改善，觀光局研提各項鼓勵措施輔導業者參與評鑑、加強與地方政府合作以及梳理各項法案要點等，期力求旅館產業提升完備。
3. 105 年 2 月 22 日發布修正「交通部觀光局獎勵觀光旅館業及旅館業品質提昇補助要點」，業將星級旅館創新本土品牌納入補助範圍，並於 105 年 9 月間於高雄、臺中、臺北及臺東等地區共舉辦 4 場說明會，補助 250 家業者。
4. 完成「旅宿網」日語版本及旅館 1 家 1 卷宗管理功能之建置，強化資訊揭露及管理。

(三) 旅宿業創新輔導計畫

1. 為輔導客房數 15 間以下小型旅館轉型為青年旅館或平價旅館，於高雄、臺中、臺北及臺東等地區辦理輔導說明會，並成立輔導小組實地輔導旅館轉型，分別於苗栗縣、臺中市、彰化縣輔導 3 家業者。
2. 105 年 2 月 22 日修正發布「交通部觀光局獎勵觀光旅館業及旅館業品質提昇補助要點」，將小型旅館整建規劃設計及星級旅館營造在地特色納入補助範圍，並於 105 年 9 月間於高雄、臺中、臺北及臺東等地區共舉辦 4 場說明會，輔導 250 家業者。
3. 105 年 10 月 5 日修正發布「旅館業管理規則」放寬旅館業申請設立登記及經營管理等條件。

(四) 觀光遊樂業優質計畫

1. 優質升級：透過「觀光遊樂業優質計畫」，輔導業者辦理人力品質提升、設施修繕、遊客接駁服務及創新服務措施等事項，並積極辦理大量傷病患緊急救難演練等事宜，有效提升旅遊安全及建置優質環境。105 年計補助雲仙樂園等 20 家業者辦理優質計畫，並提出 17 項創新措施，導引觀光遊樂業建置優質旅遊環境。
2. 督導考核：為落實旅遊安全管理，每年均邀集各中央權管機關及專家學者組成考核小組，針對觀光遊樂業經營各面向辦理督導考核作業，期透過三級管理機制，營造優質及安全之旅遊環境。105 年度針對野柳海洋世界等 23 家業者辦理督導考核競賽，透過良性競爭，提升旅遊安全。



(五) 觀光產業關鍵人才培育計畫

1. 國內訓練：透過基層、中階、高階分級訓練，105 年度已培育 736 位關鍵人，並辦理 2 場觀光論壇（旅遊品牌的建構與傳播／奧美整合行銷傳播集團白崇亮董事長；觀光餐旅產業之電子商務應用：當前趨勢、挑戰及未來展望／美國夏威夷大學旅遊產業管理學 Hsing Ivan Wen 教授）。

1 觀光旅遊業考核小組
Inspection team for tourism industry

2. The Tourism Bureau completed its initial goal of identifying 490 hotels with evaluation potential to improve accommodation quality at domestic hotels, assist hotels with market positioning, improve service quality, and align with international standards. Since the majority of hotels in Taiwan are small to medium-sized and require facilities improvement, the Tourism Bureau formulated incentive measures to help hotel operators participate in evaluations, strengthen cooperation with local governments, and comb through various draft directions to upgrade and improve the hotel industry.
3. In February 22, 2016, revised regulations for Tourism Bureau subsidies to tourist hotels were promulgated. The amended regulations extend the scope of subsidies to include local brand building with Hotel Star-Rating The Tourism Bureau held four seminars in September 2016 to introduce the new regulations, including seminars in Kaohsiung, Taichung, Taipei, and Taitung. Subsidies were provided to 250 businesses.
4. Information disclosure and management was strengthened with the completion of the Japanese version of the TaiwanStay website and "one hotel, one file" management functions.

(III) Project for Innovation in the Accommodation Industry

1. Seminars were held in Kaohsiung, Taichung, Taipei, and Taitung to help small hotels (those with fewer than 15 guest rooms) reclassify as youth hostels or budget hotels. Teams were also formed to provide on-site assistance with transformation at three hotels in Miaoli County, Taichung City, and Changhua County, respectively.
2. Under the revised Tourism Bureau subsidy regulations for tourist hotels promulgated on February 22, 2016, the scope of subsidies was extended to include the planning and design of renovations at small hotels and the development of local features at Hotel Star-Rating. Four seminars on the new regulations were held in September 2016 in Kaohsiung, Taichung, Taipei, and Taitung. The subsidies were provided to 250 businesses.
3. On October 5, 2016, the amended Regulations for the Administration of Hotel Enterprises were promulgated, relaxing conditions for hotel industry registration, operation, and management.

(IV) Quality Plan for the Tourism and Amusement Park Industries

1. Quality Upgrading: Under the Project to Optimize Tourist Amusement Enterprises, the Tourism Bureau provided guidance to businesses on improving human resource quality, renovating facilities, and providing visitor shuttle and innovative services. It also arranged drills for mass injury emergency response to improve travel safety and create a high-quality travel environment. In 2016, subsidies were provided to implement the optimization plan at 20 tourist amusement enterprises, including Yun Hsien Holiday Resort. The Tourism Bureau also proposed 17 innovative measures to help the amusement park industry build a high-quality tourism environment.
2. Supervision and Evaluation: The Tourism Bureau annually forms assessment teams joined by representatives of the central competent authorities, experts, and scholars to implement travel safety administration. The teams supervise and evaluate various aspects of operations in the amusement park industry and aim to create a high-quality and safe travel environment through a three-level management mechanism. In 2016, the supervision and evaluation competition was joined by 23 businesses, including Yehliu Ocean World, upgrading travel safety through healthy competition.

(V) Key Tourism Personnel Cultivation Plan

1. Domestic Training: primary, intermediate-level, and high-level training was provided for 736 key personnel in 2016. Two tourism forums were also held (Tourism Brand Building and Communication / Ogilvy & Mather Taiwan Chairman Joseph Pai; and E-Commerce Applications in the Tourism and Hospitality Industry: Current Trends, Challenges, and Future Outlook / Prof. Hsing Ivan Wen of the School of Travel Industry Management at the University of Hawaii).

2. 國外訓練：高階養成部分，分別選送旅行業 19 名赴日本東京參訪，旅館業及觀光旅館業 29 名赴美國參訪，觀光遊樂業 20 名赴美國參訪，另有 1 名自行規劃訓練計畫至日本東京，共計 69 名赴國外訓練觀摩。

二、特色觀光

(一) 跨域亮點及特色加值計畫

1. 跨域亮點計畫：已核定桃園市、新竹市、苗栗縣、彰化縣、雲林縣、嘉義縣等 6 個跨域亮點計畫案，廣續推動執行中。
2. 遊憩據點特色加值計畫：補助地方政府針對既有遊憩據點進行區域特色加值，105 年度已核定 84 項計畫，各計畫廣續推動執行中。

(二) 特色觀光活動扶植計畫

1. 輔導 11 項國際觀光活動提升品質，包含鹽水蜂炮民俗文化活動、臺中媽祖國際觀光文化節、高雄內門宋江陣系列活動、臺灣夏至 235 暨太陽回轉 108 夏至 23 度半北回歸線故事暨環保教育之旅、「鹿港慶端陽」系列活動、三義木雕藝術—木藝慢活節、宜蘭國際童玩藝術節、夏至 235—旗津黑沙玩藝節、臺灣國際熱氣球嘉年華、鷄籠中元祭及嘉義市國際管樂暨亞洲薩克斯風大會活動等。
2. 加強督導 10 項國內觀光活動提升品質，包含高雄燈會藝術節、宜蘭綠色博覽會、苗栗塲龍系列活動、屏東黑鯨魚文化觀光季、花蓮縣原住民族聯合豐年節、高雄左營萬年季、新社花海暨臺中國際花毯節系列活動、新竹市國際玻璃藝術節、臺北溫泉季及 2016 南投清境跨年晚會等。
3. 辦理優質國際活動研討會，透過專業傳授及經驗分享，提升國際性活動品質，吸引 120 人次參加。
4. 辦理「臺灣觀光年曆」宣傳行銷作業，加強「臺灣觀光年曆」品牌宣傳，擴大品牌知名度及提升活動主辦機關重視度，以達到品牌聚焦、創意行銷之最大效益。



1 臺中媽祖國際觀光文化節
Taichung Mazu International Tourism Culture Festival

2 高雄內門宋江陣
Kaosiung Neimen Battle Array

2. International Training: A total of 69 high-level personnel participated in overseas training and observation: 19 travel industry personnel went to Tokyo, Japan, 29 tourist hotel industry personnel and 20 amusement park industry personnel went to the United States, and one industry professional personnel went to Tokyo for a self-planned training program.

II. Special Tourism

(I) Cross-border Spotlight and Characteristic Value Plan

1. Cross-border Spotlight Plan: Six locations were selected for continued implementation of the plan – Taoyuan City, Hsinchu City, Miaoli County, Changhua County, Yunlin County, and Chiayi County.
2. Value-added Tourism Spots Project: Subsidies were provided to local government to add distinctive value to existing scenic spots. In 2016, 84 plans were approved and continued to be promoted and implemented.

(II) Project to Foster Tourism Activities

1. Guidance was provided to enhance the quality of 11 international tourism activities, including the Yanshui Beehive Fireworks Festival, Taichung Mazu International Festival, Song-Jiang Jhen Battle Array in Neimen, Taiwan Fun on the Tropic of Cancer, Solar Rotation to 108 Degrees, Summer Solstice 235 – Tropic of Cancer Story, and Environmental Protection Education Tour, Lugang Dragon Boat Races, Sanyi Wood Carving Festival – Slow Woodcraft Carnival, Yilan International Children's Folklore and Folkgame Festival, Taiwan Fun on the Tropic of Cancer – Qijin Black Sand Arts Festival, Taiwan International Hot Air Balloon Festival, Keelung (Mid-Summer) Ghost Festival, and Chiayi City International Band Festival and Asian Saxophone Congress activity.
2. Supervision was strengthened for quality enhancements in 10 domestic tourism activities, including Kaohsiung Lantern Festival, Yilan Green Expo, Miaoli Bombing the Dragon Festival, Pingtung Bluefin Tuna Cultural Festival, United Harvest Festival in Hualien, Kaohsiung Zuoying Wannian Folklore Festival, Taichung International Flower Carpet Festival, Hsinchu International Glass Art Festival, Taipei Season of Hot Spring, and 2016 Cingjing New Year's Eve Party.
3. Seminars on high-quality international events were conducted to enhance the quality of international activities through professional lecturers and experience sharing. The seminars attracted 120 participants.
4. Publicity and marketing work for the "Time for Celebration – Taiwan Tourism Events" was conducted to strengthen and expand awareness of the "Time for Celebration" brand, as well as elevate the importance of the tourism calendar to event organizers to maximize the benefits of brand awareness and creative marketing.

(III) Diverse Tourism Product Cultivation Plan

1. International Spotlight Promotion Plan

The International Spotlight Plan aims to deepen the substance of Taiwan tourism by holding nature, cultural, industry and other special events tailored to local characteristics and locations and international visitor demands and preferences. The plan provides guidance in internationalizing specialty products, improving the quality of Taiwan tourism, providing packaging for domestic and overseas travel agencies, and increasing the international competitiveness of Taiwan tourism and traveler revisit rates. The plan was implemented from 2010 to 2016 and encompassed seven programs in northern (two phases), central, southern, eastern, and island-wide (two phases), attracting a record 262,642 foreign visitors.

2. Time for Celebration – Taiwan Tourism Events Promotion Plan

The Tourism Bureau collaborated with Google Taiwan to organize a global internet video sharing activity on YouTube. Ordinary people and celebrities shared videos taken at "Time for Celebration" activities, attracting more than one million views. The event provided dynamic videos to promote Taiwan tourism events and attract international visitor attention to these activities.

3 宜蘭綠色博覽會
Yilan Green Expo

4 2016 如何籌辦國際性節慶觀光活動研討會暨工作坊
2016 How to conduct international festival tourism activity seminar & workshop

(三) 多元旅遊產品深耕計畫

1. 國際光點推廣計畫

國際光點計畫係為深化臺灣觀光內涵，依各區域特色定位及國際旅客需求喜好，辦理具臺灣在地自然生態、文化與產業等特色活動，輔導成國際化之特色產品，以提高臺灣觀光品質，提供國內外旅行社包裝，達到提高臺灣觀光國際競爭力暨旅客重遊率之目的；本計畫自民國 99 年開始至 105 年計畫全數執行完畢，共有北區（2 期）、中區、南區、東區及不分區（2 期）共 7 案，總共達成 26 萬 2,642 人次國外旅客到訪記錄。

2. 臺灣觀光年曆推廣計畫

與 Google 臺灣合作，結合時下網路影音渲染力，運用 YouTube 平臺，分別透過邀請素人及名人拍攝以年曆活動為主之影片分享，總計吸引累計超過千萬次觀看影片次數，有效增加臺灣觀光年曆動態影片宣傳素材及吸引國際旅客關注臺灣觀光年曆活動內容。

3. 觀光平臺資源整合計畫

(1) 與外交部合作東南亞 5 國簽證便捷措施—東南亞國家優質團客來臺觀光簽證（簡稱觀宏專案）共 7 國適用：印尼、印度、菲律賓、越南、緬甸、柬埔寨及寮國。

(2) 與文化部合作推廣

「行政院文化會報」定期召開跨部會合作討論，透過中央、地方及產業三方協力，完備國際影視服務。

(3) 與衛福部合作推廣

駐外辦事處於轄區舉辦多場面對業者、民眾之說明會相關推廣活動之際，針對目標客源進行觀光醫療資訊宣傳，鼓勵臺灣醫療相關業者參與海外旅展及推廣活動，廣邀海外媒體、旅遊相關業者來臺取材報導、參訪相關機構。

(四) 臺灣觀光目的地宣傳計畫

1. 創造國際宣傳亮點計畫

(1) 品牌打造—Diversity 及 LifeStyle

製拍播放臺灣主題宣傳影片及其他素材，涵蓋「單車、過境、郵輪、親山、親水」、「環島自行車」及「夏至 235」等主題，以多樣化內容宣揚臺灣品牌精神，創造國際宣傳亮點。

(2) 喔熊萌意象代言

將「喔熊」以擬人化的方式創造出萌意象代言臺灣觀光，出席埼玉西武獅隊棒球賽舉辦「臺灣日」，喔熊與西武獅隊吉祥物一同亮相宣傳；於韓國首爾嘖通嘖通 Festival、大使館節及 Hanatour 旅展等推廣活動，喔熊與三太子共舞；與 Oakland Zoo（美國奧克蘭動物園）合作，結合該園區 Sun Bear（馬來熊）舉辦 Earth Day（地球日）、Walk in the Wild（走入野生）等活動，以熊意象結合動物園生態教育課程，並於本年度 Sun Bear Cam（實況直播）中長期露出 Taiwan Logo，行銷臺灣形象；喔熊持續出現於世界各地旅展、推廣活動及各地地標廣告中，並配合網路宣傳，用平易近人的方式宣傳臺灣觀光，帶動臺灣的萌觀光熱潮！

2. 主要客源市場宣傳計畫

(1) 運用代言人、異業結合及與業者合作：運用代言人、異業結合及與業者合作等手法持續耕耘既有韓日、北美、港星馬等目標市場，如韓國市場邀請韓國高爾夫旅遊實境節目來臺拍攝，呈現臺灣高爾夫與美食、樂活魅力，吸引韓國旅客來臺。歐美市場與名人 Malan Breton 合作紐約時尚週與紀錄片等不同當地重要組織團體異業合作，擴大臺灣

3. Tourism Platform Resource Integration Plan

(1) The Tourism Bureau collaborated with the Ministry of Foreign Affairs (MOFA) to facilitate visa application procedures for high-quality group visitors from seven Southeast Asian counties: Indonesia, India, the Philippines, Vietnam, Myanmar, Cambodia, and Laos.

(2) Joint Promotion with the Ministry of Culture (MOC)

The Executive Yuan Cultural Task Force met regularly to discuss inter-agency cooperation and coordination of the central government, local governments, and industry to provide complete international film and television services.

(3) Joint Promotion with the Ministry of Health and Welfare

Overseas offices arranged explanatory meetings and related promotional activities for businesses and the public within their areas of administration. These events publicized tourism and medical information to target customers and encouraged Taiwan's medical industry to participate in overseas travel exhibitions and promotional activities and continue to invite overseas media and tourism-related businesses to report on Taiwan and visit related institutions.

(IV) Project to Promote Tourism Destinations in Taiwan

1. Plan to Create Spotlights for International Promotion

(1) Brand Building – Diversity and Lifestyle

Promotional videos and other materials were produced and filmed on a range of Taiwan-related themes, including “bicycle, transit, cruise ship, mountain ridge, and waterside,” tourism, “island-round cycling,” the “Summer Solstice 235” activities and other topics to promote Taiwan's brand spirit, creating a highlight in international promotions.

(2) OhBear Spokesperson

The endearing “OhBear” mascot was served as an overseas spokesperson for Taiwan tourism. He appeared with the Saitama Seibu Lions mascot at a “Taiwan Day” activity during the Lion's baseball game, as well as joined the stage with Santaizi (“The Third Prince”) at the Heartbeat Festival, Embassy Day, and HANATOUR International Travel Show in Seoul, Korea. In collaboration with the Oakland Zoo, OhBear took part in the Sun Bear Earth Day, Walk in the Wild, and other eco-education programs at the zoo. The Taiwan logo also gained long-term exposure in the Sun Bear Cam this year. In addition, OhBear appeared at travel fairs, promotional activities, and landmark advertisements around the world. These activities were complemented with internet promotions to personally publicize Taiwan tourism and bring up the Taiwan OhBear tourism craze.

2. Major Visitor Source Market Promotion Plan

(1) Spokespersons, horizontal alliances, and industry cooperation: The Tourism Bureau continued to cultivate existing target markets, including Korea, Japan, North America, Hong Kong, Singapore, and Malaysia, through spokespeople, horizontal alliances, and industry cooperation. A Korean golf tour reality program was invited to film in Taiwan to highlight the local golfing environment, cuisine, and LOHAS charm and attract Korean visitors to Taiwan. In the U.S. and European markets, the Tourism Bureau teamed up with celebrity Malan Breton to expand the visibility and penetration of Taiwan's tourism brand through cooperation with New York Fashion Week and documentaries. The Tourism Bureau also arranged fan trips, participated in travel shows, and arranged promotional and informational events to tap emerging markets, including cruise and Muslim travel.

(2) Promotions through International Media and Diverse Marketing Channels: The Tourism Bureau invited foreign television production companies to jointly release programs, as well as cooperated with internationally well-known travel book and magazine publishers to market Taiwan. Internet promotions were expanded through cooperation with major social media and travel sites, leveraging various types of outdoor media for promotions. For example, in the Southeast Asian market, internet marketing and social media fan operations were strengthened and special language site content was added.

觀光品牌知名度與滲透力；另舉辦熟悉旅遊、參與旅展及辦理推廣說明，爭取郵輪及穆斯林等新興市場。

- (2) 運用國際媒體和多元行銷媒介宣傳：邀請國外電視節目製作公司合作推出節目，與各國國際知名旅遊專書或雜誌期刊等合作行銷臺灣，並與各國重要社群媒體及旅遊網站合作擴大網路宣傳，善用各類戶外媒體宣傳，如東南亞市場加強網路行銷與社群粉絲經營，增加特殊語言網站內容，如邀請泰國、印尼、越南及菲律賓當地知名網路部落客貼文、連結，出席觀光局各項推廣活動代言。
- (3) 透過大型公關活動，創造國際觀光能見度，捲動來臺客潮：如透過台灣燈會、臺灣自行車節等大型節慶活動，吸引國內外觀光客，將觀光消費與收益擴及相關產業。
- (4) 提供優惠措施，吸引國際旅客來臺：包含 iPass 一卡通、悠遊卡、Wi-Fi 券、採果券等好禮大相送，以及過境半日遊、國外郵輪來臺獎助、包機及獎勵旅遊獎助等優惠措施。
- (5) 近年來臺旅客數各市場均有所成長。105 年 1 月至 12 月來臺旅客達 1,069 萬 279 人次，較 104 年同期成長 2.4%，各主要市場均呈現正成長，其中，歐洲成長 9.39%；南向市場中，泰國成長 57.26%、菲律賓成長 23.89%、越南成長 34.33%，成績創新高，不但可以有效引入觀光外匯，創造大量就業機會，更可以帶動周邊和關連產業之發展。
- (6) 各項宣傳推廣作業，已帶動來臺旅遊人氣及創造外匯收入，成功擴大臺灣觀光市場規模。近年來國外知名媒體持續關注臺灣旅遊，也大幅提升臺灣能見度，包括國際權威旅遊指南「孤獨星球」(Lonely Planet)評選臺灣為「全球九大最超值旅遊目的地」、英國旅遊服務網站 Skyscanner 評選臺北為全球十大「新興旅遊地點」、美國紐約時報(New York Times)所選全球 52 個旅遊景點，臺灣列為必去地點為第 11 名、美國有線電視新聞網(CNN)讀者票選美食旅遊地，臺灣居冠，亦專文報導臺灣做到世界第一的 10 件事情。InterNations 網站外籍人士評最宜居地評比，臺灣奪全球榜首，是全球最宜居地。柏林日報網站旅遊秘笈大力推薦臺灣，認為這個亞熱帶東亞小島上，結合中華傳統美食文化、日本與歐洲料理潮流，讓這裡處處有美食，盛讚臺灣是綜合味覺與視覺的天堂。

(五) 高潛力客源開拓計畫

1. 郵輪市場：強化區域合作，運用亞洲郵輪聯盟(Asia Cruise Cooperation, ACC)機制，結合臺灣、菲律賓、海南、香港及廈門於 2016 羅德岱堡郵輪展進行 ACC 宣傳酒會，邀請重要郵輪公司代表及媒體，宣示亞洲郵輪旅遊目的地結盟合作之決心。105 年吸引郵輪旅客達 6 萬 8,889 人次。
2. 獎勵旅遊市場：參加國際四大獎勵旅遊及會議專業展覽、客製化提供文化表演及伴手禮，105 年共吸引 4 萬 2,663 人次。
3. 穆斯林市場：積極爭取穆斯林客源，獲認證的穆斯林餐旅已達 104 家，並推動交通場站、風景區、商場設置祈禱室及淨下設施，營造友善穆斯林環境。
4. 修學旅行市場：補助臺灣學校接待費用、製作文宣紀念品、駐外辦事處舉辦推廣說明會，105 年共吸引 4 萬 3,821 人次。
5. 整體獎勵優惠促銷措施：105 年已發行 10 萬張悠遊卡、5 萬張一卡通、機場巴士接駁券 8 萬張、溫泉券 3,000 張、採果券 3 萬張。

Well-known bloggers in Thailand, Indonesia, Vietnam and the Philippines were invited to post and link to related content and serve as spokespeople at Tourism Bureau promotions.

- (3) Large-Scale Public Relations Activities to Heighten International Tourism Visibility and Build the Taiwan Tourism Wave: The Taiwan Lantern Festival, Taiwan Cycling Festival, and other large festivals were held to attract domestic and international visitors and expand tourism spending and income to related industries.
- (4) Incentives to Attract International Visitors to Taiwan: Incentives included iPASS cards, EasyCards, Wi-Fi vouchers, fruit picking vouchers, and other gifts, as well as half-day tours for transit visitors, rewards for foreign cruise ships visiting Taiwan, and charter flights and incentive travel rewards.
- (5) In recent years, Taiwan has seen growth in the number of visitors from various markets. In 2016, Taiwan received 1,690,279 visitors, up 2.4% from 2015, with growth in all major markets. Arrivals from Europe increased by 9.39%. In Southbound Policy markets, arrivals from Thailand rose 57.26%, arrivals from the Philippines increased by 23.89%, and arrivals from Vietnam gained 34.33% to reach new highs. The influx of foreign exchange from tourism created numerous jobs and spurred the development of peripheral and linked industries.
- (6) Publicity and promotions contributed to Taiwan's rising popularity as a travel destination, while also generating foreign exchange earnings and expanding the scale of Taiwan's tourism market. In recent years Taiwan's visibility has greatly benefited from sustained notice by well-known media channels around the world. International authoritative travel guide Lonely Planet chose Taiwan as one of the "world's top-nine best value tourist destinations." British travel service website Skyscanner selected Taipei as one of the top-10 emerging travel destinations in the world. The New York Times ranked Taiwan 11th on its list of "52 Places to Go," and U.S.-based Cable News Network (CNN) placed Taiwan at the top among food destinations in a reader poll, as well as published a special report on ten areas in which Taiwan tops the world. In a poll of expatriates by website InterNations, Taiwan was ranked as the best place to live in the world. In addition, the website of Berliner Zeitung strongly recommended Taiwan in its travel tips, describing it as a subtropical East Asian island combining traditional Chinese food culture with Japanese and European cuisine to present ubiquitous feasts for the mouth and eyes.

(V) High Potential Tourists Source Development Plan

1. Cruise Market: The Tourism Bureau strengthened regional collaborations through the Asian Cruise Cooperation (ACC), including an ACC promotional reception held jointly by Taiwan, the Philippines, Hainan, Hong Kong, and Xiamen at Seatrade Cruise Global 2016 in Fort Lauderdale. Representatives of major cruise companies and the media were invited to the event to announce the alliance's determination to cooperatively promote Asia as a cruise travel destination. In 2016, Taiwan received 68,889 cruise visitors.
2. Tourism Market Rewards: The Tourism Bureau attended four major international seminars and professional exhibitions focused on the tourism industry. It arranged customized cultural performances and provided souvenir gifts for a total of 42,663 people at these events in 2016.
3. Muslim Market: The Tourism Bureau actively sought to attract Muslim visitors. So far, 104 businesses have obtained Muslim hospitality and tourism certifications. The bureau has also promoted the establishment of prayer rooms and washing facilities at transport terminals and stations, scenic areas, and malls to create a Muslim-friendly environment.
4. Educational Tourism Market: Subsidies were provided to schools in Taiwan to help cover visitor reception costs and produce promotional souvenirs, as well as to overseas offices for promotional and informational events. These activities attracted a total of 43,821 people in 2016.
5. Overall Incentive and Promotion Measures: In 2016, a total of 100,000 EasyCards, 50,000 iPASS cards, 80,000 airport bus connection vouchers, 3,000 hot spring vouchers, and 30,000 fruit picking vouchers were issued.

三、智慧觀光

(一) 智慧觀光推動計畫

1. 建置臺灣觀光資訊網，每年瀏覽人次超過 500 萬。
2. 建置「旅行台灣 APP」，提供超過 2 萬筆之適地性定位服務 (Location Based Service)，下載人次累計超過 90 萬。
3. 建置臺灣觀光資訊資料庫，彙整全臺各縣市政府、各部會及所屬管理處提供之景點、餐飲、活動、住宿資訊等超過 1 萬 7,000 多筆資料。

(二) I-center 旅遊服務創新升級計畫

1. 輔導公私立單位設置「借問站」

為發揚「相借問」的臺式熱情，並填補「I-center」旅遊服務體系服務空間與時間空隙，全新規劃民間產業跨域合作機制，輔導推動單位與在地特產店、便利商店、民宿飯店、旅行社、觀光工廠、博物館以及派出所等單位合作，至 105 年底已輔導設置 200 處「借問站」；「借問站」不僅提供 Wi-Fi 上網，並推出中、英、日文版借問站行動網站，方便各國自由來臺旅客查詢旅遊資訊，網站除可下載借問站周邊散步地圖外，更整合當地交通資訊查詢入口，成為最在地旅遊資訊平臺。

2. 推出「行動旅服」貼心走動式服務

自 105 年起，觀光局於全臺 13 個國家風景區中，以延伸遊客中心服務範圍為概念，各規劃至少 2 條服務動線，行動旅服人員於旅客尖峰的地點及時段結合資通訊科技 (ICT)，提供 SMART 五大服務：「Share Wi-Fi (熱點分享)、Map Pamphlet (地圖文宣提供)、Assist Photograph (協助拍照)、Recommended schedule (推薦遊程)、Travel Consultation (旅遊諮詢)」等 SMART 旅遊服務，從基本的文宣資訊、旅遊諮詢，到 Wi-Fi 熱點連線上網或是分享旅遊心情，靠「行動旅服」皆可輕鬆達成。

(三) 台灣好玩卡推廣計畫

規劃輔導縣市政府推出智慧旅遊票證，整合既有交通運具及相關食、宿、遊、購等優惠，搭配推薦遊程，導引旅客在一定時間及一定區域內，利用「台灣好玩卡」輕鬆走訪臺灣各特色城市；104 年評選出高雄市政府 (含高、屏、澎) 與宜蘭縣政府 2 個縣市所提計畫繼續於 105 年推廣，另 105 年評選出臺中市政府 (含苗、中、彰、投、雲、嘉、嘉) 與臺東縣政府 2 個優勝縣市，並於 105 年 7 月 5 日正式推出「中台灣限定」以及「台東運動觀光限定」2 張卡片，讓來臺灣自由行的旅客，擁有簡單旅行的全新體驗。



1 旅行台灣 APP 展示場
TourTaiwan APP exhibition site

2 「借問站—有燈有溫暖，有問有回應！」記者會
“Information station - Lamp provides warm; you ask, I reply” press conference

III. Wise Tourism

(I) Wise Tourism Promotion Plan

1. Taiwan Tourist Information Website annually attracts over five million visitors.
2. The Tour Taiwan app was launched. The app offers more than 20,000 location-based services and has been downloaded more than 900,000 times.
3. A Taiwan tourism information database was established, bringing together over 17,000 data files with information on attractions, food, events, and hotels from county and city governments, various government ministries, and their administrative offices.

(II) I-center Innovative and Upgraded Travel Services Plan

1. Assistance to Public and Private Units to Establish Information Stations

To promote Taiwan's spirit of friendly greetings and fill in location and time gaps in the “I-center” tourism services system, the Tourism Bureau planned a new mechanism for private sector cross-industry cooperation and assisted and promoted cooperation between units and local specialty product stores, convenience stores, B&Bs, travel agencies, tourism factories, museums, police stations, and other partners. By the end of 2016, a total of 200 information stations had been established. The stations provide Wi-Fi internet access. Chinese, English, and Japanese language mobile Information Station websites have also been launched, providing convenient access to Taiwan travel information for free independent travelers (FIT) from other countries. Users can also download walking maps for areas near information stations, as well as get integrated information on local transportation on the highly localized tourist information platform.

2. Mobile Tourist Info launched Friendly and Mobile Service Providers

In 2016, the Tourism Bureau launched two or more Mobile Tourist Info service routes at each of 13 national scenic areas to broaden the scope of visitor center services. Mobile Tourist Info personnel are equipped with information and communication technology to provide five “SMART” services for travelers at popular visitor destinations and peak visitor times: Share Wi-Fi (hotspot sharing), Map Pamphlet (provide map pamphlets), Assist Photograph (help with photo taking), Recommended Schedule (suggest itineraries), and Travel Consultation (answering travel-related questions). The Mobile Tourist Info services puts everything within easy reach, from basic and travel-related information to Wi-Fi internet access and a channel to share travel impressions.

(III) Taiwan Pass Promotion Plan

The Tourism Bureau planned assistance to county and city governments for the release of smart travel passes combining transportation cards with food, accommodation, travel, and shopping discounts and recommended tours. The “Taiwan Pass” makes it easy for visitors to explore Taiwan's distinctive cities, with an emphasis on tours in designated areas and times. The plans submitted by the Kaohsiung City Government (including Kaohsiung, Pingtung, and Penghu) and Yilan County Government were selected in 2015 and implemented in 2016. In 2016, the Tourism Bureau selected plans submitted by the Taichung City Government (including Miaoli, Taichung, Changhua, Yunlin, Chiayi City, and Chiayi County) and Taitung County Government. On July 5, 2016, two limited edition Taiwan Pass cards were officially released, including a “Central Taiwan” card and “Taitung Sports Travel” card to help free independent travelers (FIT) to enjoy a seamless new travel experience in Taiwan.

IV. Sustainable Tourism

(I) Taiwan Tourist Shuttle Upgrading Plan

In 2016, the Taiwan Tourist Shuttle service consisted of 42 routes and 110 tours. Total ridership reached 3.6 million passengers, up 7% over 2015. E-guide services were provided on 40 routes and Japanese and Korean language bus location systems were expanded to help domestic and foreign visitors track shuttle arrival times.

3 105 年 I-center 旅遊服務體系服務品質提升成果發表會
2016 I-center award ceremony for service

四、永續觀光

(一) 台灣好行服務升級計畫

105 年已核定 42 條路線，110 款套票，已吸引 360 萬人次搭乘，總計搭乘人次較 104 年成長 7%，並有 40 條路線導入車內 e 化導覽解說服務，增加日文及韓文版公車動態系統，讓國內外旅客充分掌握公車到站時間。

(二) 台灣觀巴服務維新計畫

105 年度輔導 26 家業者營運 105 種套裝旅遊行程，行程範圍除涵蓋全臺各地重要景點，總旅客量 14 萬 2,756 人次，搭乘的國際旅客 8 萬 4,652 人次（約占總數 59%），並包裝「台灣觀巴旅遊護照」、「台灣觀巴 + 高鐵旅遊護照」，亦建置免費無線網路、中英日韓語音導覽服務及線上交易功能之台灣觀巴網站，更輔導業者參與國內外旅展及媒體踩線，加強行銷。



(三) 旅宿業綠色服務計畫

共輔導 76 家旅館取得星級、溫泉或環保標章。

(四) 無障礙及銀髮族旅遊推廣計畫

1. 為創造旅行業者投入銀髮族與無障礙旅遊市場誘因，觀光局於 105 年 5 月 5 日修正「輔導建立品牌旅行業獎勵補助要點」，將租用無障礙輔具、聘用照顧服務員、租用營業用無障礙車輛費用及銀髮族旅遊費用納入補助，實質鼓勵旅行業包裝推出優質的分眾、分齡旅遊產品。105 年度輔導 94 家旅行社推出優質銀髮族旅遊產品 243 團、無障礙旅遊產品 10 團，參團人數達 8,850 人，其中銀髮族及身障人士達 5,826 人。
2. 105 年 2 月 22 日發布修正「交通部觀光局獎勵觀光旅館業及旅館業品質提昇補助要點」，將領有星級標識之觀光旅館業及旅館業設置無障礙設施納入補助範圍，並於 105 年 9 月間於高雄、臺中、臺北及臺東等地區共舉辦 4 場說明會，目前已有 19 家旅館通過整建無障礙設施計畫審查。
3. 觀光局所屬 13 個國家風景區管理處均以旅遊路線之概念、通用設計之手法，建置無障礙旅遊環境，已規劃建置 46 條無障礙旅遊路線。
4. 業於臺灣觀光資訊網新增無障礙旅遊專區及銀髮族專區，提供管理處無障礙及銀髮族旅遊路線。
5. 已開發「旅行台灣 APP」，透過適地性定位服務提供公廁及無障礙廁所資訊，並提供國家風景區管處無障礙旅遊行程，提供民眾旅遊參考。

(五) 原住民族地區觀光推動計畫

已成立「原住民族地區觀光推動會」，並積極辦理旅遊行程規劃、部落導覽訓練，共完成 714 人次訓練，輔導部落觀光產業 174 家，協助部落就業人數達 584 人次；另為有效推廣部

(II) Taiwan Tour Bus Service Renovation Plan

In 2016, guidance was provided to 26 businesses operating 105 package tours, including itineraries to important attractions around Taiwan. These routes had a total passenger volume, with international visitors accounting for 84,652 (about 59% of the total). Tour packages offered included the "Taiwan Tour Bus Travel Pass" and "Taiwan Tour Bus + High Speed Rail Travel Pass." The service added free wireless internet access, Chinese, English, Japanese, and Korean language phone guide services, and online transaction functions via the Taiwan Tour Bus website. Businesses also received assistance to participate in domestic and international travel fairs and media Fam visits to strengthen marketing.

(III) Hotel Green Service Project

Guidance was provided to 76 hotels to acquire star ratings, Certified Hot Spring, or Green Mark certifications.

(IV) Barrier-free and Senior Tourism Promotion Plan

1. On May 5, 2016, the Tourism Bureau amended the "Key Points on Governing Awards and Subsidies of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies" to incentivize investment by tourism businesses in the senior and barrier-free travel market. Subsidies were extended to cover expenses for rental of barrier-free assistive devices, employment of care providers, business-use barrier-free vehicle rental, and senior travel. The subsidies substantively encourage the travel industry to develop high-quality travel packages for specific focal sectors and age groups. In 2016, guidance was provided to 94 travel agencies for high-quality senior tours (243 groups) and barrier-free tours (10 groups). The tours were joined by 8,850 visitors, including 5,826 seniors and disabled people.
2. The revised Tourism Bureau subsidy regulations for tourist hotels were promulgated on February 22, 2016. The new rules extended the scope of subsidies to include the installation of barrier-free facilities at star-rated tourist hotels and other hotels. Four meetings introducing the new regulations were held in September 2016, including meetings in Kaohsiung, Taichung, Taipei, and Taitung. Barrier-free renovation plans at 19 hotels have been approved to date.
3. Barrier-free tourism environments based on a travel route concept and universal design techniques were established at 13 national scenic area administrations under the Tourism Bureau. A total of 46 such routes were planned and established.
4. The Taiwan Tourist Information Website added designated sections for and barrier-free travel and senior travel. These resources are available for barrier-free and senior travel routes at national scenic areas.
5. The Tour Taiwan APP provides location-based information on public restrooms barrier-free restrooms. The information can be used by the public as a travel reference for barrier-free tours at national scenic areas.

(V) Indigenous Area Tourism Promotion Plan

The Tourism Bureau established the Council for the Promotion of Tourism in Indigenous Areas and actively planned tour itineraries. It also provided training for 714 indigenous guides, assisted 174 indigenous tourism businesses, and supported the creation of 584 jobs in tribal areas. Moreover, to promote indigenous tourism activities and attract international and domestic tourism visitors, the achievements of indigenous tourism were presented at the "Welcome to Explore the Tribe" event held at Songshan Cultural and Creative Park in Taipei on November 19 to 21. The event was joined by the Tri-Mountain, Sun Moon Lake, Alishan, Maolin, East Coast, and East Rift Valley national scenic areas, as well as the Council of Indigenous Peoples, MOC (Ministry of Culture), and Forestry Bureau of the Council of Agriculture. A total of 20,549 people participated.

落觀光活動以吸引國際與國旅遊客，105 年彙整參山、日月潭、阿里山、茂林、東部海岸、花東縱谷等 6 個國家風景區並邀請原住民族委員會、文化部（史前博物館）及農委會林務局加入，於 105 年 11 月 19 日至 21 日於臺北松山文創園區辦理「歡迎來做部落客」部落觀光成果發表會，計有 2 萬 549 人次參觀體驗部落觀光推動成果。

貳、開拓觀光新南向客源，拓展多元來臺市場

一、開拓新南向市場

配合觀光新南向政策，積極協調外交部簡化簽證措施，自 105 年 8 月 1 日起試辦泰國免簽證 1 年，放寬線上有條件簽證，柬埔寨、緬甸、寮國納入觀宏專案簡化優質團體觀光簽證適用國家，自 10 月 7 日起開放菲律賓旅客電子簽證。再者，精進海外推廣模式，結合各部會、縣市政府、民間公協會之力，鼓勵臺商及留學生率領員工或返臺旅遊；鎖定各國首都圈及目標客群生活圈投放廣告，包括採購電視廣告、戶外 LED 牆廣告、捷運車廂及車站廣告、機場與市區大型看板及商場外牆廣告等，多層面行銷推廣，加強宣傳臺灣觀光；連結新住民、僑外生，增補服務人力，並且整備接待環境。105 年全年東南亞旅客達 165 萬 3,676 人次，成長達 16.02%，其中泰國來臺旅客人數，較前年成長 57.26%；越南地區來臺旅客成長 34.33%。

二、爭取穆斯林市場

持續推動國內穆斯林友善旅遊服務環境與辦理宣傳推廣工作，除觀光局所屬 13 個國家風景區管理處外，亦完成高鐵臺中站、臺鐵臺北站、高雄站、花蓮站及高速公路清水休息區祈禱室與淨下設施。另委託中國回教協會輔導認證並訂定「取得清真餐飲認證補助要點」提供補助。105 年全臺累計 104



II. Developing Tourism from New Southbound Markets and Expanding and Diversifying Taiwan's Tourism Market

I. Developing New Southbound Markets

The Tourism Bureau coordinated with the MOFA to simplify visa procedures in conjunction with the New Southbound Policy for tourism. Since August 1, 2016, visitors from Thailand have been allowed visa-free entry under a one-year trial program. The government also relaxed online applications for conditional visa exemption and included Cambodia, Myanmar, and Laos among countries eligible for simplified tourist visas for high-quality groups. Since October 7, travelers from the Philippines have been eligible to apply for electronic visas. The Tourism Bureau also refined the methods of its overseas promotions. Various ministries and departments, county and city governments, and private associations combined resources to encourage Taiwan companies to arrange employee trips to Taiwan and students studying abroad to return to Taiwan for travel. The Tourism Bureau also strengthened promotion of Taiwan tourism through multi-level marketing and promotion in metropolitan areas and communities of target visitor groups in various countries. These campaigns included television ads, outdoor LED wall ads, MRT train car and station ads, large billboards ads at airports and downtown areas, as well as exterior walls ads. In addition, the Tourism Bureau reached out to new immigrants and overseas Chinese and foreign students to meet shortages of service manpower and improve the environment for visitor reception. In 2016, Taiwan received 1,653,676 visitors from Southeast Asia, up 16.02% from the year before, with arrivals from Thailand and Vietnam increasing by 57.26% and 34.33%, respectively.

II. Developing the Muslim Market

The Tourism Bureau continued to promote a Muslim-friendly travel service environment in Taiwan and arrange related promotional work. Prayer rooms and washing facilities were completed at the High Speed Rail Taichung Station, Taipei Main Station, Kaohsiung Station, Hualien Station and Qingshui Highway Rest Area, adding to similar existing facilities at the 13 national scenic areas administered by the Tourism Bureau. In addition, the Tourism Bureau commissioned the Chinese Muslim Association to provide guidance on certification and formulated the "Key Points for Subsidies to Obtain Halal Food Certification." In 2016, a total of 104 hospitality and tourism businesses in Taiwan received Muslim Hospitality certifications from the Chinese Muslim Association or Taipei Grand Mosque. The Tourism Bureau also participated in travel fairs in Southeast Asia and the Middle East. Muslim gifts and guides for Muslim travel in Taiwan were distributed at these events to market Muslim tours in Taiwan. Muslim television crews were also invited to film and broadcast Taiwan-related programs to enhance Taiwan's image as a Muslim-friendly travel destination.

III. Expanding the Cruise Market

The Tourism Bureau sent a delegation to participate in the world's largest cruise industry show, Seatrade Cruise Global 2016 in Fort Lauderdale, to continue raising Taiwan's visibility in the cruise tourism sector. It also produced travel guides for the six major international cruise ports in Taiwan as well as postcards publicizing streamlined visa procedures for Southeast Asian cruise passengers and providing important visitor information to cruise passengers before and after arriving in Taiwan. Incentive awards were provided under the directions for Tourism Bureau incentives for overseas cruise ships visiting Taiwan. Furthermore, subsidies were granted to ports or county and city governments to hold welcome events aimed at encouraging international cruise companies to arrange cruise stops in Taiwan and deepen the positive image of Taiwan among visitors. In 2016, incentive awards were provided for 15 cruise ship visits, attracting 21,500 visitors.

家餐旅取得中國回教協會或臺北清真寺所頒發之穆斯林餐旅認證。參加東南亞及中東之旅展，製發穆斯林專屬贈品及穆斯林臺灣旅遊手冊，行銷臺灣穆斯林旅遊行程，邀請穆斯林電視隊來臺製播節目等，以提升臺灣為穆斯林友善旅遊目的地形象。

三、拓展郵輪市場

組團參加全世界最大的「2016 羅德岱堡郵輪展」，持續提升臺灣郵輪觀光能見度，並製作臺灣六大國際郵輪接待港口導覽旅遊手冊、東南亞郵輪旅客簽證簡化宣傳明信片，提供郵輪旅客來臺前及來臺當下重要旅遊資訊。利用境外郵輪獎助要點以及補助港口或地方縣市辦理迎賓活動，吸引國際郵輪公司安排郵輪彎靠臺灣及加深遊客對臺正面意象，105 年度總計獎助 15 艘次郵輪，帶進 2 萬 1,500 人次旅客。

參、推動「擴大國旅措施」，輔導產業優化

為因應陸客縮減之衝擊及後續效應，透過「輔導陸團接待業者轉型暨拓源訓練」、「補助旅行社辦理國內旅遊」及「整合行銷宣傳推廣」三方措施並進，期能輔導陸團業者轉型、開發多元市場客源，並透過補助旅行社辦理國內旅遊提高國人參團旅遊意願、擴大國內旅遊市場。

一、輔導陸團接待業者轉型暨拓源訓練

為協助接待陸團業者順利轉型及開拓新市場客源，並加強接待服務之專業知能，爰輔導中華民國旅行社商業同業公會全國聯合會辦理 6 場次「陸團接待業者轉型暨拓源訓練計畫」，並規劃 6 條深度旅遊踩線、2 場產業媒合會，以輔導陸團接待業者轉型經營國旅市場及開拓東南亞客源，其中有 292 家團接待業者完成受訓並包裝國內旅遊行程，接受輔導之陸團業者達全體陸團業者之 67%。



二、補助旅行社辦理國內旅遊

為協助接待中國大陸地區人民來臺觀光業務受衝擊之觀光產業爭取新的國旅需求，觀光局自 105 年 11 月 4 日發布實施「補助接待大陸地區人民來臺觀光業務受衝擊之旅行社辦理國內旅遊實施要點」，透過挹注新臺幣 3 億元經費，補助旅行社業者包裝具在地特色之國內旅遊產品。截至 106 年 1 月 5 日公告停止受理為止，補助參團旅客達 26 萬 848 人次，累計申請補助經費約 3 億 3,827 萬元，已逾 3 億元，帶動超過 12 億元之觀光效益及商機。

III. Promoting “Measures to Expand Domestic Tourism” and Assisting Industry Optimization

The Tourism Bureau responded to the impact and after effects of the reduction in mainland tourist arrivals through carried out the simultaneous implementation of three measures: training assistance to tourism businesses receiving mainland Chinese tour groups to help them transform operations and develop new source markets; subsidies to encourage involvement of the travel industry in domestic tourism; and integrated marketing promotion. The measures were aimed at helping tourism businesses serving mainland Chinese tour groups to transform operations, diversify markets and customer sources, and engage in domestic tourism to increase the domestic travel intention and expand the domestic tourism market.

I. Training Assistance for Tourism Businesses Receiving mainland Chinese tour groups to Transform Operations and Expand Customer Sources

The Tourism Bureau provided guidance to the Travel Agent Association of R.O.C., Taiwan to carry out six training programs for tourism businesses receiving mainland Chinese tour groups. The programs were aimed at helping such businesses to smoothly transform operations, develop new markets and customer sources, and strengthen their professional tour guide service knowledge. It also planned six in-depth travel routes and two industry matchmaking events to help businesses serving mainland Chinese tour groups transform operations for the domestic tourism market and expand Southeast Asian visitor source markets. A total of 292 tour group businesses completed training and developed domestic tour packages, representing 67% of all operators serving mainland Chinese tour groups.

II. Subsidizing Travel Industry Involvement in Domestic Tourism

On November 4, 2016, the Tourism Bureau implemented guidelines for subsidies to help affected tourism businesses serving people from Mainland China to tap new domestic tourism demand. A total of NT\$300 million in subsidies was made available to tourism businesses to develop locally distinctive domestic tourism packages. By January 5, 2017, when the application period ended, the Tourism Bureau had received subsidy applications representing 260,848 tour group visitors, and a total amount of NT\$338.27 million, more than the NT\$300 million budgeted. The subsidies are expected to generate more than NT\$1.2 billion in tourism benefits and business opportunities.

III. Integrated Marketing and Promotion

The Tourism Bureau commissioned an advertising agency to carry out an integrated marketing campaign aimed at expanding promotion of domestic tourism and invigorating the domestic travel market, with emphasis on ecotourism and electronic stored value cards. The Taiwan Ecotourism Association was also commissioned to select ecotour itineraries for promotion to the Taiwan public. In 2017, the Tourism Bureau will hold a press conference for the launch of “2017 Ecotourism Year,” the prelude to the following Bay Tourism Year, Small Town Slow Travel Year, and Mountain Ridge Ecotourism Year.

IV. Developing Local Characteristics for the Experience of New Tourism Highlights

The Tourism Bureau planned experiential tourism demonstration projects according to directives in the fifth focal point of the MOTC Work Report presented at the first meeting of the Transportation Committee of the Ninth Legislative Yuan in May 2016, which called for, “delegation of resources to the local government level and integration of local culture, art, industry, and other

三、整合行銷宣傳推廣

為擴大國內旅遊宣傳、活絡國內旅遊市場，觀光局業委請行銷公司辦理國內旅遊宣傳整體行銷推廣案，本次行銷推廣預計以生態旅遊、電子票證為宣傳主軸，另將委請臺灣生態旅遊協會進行生態旅遊行程遴選、向國人推廣生態旅遊行程。另觀光局亦將規劃於 106 年舉辦「2017 生態旅遊年」啟動記者會，為接續之海灣旅遊年、小鎮漫遊年及脊梁山脈生態旅遊年揭開序幕！

肆、發展在地特色，體驗觀光新亮點

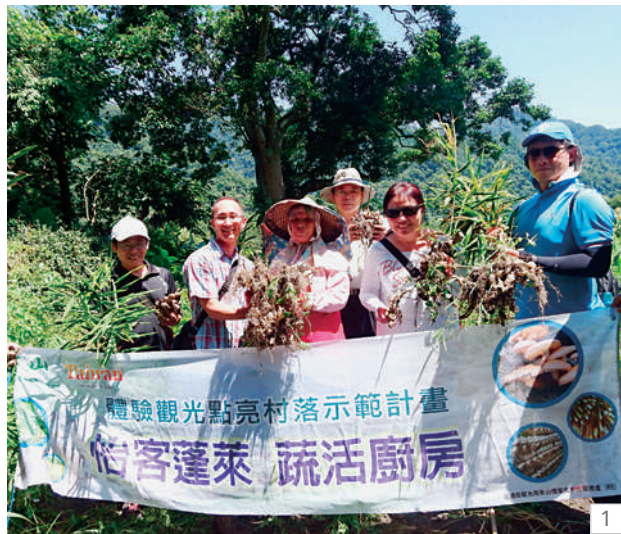
觀光局依據 105 年 5 月立法院第 9 屆第 1 會期交通委員會「交通部業務報告」工作重點之第 5 點有關「資源要下放地方，整合地方文化、藝術及產業等觀光特色計畫，以因應觀光產業新發展，並要整合各部會資源，推廣在地旅遊，鼓勵綠色生態及關懷旅遊，落實環境教育」之意旨，規劃體驗觀光示範計畫，期藉由推動體驗觀光之示範點，善用地特色觀光資源，推廣深度旅遊體驗，促進旅遊產業多元發展，安定當地社會結構，重要工作項目如下：

一、辦理方式

- (一) 協助發掘在地獨特資源，運用創新創意，讓特色再加工，營造獨一無二的觀光吸引力。
- (二) 協助輔導專業經營組織及解說訓練人才，提升村落自主經營能力，吸引青年返鄉回流。
- (三) 協助特色資源產業化，輔導發展特色產業，包裝主題、深度體驗遊程，推展特色觀光活動，並運用網路行銷及多元通路，加強宣傳。
- (四) 小規模改善當地旅遊服務設施，營造友善且合宜的旅遊環境。
- (五) 妥善規劃聯外交通轉接機制及規模，有效維護生態資源及旅遊品質。

二、六個示範計畫

- (一) 「石門 fun 風趣 高山千歲米」計畫，由北海岸及觀音山國家風景區管理處在新北市石門區推出的文化體驗。
- (二) 「怡客蓬萊 蔬活廚房」計畫，由參山國家風景區管理處在苗栗縣南庄推出的慢食慢遊。
- (三) 「農趣中埔 GO」計畫，由西拉雅國家風景區管理處在嘉義縣中埔鄉推出的平臺整合。
- (四) 「一起跳吧 南竹湖」計畫，由東部海岸國家風景區管理處在臺東縣南竹湖部落推出的部落觀光。
- (五) 「南寮農情蜜 北寮嚐馨蠶」計畫，由澎湖國家風景區管理處在湖西鄉推出的農漁體驗。
- (六) 「點亮離離島 東莒洛神赴」計畫，由馬祖國家風景區管理處在東莒推出的戰地生活。



characteristic tourism plan in response to new development in the tourism industry, as well as integration of the resources of various ministries and departments to promote local tourism, encourage green ecotourism and wellness travel, and implement environmental education." The demonstration sites use locally distinctive tourism resources to promote in-depth travel experiences, diversify the tourism industry, and stabilize the structure of local communities. The major work items are as follows:

I. Implementation Methods

- (I) Provided assistance in identifying unique local resources and applying innovation and creativity to develop those characteristics to create unique tourism attractions.
- (II) Provided assistance and guidance to professional business organizations and guided training talent to enhance the ability of villages to operate autonomously and attract young people back to their hometowns.
- (III) Provided assistance with the commercialization of distinctive resources and guidance on development of distinctive industries, theme packages, in-depth experiential tours, promotion of distinctive tourism activities, and use of internet marketing and various other channels to strengthen publicity.
- (IV) Made small-scale improvements to local travel service facilities to create a friendly and suitable tourism environment.
- (V) Appropriately planned the mechanisms and scale of external transportation links to effectively protect ecological resources and maintain travel quality.

II. Six Demonstration Projects

- (I) Shimen Fun with the Wind Songshan Thousandyear Rice" cultural experience project arranged by the North Coast and Guanyinshan National Scenic Area Administration in Shimen District, New Taipei City.
- (II) "Penglai Nature's Kitchen" slow food, slow travel project arranged by the Tri-Mountain National Scenic Area Administration in Nanzhuang Township, Miaoli County.
- (III) "Farm Fun in Zhongpu" platform integration project arranged by the Siraya National Scenic Area Administration in Zhongpu Township, Chiayi County.
- (IV) "Jump Together in Nanzhuhu" indigenous tribal tour project arranged by the East Coast National Scenic Area Administration in Nanzhuhu, Taitung County.
- (V) "Nanliao Farm and Beiliao Fishery Experience" farm and fisheries experience project arranged by the Penghu National Scenic Area Administration in Huxi Township.
- (VI) "Luminous Dongju Roselle Tour" battlefield life project arranged by the Matsu National Scenic Area Administration in Dongju.

III. Project Achievements

- (I) Fostered local tourism industry talent, enhanced local tourism characteristics, promoted in-depth package tours, and increased the quality and production value of local industries.
- (II) Provided guidance in local industry self-improvement, established cross-industry cooperation mechanisms, promoted local economic development, and increased the willingness of young people to return to their hometowns for employment.
- (III) Through the return of young people to their hometowns, the programs promoted cohesion of local community resources, while also addressing the issues of long-term care for the elderly in remote townships, reactivation of idled school and community spaces, mudslide hazards, and other public affairs to stabilize the local community and balance regional development and the economic structure.

三、計畫成果

- (一) 培養在地觀光經營人才，提升在地旅遊特色，推廣深度套裝遊程，提升在地產業之品質及產值。
- (二) 輔導當地產業自我提升，建立跨業合作機制，促進在地經濟發展，增加青年返鄉就業意願。
- (三) 藉由當地青年返鄉，促成在地社會力凝聚，併同處理偏鄉老人長期照護、活化因人口外流之廢校空間、社區閒置空間、以及土石流公害等公共事務，以安定當地社會、均衡區域發展及平衡經濟結構。

伍、促進國際觀光交流，推動雙邊合作會議

一、臺日觀光高峰論壇

105年5月19日至22日於宜蘭縣舉辦「第9屆臺日觀光高峰論壇」，有臺、日官方及航空、旅行業、旅館業等觀光產業重要人士共約220名參與；日方計117名，包含日本觀光廳一本保芳明參與、日本觀光振興協會山口範雄會長、日本旅行業協會丸尾和明副會長，以及爭取下屆主辦之地方代表—日本四國（愛媛縣知事村時広、香川縣知事浜田恵造）等。本屆議題以「臺日觀光魅力再發現—推動雙方邁向更深交流」為主軸，並就發掘地方觀光潛力、吸引重遊旅客、擴大臺日雙向交流。



二、臺韓觀光交流會議

105年11月17日至19日於臺中市舉辦「第31屆臺韓觀光交流會議」，臺韓雙方（官方與產業）與會人數約230餘人。會議針對觀光交流實質議題進行討論，鼓勵雙方旅客深入地方，合作行銷地方觀光，體驗都會區外的風貌並促進地方經濟發展，共商如何邁向臺韓雙邊交流200萬人次之目標。



三、臺越觀光合作會議

105年10月19日於高雄舉辦「第5屆臺越觀光合作會議」，會議決議雙方合作項目：(1) 分享旅遊資訊與發展經驗；(2) 共同辦理長程市場行銷；(3) 強化觀光人才培育及旅遊目的地縣市、公協會業界交流；(4) 旅展互惠，業者交流平臺；(5) 推廣郵輪、醫美、高爾夫等產品。



V. Promoting International Tourism Exchanges and Bilateral Cooperation Meetings

I. Taiwan-Japan Tourism Summit Forum

The Ninth Taiwan-Japan Tourism Summit Forum was held on May 19 to 22, 2016, in Yilan County. The forum was attended by about 220 people, including Taiwanese and Japanese officials, and leading figures in the airline, travel, hotel, and other tourism industries. Among the 117 participants from the Japanese side were Special Adviser to the Japan Tourism Agency Yoshiaki Honpo, Japan Travel and Tourism Association Chairman Norio Yamaguchi, Japan Association of Travel Agents Vice Chairman Kazuaki Maruo, and two representatives from Shikoku, which is bidding to host the next forum (Ehime Prefecture Governor Tokihiro Nakamura and Kagawa Prefecture Governor Keizo Hamada). This year's forum focused on the theme of "Rediscovering the Tourism Charm of Taiwan and Japan: Deepening Bilateral Exchange." The forum also looked at identifying local tourism potential, attracting repeat visitors, and expanding exchanges between Taiwan and Japan.

II. Taiwan-Korea Tourism Exchange Meeting

The 31st Taiwan-Korea Tourism Exchange Meeting was held on November 17 to 19, 2016, in Taichung City. About 230 officials and industry representatives from Taiwan and South Korea attended. The meeting discussed substantive issues related to tourism exchanges, including finding ways to encourage visitors from both sides to deeply experience local attractions, jointly marketing local tourism, experiencing scenic charms outside major metropolitan areas, and promoting local economic development. The two sides also discussed ways to achieve the goal of two million bilateral exchanges between Taiwan and Korea.

III. Taiwan-Vietnam Tourism Cooperation Conference

The "Fifth Taiwan-Vietnam Tourism Cooperation Conference" was held on October 19, 2016, in Kaohsiung. The meeting reached resolutions on cooperation projects between the two sides, including: (1) Sharing tourism information and development experience; (2) Jointly arranging long-term marketing; (3) Strengthening tourism personnel training and exchanges between the governments of destination counties and cities and industry associations; (4) Developing mutual benefit and industry exchange platform at travel fairs; and (5) Promoting cruise ship, medical/cosmetic, golf, and other tour products.

VI. "Planning for the Future, Moving Forward" Tourism Forum

- I. In response to the impact of falling tourist arrivals from Mainland China and market structural changes, the Tourism Bureau held the "Planning for the Future, Moving Forward" tourism forum on August 31, 2016. Minister without Portfolio Chang Jing-sen, Deputy Speaker of the Legislative Yuan Tsai Chi-chang, Legislator Chen Ou-po, Minister of Transportation and Communications Hochen Tan, Acting Tourism Bureau Director-General Wayne Liu, heads of local government tourism agencies, and academic and industry representatives in the tourism sector were among the more than 200 government, business, and academic representatives at the event. The forum looked at three key issues for tourism development in Taiwan: "The New Southbound Policy: Opportunities and Challenges," "Good Management and Upgrading in the Tourism Industry," and "Key Issues for Future Tourism Development." The participants brainstormed strategic thinking for the decade ahead.

陸、前瞻規劃大步向前，觀光論壇集思未來

- 一、為因應陸客縮減及市場結構轉變衝擊，觀光局於 105 年 8 月 31 日舉辦「前瞻規劃、大步向前」觀光論壇，邀請行政院張景森政務委員、立法院蔡其昌副院長、陳歐珀委員、交通部賀陳旦部長、觀光局劉喜臨代理局長、地方觀光首長、觀光院校、產業代表等，超過 200 位產官學界代表共襄盛舉，共同針對「新南向政策的機會與挑戰」、「觀光業良善管理與升級」、「未來觀光發展的關鍵議題」等 3 個臺灣觀光發展關鍵議題，集思下一個 10 年的戰略思維。
- 二、本論壇達成共識，在面對陸客縮減衝擊，臺灣觀光產業要調整心態，轉換營運模式，致力提供更好的服務品質、增加旅客重遊意願，當觀光人潮回來的時候，才有更優先發展的機會。尤其，新政府推動新南向政策，並非為了彌補中國大陸市場短缺，而是著眼於東南亞市場經濟發展迅速，是亟待開發的潛力市場。因此，未來臺灣觀光發展將積極朝向放寬來臺簽證、爭取郵輪旅客來臺、強化東南亞導遊培訓、運用外籍配偶及僑外生增補導遊接待人力、檢討導遊領隊考試制度、輔導業者取得穆斯林餐廳認證、增加國際行銷預算、強化中央與地方合作、擴大區域聯合行銷、活絡國民旅遊市場、包裝在地旅遊產品等方向推動。



柒、跨部會協商平臺，解決觀光發展議題

為解決觀光發展所遭遇需跨部會協商之議題，同時整合各部會觀光資源，改善整體觀光發展環境，促進旅遊設施之充分利用，以提升國人在國內旅遊之意願，並吸引國外人士來臺觀光，行政院於 91 年 7 月 10 日院會指示將 85 年 11 月 21 日成立之「行政院觀光發展推動小組」提升為「行政院觀光發展推動委員會」。該委員會成立以來迄 105 年底，計召開 43 次委員會議，共提出 341 件報告案。105 年度計召開 2 次委員會議，提出 14 件議案，重要成果如次：

- 一、督促交通部與勞動部儘速召會協商，放寬大學校院僑生港澳及外國學生畢業後申請在臺實習及工作事宜，充實新南向人才的培訓，奠定推動新南向政策重要基礎。
- 二、督請經濟部推動東協商務人士來臺洽商順道旅遊之各項作法，並訂出明確績效指標積極推動。
- 三、督請文化部積極協助優良影視作品外銷東協，並訂定各項推動措施績效指標。
- 四、協調受陸客縮減衝擊最大的 9 縣市推薦景點及優惠，參與整體行銷推廣。
- 五、協請金融監督管理委員會與銀行公會協助旅館業轉貸取得資金，並投入 3 億元經費協助中南部及東部觀光產業復甦及推動國民旅遊卡新制，持續協助觀光產業轉型及復甦。
- 六、督請勞動部在推動一例一休制度前初期先辦理教育訓練，輔導業者適法。
- 七、請中華民國旅館商業同業公會全國聯合會隨時提報旅館業界缺工情形及需求，由觀光局及勞動部協助媒合，協助解決缺工問題。

- II. The forum concluded that, in facing the impact of the falling number of mainland Chinese visitors, Taiwan's tourism industry needs to adjust its mindset and mode of operation. It must commit to providing better service quality and increase the willingness of travelers to make repeat visits. Superior development opportunities will come when Taiwan's tourist boom returns. The new administration is promoting the new New Southbound Policy not to offset shortfalls in the mainland Chinese visitor market, but to focus on the rapidly developing and high potential Southeast Asia market and economy. In the future, Taiwan's tourism development will actively move towards easing rules on visitor visas, attracting cruise passengers to Taiwan, strengthening training of Southeast Asian tour guides, augmenting tour guide and visitor reception manpower with foreign spouses and overseas Chinese and foreign students, reviewing the tour guide and tour manager examination system, assisting businesses in obtaining Muslim restaurant certifications, increasing budgets for international marketing, strengthening cooperation between the central and local governments, expanding regional joint marketing, invigorating the domestic travel market, and packaging local tourism products.

VII. Establishing an Inter-Agency Consultation Platform to Resolve Tourism Development Issues

At its July 10, 2002, session, the Executive Yuan directed that the Executive Yuan Task Force for Tourism Development and Promotion established on November 21, 1996, be upgraded to the Executive Yuan Tourism Development and Promotion Committee to resolve issues encountered in tourism development requiring inter-agency consultations. The committee aims to integrate the tourism resources of various ministries and departments, improve the overall environment for tourism development, promote full utilization of tourist facilities, enhance domestic travel willingness, and attract foreign tourism visitors to Taiwan. From its establishment to the end of 2016, the committee convened 43 meetings and presented 341 reports. In 2016, the committee met twice and proposed 14 motions. Its major achievements are as follows:

- I. Directed the MOTC and MOL to promptly hold consultations on easing regulations on applications for internship and work in Taiwan by overseas Chinese, Hong Kong, Macao, and foreign university students after graduation, as well as enriching training of New Southbound talent to lay an important foundation for promotion of the New Southbound Policy.
- II. Requested that the MOEA promote measures for ASEAN business visitors to join tours during stays in Taiwan and formulate clear performance indicators for active promotion.
- III. Requested that the MOC actively assist the export of high-quality films and television programs to ASEAN and formulate performance indicators for various promotion measures.
- IV. Coordinated the nine largest counties and cities impacted by the falling number of mainland Chinese visitors to recommend attractions and preferential measures and participate in overall marketing and promotion.
- V. Requested that the Financial Supervisory Commission and Bankers Association of the R.O.C. assist the hotel industry in accessing capital through refinancing and investing NT\$300 million to assist recovery of the tourism industry in central, south, and eastern Taiwan, promote the new National Travel Card system, and continue to assist transformation and recovery of the tourism industry.
- VI. Requested that the MOL provide initial education and training prior to promoting the "one fixed day off and one flexible rest day" system to help businesses adapt to the law.
- VII. Requested that the Hotel Association of the R.O.C. report as needed on hotel industry labor shortages and that the Tourism Bureau and MOL support labor matching to resolve labor shortages.

捌、旅遊安全總體檢，強化各項策進作為

為因應 105 年 7 月 19 日中國大陸觀光團遊覽車事故，觀光局本於從慎於始之原則，召開多次檢討及專家學者座談會，滾動檢討各項安全問題，並提出策進作為，納入「國內觀光旅遊安全總體檢」專案報告，奉交通部 106 年 8 月核定。重要策進作為如下：

一、旅運安全

- (一) 督導旅遊業提供安全遊程產品，訂定「國內旅遊團一日遊產品合理行程規劃及檢視注意事項」，並強化旅行社檢查機制，清查高風險旅遊產品，要求改善或下架，並定期公布檢查結果。
- (二) 成立遊覽車策進工作諮詢小組，推動遊覽車安全策進工作資訊和政策方向之規劃。
- (三) 老舊車輛召回臨檢，揭露遊覽車評鑑結果並督導評鑑不佳之業者改善。同時，清查高風險駕駛，督促業者確實遵守勞動及交通法令，保障駕駛員勞動權益與大眾安全。



二、景點安全

- (一) 制定旅遊安全錦囊及旅遊安全 LOGO，訂定每年 3 月的第 3 週為「旅遊安全宣導週」，持續強化各項旅遊安全活動。
- (二) 強化景點安全管理，制訂遊客安全及管理相關計畫，定期檢測或巡查修復景點設施、加強危險之區域駐點巡邏及違規取締。

三、觀光遊樂業安全

- (一) 落實觀光遊樂業三級管理，特定活動應先報經主管機關核備，督促業者落實自主檢查，並強化地方政府之定期、不定期檢查及違規追蹤處理，確保觀光遊樂設施安全無虞。
- (二) 研議下授地方政府辦理觀光遊樂業興辦事業計畫審查及設立發照等事宜，提升地方政府對於觀光遊樂業管理權責。

四、住宿安全

- (一) 增修「發展觀光條例」規定，強化各縣市對於非法住宿稽查管理作為，持續推動反非法日租，深化旅客住宿安全。
- (二) 蒐集國外因應住宿共享平臺之作法，並透過雙方會談達成共識，確保在臺行銷活動皆以合法旅宿業為對象。



1 推動遊覽車安全策進工作
Tour bus safety promotion work

2 積極宣傳提升國內住宿品質
Actively promote and improve the quality of domestic accommodation

VIII. Inspecting Travel Safety and Strengthening Promotion

In response to the mainland Chinese tour group bus accident on July 19, 2016, the Tourism Bureau, based on the principle of caution at the outset, convened several review meetings and expert forums, and conducted rolling reviews of safety issues. It also proposed promotional actions in a "Comprehensive Inspection of Domestic Tourism and Travel Safety" report presented to the MOTC in August 2017 for approval. The major promotional actions are as follows:

I. Travel Safety

- (I) Supervise the tourism industry to provide safe tour products, formulate the "Directions on Planning and Review of Reasonable One-day Itineraries for Domestic Tour Groups," as well as strengthen travel agency inspection mechanisms, thoroughly investigate high-risk tourism products, require improvement or removal of such products, and regularly announce inspection results.
- (II) Establish an Advisory Group on Tour Coach Promotion Work to advance information and policy direction planning for tour bus safety promotion work.
- (III) Recall old vehicles for inspection, disclose tour bus evaluation results, and supervise improvements by companies with poor evaluation results. At the same time, thoroughly investigate high-risk driving and urge businesses to truly comply with labor and traffic laws to protect drivers' labor rights and public safety.

II. Scenic Site Safety

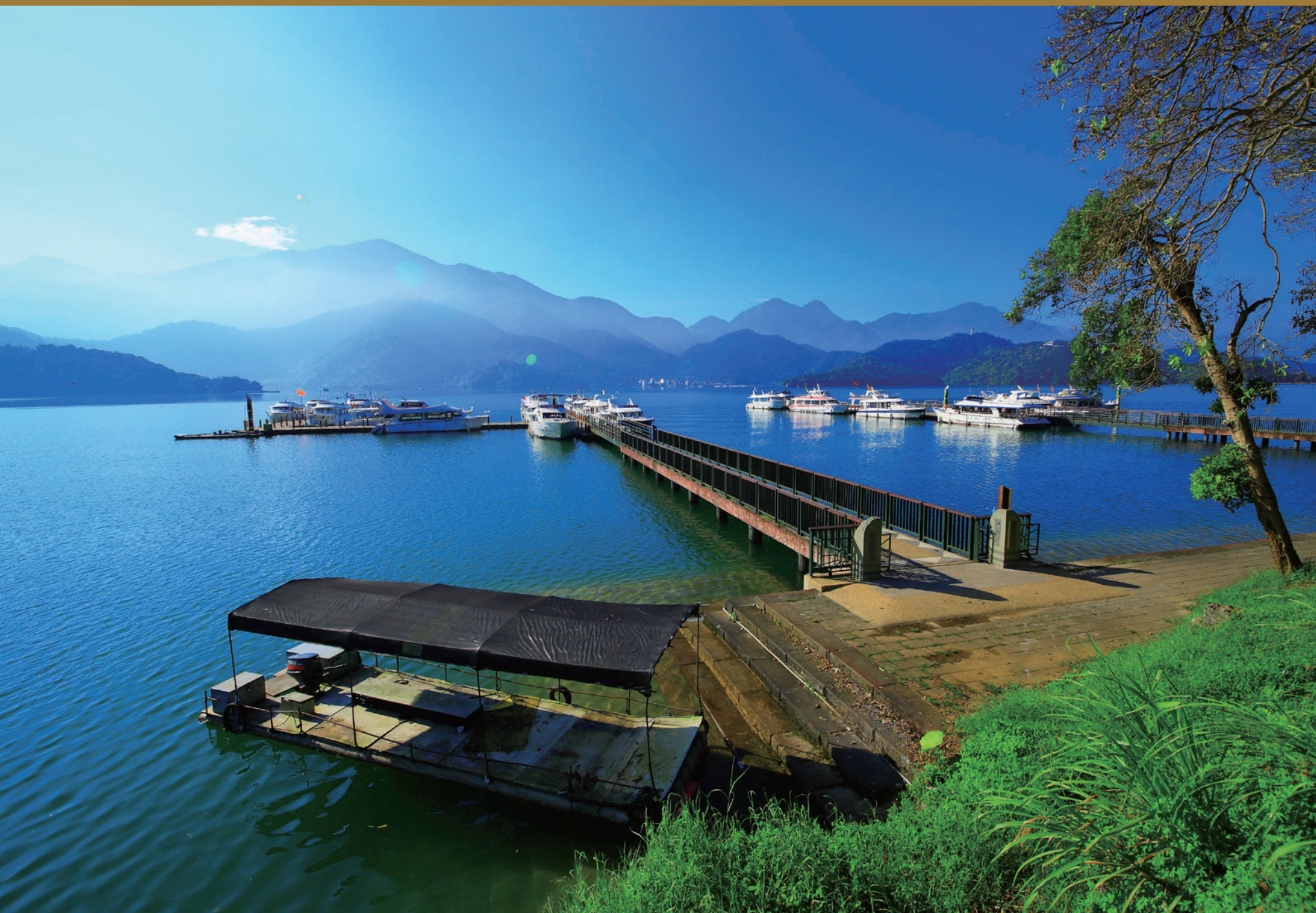
- (I) Formulate travel safety tips and a travel safety logo, designate the third week of March each year as Travel Safety Awareness Week, and continue to strengthen various travel safety activities.
- (II) Strengthen safety management at scenic sites, formulate visitor safety and management plans, regularly check or patrol scenic site facility restoration, and strengthen patrols and enforcement in hazardous areas.

III. Amusement Park Industry Safety

- (I) Implement three-tier management in the amusement park industry, require that specific activities be reported to the competent authority for approval and recording, urge businesses to conduct self-inspections and strengthen regular and irregular inspections by local governments and follow-up handling of violations to ensure safe and secure tourism and amusement facilities.
- (II) Deliberate authorizing local governments to handle examination of business proposals, business establishment, and licensing in the amusement park industry to upgrade the authorities and duties of local governments in amusement park industry administration.

IV. Hotel Safety

- (I) Append provisions of the Statute for the Development of Tourism to strengthen county and city inspections and administration of illegal hotels and continue to crack down on illegal day rental hotels to improve traveler hotel safety.
- (II) Collect information on overseas practices in response to accommodation sharing platforms and reach consensus through talks with both sides to ensure that marketing activities in Taiwan are limited to legal hotel businesses.



第 1 章 Trend in Taiwan

趨勢在臺灣

日月潭

Sun Moon Lake Scenic Area



1

觀光市場概況

第一節 全球旅遊市場

一、全球觀光業概況

根據世界觀光組織 (UNWTO) 統計，2016 年全球國際旅客人次為歷史新高，達 12.35 億人次，較 2015 年約成長 3.9%。就各區域市場而言，亞太地區表現最為亮麗，2016 年國際旅客成長 8.6%，其中以大洋洲地區最優成長 9.4%；其次是非洲地區成長 8.1%，其中則以撒哈拉以南地區最優成長 10.5%；美洲地區成長 3.5%；歐洲地區成長 2.1%；中東地區則呈負成長 3.7%。（資料來源：UNWTO Tourism Highlights, 2017 Edition）

二、亞洲觀光市場概況

（一）日本觀光市場（資料來源：日本國際觀光振興機構）

2016 年日本出國人數為 1,711 萬 6,413 人次，較 2015 年成長 5.6%；同期入境日本之旅客約 2,403 萬 9,053 人次，較 2015 年成長 21.8%，赴日主要客源國家（地區）人次依序為中國大陸（637 萬 2,948 人次）、韓國（509 萬 302 人次）、臺灣（416 萬 7,504 人次）、香港（183 萬 9,189 人次）及美國（124 萬 2,702 人次）；以成長率分析，主要客源國皆為正成長，其中臺灣為成長 13.3%。

Overview of the Tourism Market

Section 1 The Global Travel Market

I. Overview of the Global Tourism Market

According to World Tourism Organization (UNWTO) statistics, the global total of international tourist trips reached an all-time high of 1.235 billion in 2016, up by 3.9% from 2015. Among regional markets, the Asia and the Pacific was top performer, with an 8.6% increase in international tourist visits, with Oceania recording the biggest increase of 9.4%. The second best regional performer was Africa, with an 8.1% increase led by a 10.5% gain in the Sub-Saharan region. The Americas gained of 3.5% and Europe 2.1%, while the Middle East recorded a decrease of 3.7%. (Source of figures: *UNWTO Tourism Highlights, 2017 Edition.*)

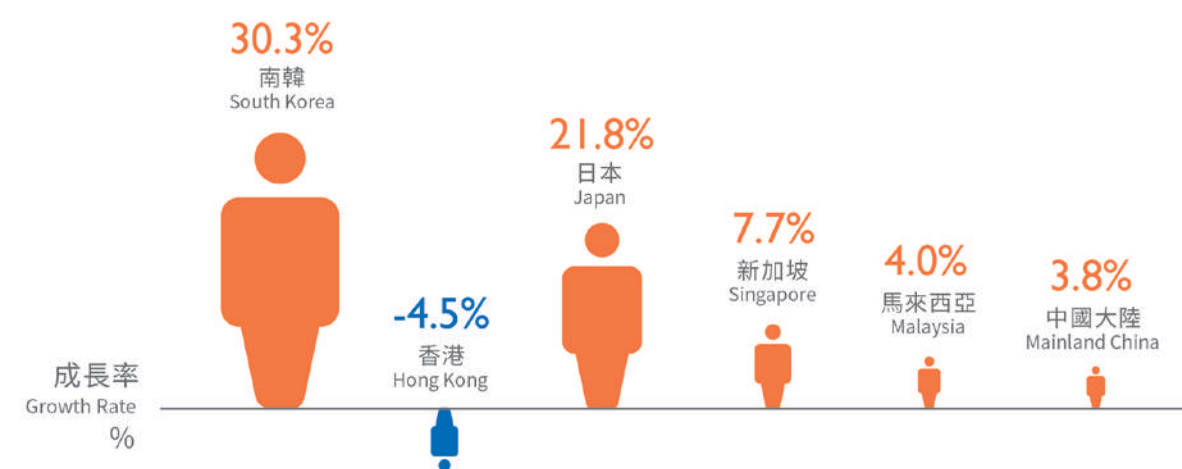
II. Overview of Asian Tourism Markets

（I）Japan's Tourism Market (source: Japan National Tourist Organization)

Outbound trips from Japan in 2016 totaled 17,116,413, up 5.6% from 2015, while inbound visits totaled 24,039,053, up 21.8% from 2015. The main source countries (or areas) of visitor arrivals were Mainland China (6,372,948 arrivals), Korea (5,090,302 arrivals), Taiwan (4,167,504 arrivals), Hong Kong (1,839,189 arrivals), and the U.S. (1,242,702 arrivals). Visits from all of these main source markets were up year on year, with the biggest growth coming from Taiwan at 13.3%.

105 年亞洲主要觀光市場入境旅客成長率統計圖

Graph Depicting Growth Rates in Tourist Arrivals from Major Asian Tourism Markets in 2016



(二) 香港觀光市場 (資料來源：香港旅遊發展局)

2016 年香港居民出境人數為 9,175 萬 8,331 人次，較 2015 年成長 3.0%。2016 年赴港旅客為 5,665 萬 4,903 人次，較 2015 年負成長 4.5%，扣除來自中國大陸旅客 (4,277 萬 8,145 人次) 則為 1,387 萬 6,758 人次，成長 3.1%。以旅客居住國家 (地區) 分析，赴香港主要客源國家 (地區) 依序為中國大陸 (4,277 萬 8,145 人次)、臺灣 (201 萬 1,428 人次) 及韓國 (139 萬 2,367 人次)；以成長率分析，以菲律賓 (12.4%) 最高，其次為泰國及印尼 (12.3%)，臺灣為負成長 0.2%。

(三) 韓國觀光市場 (資料來源：韓國觀光公社)

2016 年韓國居民出境人數為 2,238 萬 3,190 人次，較 2015 年成長 15.9%。2016 年入境韓國旅客為 1,724 萬 1,823 人次，較 2015 年成長 30.3%。主要客源國家 (地區) 依序為中國大陸 (806 萬 7,722 人次)、日本 (229 萬 7,893 人次) 及美國 (86 萬 6,186 人次)，臺灣為 83 萬 3,465 人次，排名第 4 名；以成長率分析，以臺灣 (60.8%) 最高、其次為越南 (54.5%)。

(四) 新加坡觀光市場 (資料來源：新加坡旅遊局)

2016 年赴新加坡旅客為 1,640 萬 2,593 人次，較 2015 年成長 7.7%。赴新加坡主要客源國家 (地區) 依序為印尼 (289 萬 3,614 人次)、中國大陸 (286 萬 3,582 人次) 及馬來西亞 (115 萬 1,480 人次)，臺灣為 39 萬 4,173 人次；以成長率觀察，以伊朗 (84.6%) 最高，其次為中國大陸 (36.0%)，臺灣為 4.3%。

(五) 馬來西亞觀光市場 (資料來源：馬來西亞觀光局)

2016 年赴馬來西亞旅客為 2,675 萬 7,392 人次，較 2015 年成長 4.0%。赴馬來西亞主要客源國家 (地區) 依序為新加坡 (1,327 萬 2,961 人次)、印尼 (304 萬 9,964 人次) 及中國大陸 (212 萬 4,942 人次)，臺灣為 30 萬 861 人次；以成長率觀察，以泰國 (32.5%) 最高，其次為寮國 (27.0%) 及中國大陸 (26.7%)，臺灣為 6.2%。

(六) 中國大陸觀光市場 (資料來源：中國旅遊網) (2016 年目前僅公布上半年)

2016 年上半年赴中國大陸旅客旅遊人數 6,787 萬人次，較去年同期成長 3.8%。其中：外國人 1,347 萬人次，成長 9.0%；香港 4,003 萬人次，成長 2.2%；澳門 1,158 萬人次，成長 3.5%；臺灣為 279 萬人次，成長 5.8%。

(II) Hong Kong's Tourism Market (Source: Hong Kong Tourism Board)

Outbound trips by Hong Kong residents in 2016 totaled 91,758,331, up 3.0% from 2015. Visitor arrivals totaled 56,654,903, down 4.5%. Deducting the 42,778,145 coming from Mainland China leaves a total of 13,876,758 arrivals, up 3.1% year on year. According to the visitors' country or area of residence, the main source of arrivals was Mainland China (42,778,145 visits), followed by Taiwan (2,011,428 visits) and Korea (1,392,367 visits). The biggest year-on-year growth rates were in visits from the Philippines, up 12.4%, and from Thailand and Indonesia, both up 12.3%, while visits from Taiwan were down 0.2%.

(III) South Korea's Tourism Market (Source: Korea Tourism Organization)

Outbound trips by Korea residents in 2016 totaled 22,383,190, up 15.9% from 2015. Visitor arrivals totaled 17,241,823, up 30.3% year on year. The top source of visitors was Mainland China (8,067,722 visits), followed by Japan (2,297,893 visits) and the U.S. (866,186 visits), while Taiwan ranked fourth with 833,465 visits. Visitor arrivals from Taiwan showed the biggest year-on-year growth rate, up 60.8%, followed by Vietnam at 54.5%.

(IV) Singapore's Tourism Market (Source: Singapore Tourism Bureau)

Singapore received 16,402,593 visitor arrivals in 2016, up 7.7% from 2015. The main sources of visitors were Indonesia (2,893,614 visits), Mainland China (2,863,582) and Malaysia (1,151,480), with 394,173 arrivals from Taiwan. Visitor arrivals from Iran showed the highest growth rate, up 84.6%, followed by Mainland China at 36.0%, with arrivals from Taiwan up 4.3%.

(V) Malaysia's Tourism Market (Source: Malaysia Tourism Promotion Board)

Malaysia received 26,757,392 visitor arrivals in 2016, up 4.0% from 2015. The main visitor sources were Singapore (13,272,961 visits), Indonesia (3,049,964) and Mainland China (2,124,942), with 300,861 arrivals from Taiwan. Visitor arrivals from Thailand showed the highest growth rate, up 32.5%, followed by Laos (27.0%) and Mainland China (26.7%), with arrivals from Taiwan up 6.2%.

(VI) Mainland China's Tourism Market (Source: Mainland China National Tourism Administration)

Mainland China received 67.87 million visitor arrivals in the first six months of 2016, up 3.8% from the same period in 2015. Among these, there were 13.47 million visits by foreign nationals, up 9.0%; 40.03 million visits by Hong Kong residents, up 2.2%; 11.58 million visits by residents of Macau, up 3.5%; and 2.79 million visits by Taiwanese, up 5.8%.

Section 2 Taiwan's Inbound Tourism Market

In 2016, Taiwan received a total of 10,690,279 visitor arrivals, up 2.4% from 2015 with an increase of 250,494 arrivals. Tourist visits totaled 7,560,753, up 0.74% from 2015, and constituting 70.73% of all arrivals. While visitor arrivals from Mainland China decreased, those from all other source markets increased, topped by 34.25% growth in visits from Korea, followed by growth rates of 16.5% in arrivals from Japan and 9.95% in arrivals from Malaysia.

The main source market figures are: 3,511,734 from mainland China (including 1,347,433 in tour groups), as the biggest source market, making up 32.85% of all arrivals, but down 16.07% from 2015; 1,895,702 from Japan (17.73% of arrivals and up 16.5%); 1,614,803 from Hong Kong and Macau (15.11%, up 6.69%); 884,397 from Korea (8.27%, up 34.25%); 523,888 from the U.S. (4.9%, up 9.27%); 474,420 from Malaysia (4.44%, up 9.95%); and 407,267 from Singapore (3.81%, up 3.62%).

Purposes of visit were divided into 7,560,753 arrivals for tourism, the biggest component at 70.73% of the total, followed by 732,968 arrivals for business at 6.86%. Females constituted 52.96% of arrivals, with those aged 30-39 the biggest age segment at 21.05%. The average length of stays was 6.49 nights.

第二節 來臺旅遊市場

105 年來臺旅客共計 1,069 萬 279 人次，較 104 年成長 2.4%，增幅達 25 萬 494 人次；其中觀光目的別旅客計 756 萬 753 人次，較 104 年成長 0.74%，占來臺人次 70.73%，105 年各客源市場除中國大陸呈現負成長外，餘均為正成長，其中以韓國市場成長 34.25% 最高，日本 (16.50%) 及馬來西亞 (9.95%) 市場則分占第 2 及第 3 位。

各主要客源市場數據為：中國大陸 351 萬 1,734 人次 (團進團出旅客 134 萬 7,433 人次)，為第一大客源市場 (占 32.85%)，與 104 年比較負成長 16.07%；其次為日本 189 萬 5,702 人次 (占 17.73%，成長 16.5%)、港澳 161 萬 4,803 人次 (占 15.11%，成長 6.69%)、韓國 88 萬 4,397 人次 (占 8.27%，成長 34.25%)、美國 52 萬 3,888 人次 (占 4.90%，成長 9.27%)、馬來西亞 47 萬 4,420 人次 (占 4.44%，成長 9.95%) 及新加坡 40 萬 7,267 人次 (占 3.81%，成長 3.62%)。

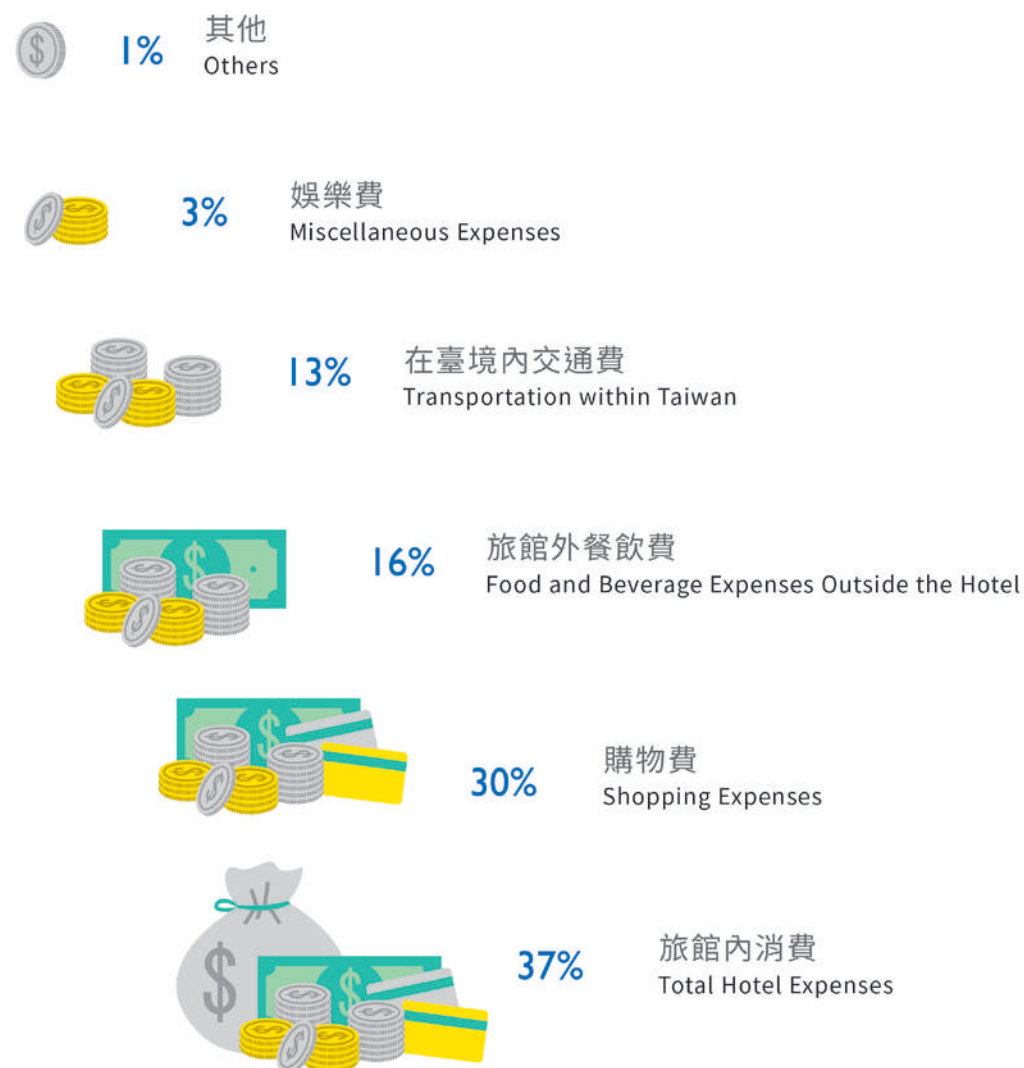
以來臺目的分析，「觀光」目的最多，計756萬0,753人次，占市場目的別70.73%，其次為「業務」目的，計73萬2,968人次，占6.86%；來臺旅客中有52.96%為女性，年齡則以30-39歲者最多，占21.05%，平均停留夜數為6.49夜。

另依據觀光局「中華民國105年來臺旅客消費及動向調查報告」結果顯示，旅客來臺方式以「自行來臺，抵達後未曾請本地旅行社安排旅遊活動者」（占44%）、「自行規劃行程，請旅行社安排住宿（及代訂機票）」（30%）及「參加旅行社規劃的行程，由旅行社包辦」（24%）為主；「美食或特色小吃」與「風光景色」為吸引旅客來臺觀光主因，而「購物」、「逛夜市」及「參觀古蹟」為旅客在臺最主要活動；旅客在臺主要遊覽景點排名以「夜市」（每百人有84人次）居首位，其次依序為「臺北101」（每百人有56人次）、「故宮博物院」（每百人有42人次）、「中正紀念堂」（每百人有38人次）及「九份」（每百人有32人次）等，而「日月潭」、「九份」、「平溪」、「墾丁國家公園」、「太魯閣、天祥」及「阿里山」則為旅客去過且最喜歡的景點（喜歡比例均在20%以上）。

旅客對來臺經驗整體滿意度為98%；對「旅行社及導遊服務」整體滿意度為96%；對「旅館」（含國際觀光旅館、一般觀光旅館及一般旅館）住宿整體滿意度為90%；對「民宿」滿意度為91%。

105年來臺旅客消費細項

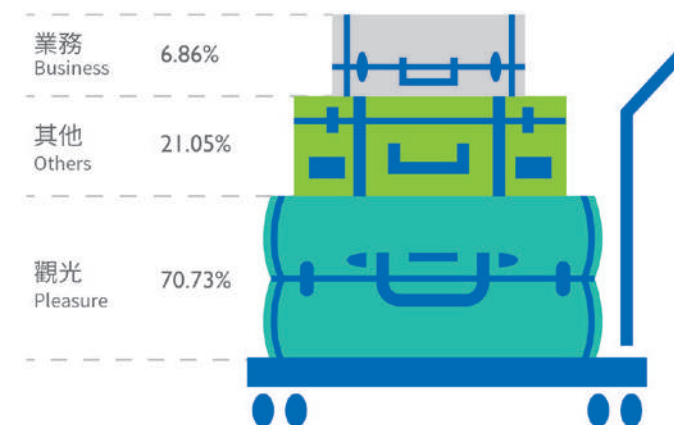
2016 Breakdown of Average Spending by Inbound Visitors in Taiwan



According to the findings of the Tourism Bureau's ROC 2016 Survey Report on the Consumption and Activity of Visitors to Taiwan, 44% of visitors traveled to Taiwan independently and, after arriving, did not request local travel agencies to arrange any travel activities; 30% self-planned their itineraries but requested travel agencies to arrange accommodation (and/or book flights); and 24% joined package tours arranged by travel agencies. The main attractions that drew visitors to Taiwan were culinary fare (fine food or special snacks) and scenic landscapes,

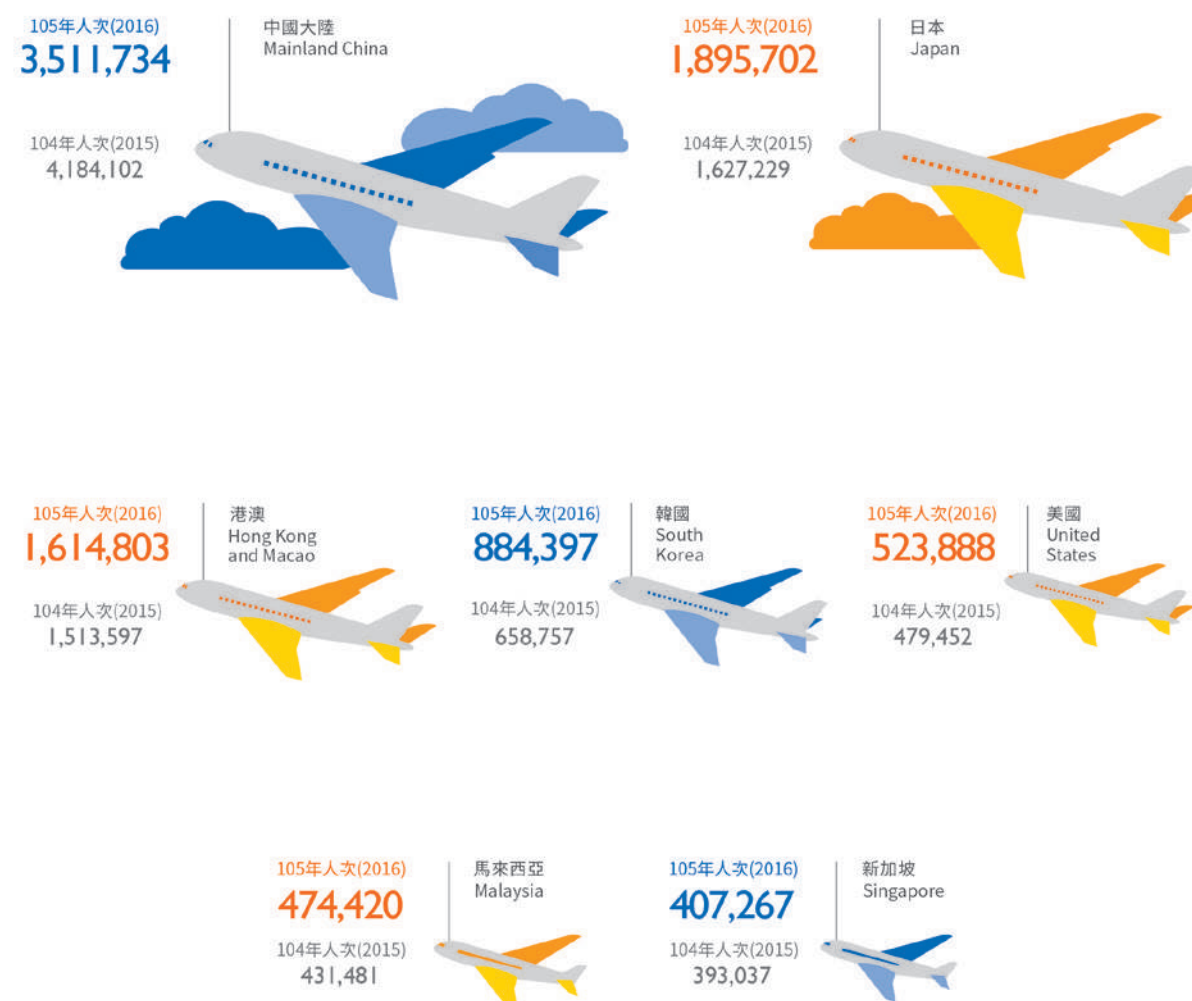
105年來臺旅客目的分析圖

2016 Inbound Visitor Arrivals in Taiwan by Purpose of Visit



105年來臺旅客客源市場人次及成長率統計圖

Graph Depicting Inbound Visitor Arrivals and Growth Rates in Taiwan by Country of Origin in 2016



由主要市場分析，旅客來臺整體經驗滿意度均達 95% 以上；以中國大陸旅客及歐洲旅客最高（滿意度均為 99%）。

依此次來臺經驗，旅客對臺灣最深刻的印象依序為「景點」（每百人有 61 人次）、「美味菜餚」（每百人有 56 人次）、「人情味濃厚」（每百人有 48 人次）、「逛夜市」（每百人有 39 人次）及「海岸風光」（每百人有 27 人次）等。

105 年來臺旅客每人每日平均消費 192.77 美元，受全球經濟景氣低迷影響，較上年減少 7.26%，在臺消費細項依序為購物費（占 30%）、旅館內消費（占 37%）、旅館外餐飲費（占 16%）、在臺境內交通費（占 13%）、娛樂費（占 3%）及雜費（占 1%）；推估全年觀光外匯收入達 133.74 億美元（減少 7.05%），折合達新臺幣 4,322 億元，則較上年減少 5.82%。

第三節 國人出國市場

105 年國人出國共計 1,458 萬 8,923 人次，較 104 年增加 140 萬 5,947 人次，成長 10.66%。依出國目的地（班機首站抵達地）分析，前往亞洲地區為最多，計 1,353 萬 9,067 人次（占 92.80%），其次為美洲地區 62 萬 3,191 人次（占 4.27%）、歐洲地區 25 萬 8,087 人次（占 1.77%）、大洋洲地區 15 萬 7,726 人次（占 1.08%）、非洲地區 5,206 人次、其他地區 5,646 人次。

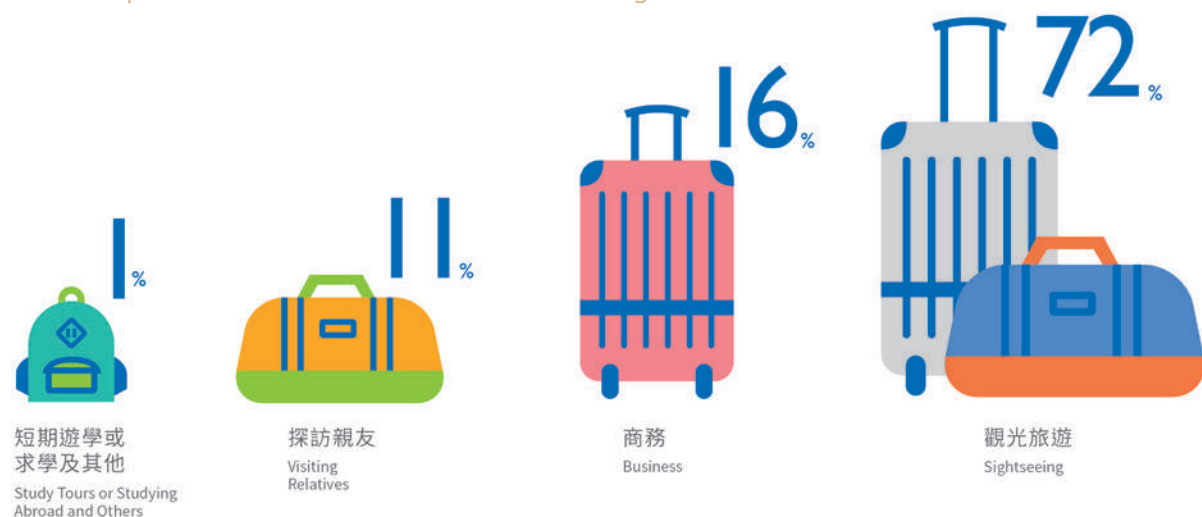
依國家（地區）分析，赴日本 429 萬 5,240 人次為最多，其次依序為中國大陸（368 萬 5,477 人次）、香港（190 萬 2,647 人次）、韓國（80 萬 8,420 人次）、澳門（59 萬 8,850 人次）。

另依據觀光局「中華民國 105 年國人旅遊狀況調查報告」結果顯示，105 年國人從事出國旅遊以「觀光旅遊」為目的者最多（72%），其次依序為「商務」（占 16%）、探訪親友（占 11%）、短期遊學或求學及其他（占 1%）；而觀光目的旅客出國主要因為「親友邀約」、「好奇，體驗異國風情」、「離開國內，紓解壓力」、「旅費便宜」及「購物」等。

105 年國人出國以到訪日本（34.9%）為最多，其次依序為中國大陸者（24.6%）、香港（6.7%）、韓國（5.9%）、美國（4.4%）及泰國（3.4%）等；全年出國的旅次中，旅遊安排以「參加團體旅遊、獎勵或招待旅遊」（占 31%）最多，其次依序為「未委託旅行社代辦，全部自行安排」

105 年國人出國目的

2016 Purpose of Visit for Taiwanese Citizens Traveling Abroad



and their main activities in Taiwan were shopping, going to night markets, and visiting historic sites. The main tourist spots they visited, in order of popularity, were: night markets (84% of visitors), Taipei 101 (56%), National Palace Museum (42%), Chiang-Kai-shek Memorial Hall (38%), and Jiufen (32%). The places they visited and liked the best were Sun Moon Lake, Jiufen, Pingxi, Kenting National Park, Taroko Gorge + Tianxiang, and Alishan (all with a ratio of likes above 20%).

Visitors' overall satisfaction rate on their experience of coming to Taiwan was 98%; their overall satisfaction rate on travel agency and tour guide service was 96%; their overall satisfaction rate on hotel accommodation (including international tourist hotels, general tourist hotels, and ordinary hotels) was 90%; and their satisfaction rate on homestays was 91%.

For main visitor source markets, visitors' overall satisfaction rates on their experience of coming to Taiwan were all above 95%. Visitors from Mainland China and Europe expressed the highest satisfaction rates, both at 99%.

For the surveyed experience of coming to Taiwan, visitors' deepest impressions of Taiwan were its scenic spots (61%), food & cuisine (56%), friendly people (48%), night markets (39%) and coastal scenery (27%).

Visitors to Taiwan in 2016 spent an average of US\$192.77 per person per day. Affected by the depressed global economic conditions, this was 7.26% lower than in 2015. Visitors spent their money in Taiwan on shopping (30%), hotel expenditures (37%), food & beverages outside hotels (16%), transportation within Taiwan (13%), entertainment (3%), and miscellaneous expenses (1%). The year's foreign exchange revenue from tourism is estimated at US\$13.374 billion, down 7.05% from 2015; or at its equivalent of NT\$432.2 billion, down 5.82% from 2015.

Section 3 Taiwan's Outbound Tourism Market

In 2016, Taiwan's citizens made 14,588,923 trips abroad, an increase of 1,405,947 trips or 10.66% from 2015. Their destinations (the first destinations of their outbound flights) were mainly in Asia, which was the destination of 13,539,067 trips (92.8% of the total), outbound with 623,191 trip to the Americas (4.27%), 258,087 trips to Europe (1.77%), 157,726 trips to Oceania (1.08%), and 5,206 trips to Africa, with 5,646 trips to other regions.

Among destination countries and territories, Japan led with 4,295,240 visits, followed by Mainland China (3,685,477 visits), Hong Kong (1,902,647 visits), Korea (808,420 visits) and Macau (598,850 visits).

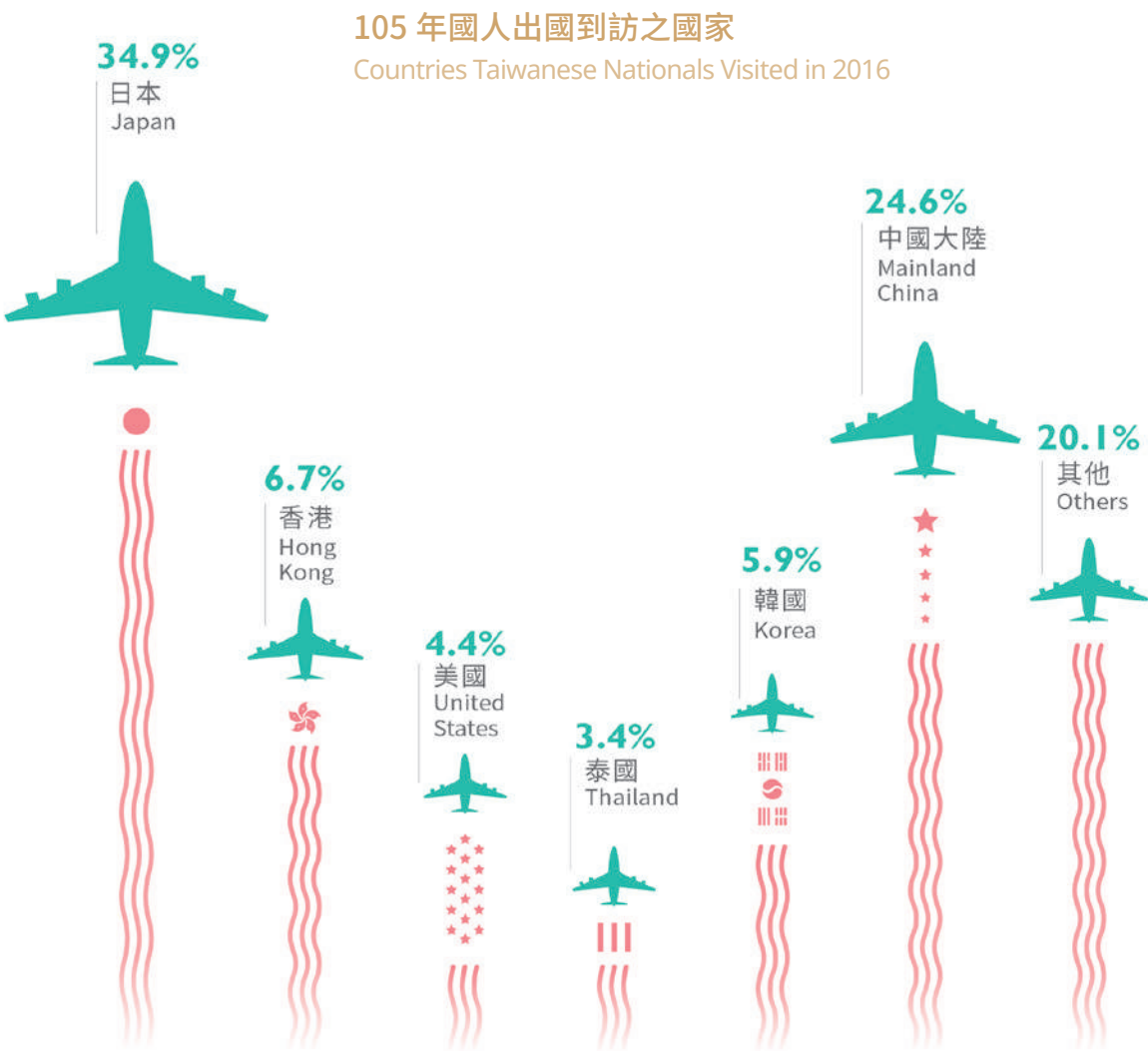
According to the findings of the Tourism Bureau's ROC 2016 Citizen Travel Survey Report, the main purpose of citizens' overseas travel in 2016 was tourism (72%), followed by business (16%), visiting relatives and friends (11%), and short-term study trips, going to school or other purposes (1%). The main reasons for going abroad for tourism were the invitation of relatives or friends, curiosity and the wish to experience the way of life in a different country, going away to gain relief from pressure, the low cost of travel, and shopping.

In 2016, Japan received the highest proportion (34.9%) of ROC citizens' overseas trips, followed by Mainland China (24.6%), Hong Kong (6.7%), Korea (5.9%), the U.S. (4.4%) and Thailand (3.4%). Of all overseas trips in the year, 31% were arranged as group trips or incentive trips, 35% were arranged entirely independently without using a travel agent, 24% were arranged partly through travel agents, and 10% were purchases of independent travel or flight + hotel packages.

In 2016, ROC citizens spent an average of NT\$49,463 per person per trip overseas, 1.83% less than in 2015. The total of their outbound travel expenditure for the whole year is estimated at NT\$721.6 billion, up 8.64% from 2016.

（占 35%）、「委託旅行社代辦部分出國事項」（占 24%）及「購買自由行或參加機加酒行程」（占 10%）。

105 年國人出國每人每次平均花費為新臺幣 4 萬 9,463 元（減少 1.83%），推估全年出國旅遊總支出為新臺幣 7,216 億元（成長 8.64%）。



105 年來臺旅遊市場重要指標值

指標	105 年	104 年	105 年與 104 年比較
來臺旅客人次	1,069 萬人次	1,044 萬人次	成長 2.40%
觀光外匯收入	133.74 億美元 (新臺幣 4,322 億元)	143.88 億美元 (新臺幣 4,589 億元)	減少 7.05% (減少 5.82%)
來臺旅客 平均每人每次消費	1,251 美元	1,378 美元	減少 9.22%
來臺旅客 平均停留夜數	6.49 夜	6.63 夜	減少 0.14 夜

Major Indices of the Inbound Visitors in Taiwan in 2016

Index	2016	2015	2016 versus 2015
Number of arrivals of visitors to Taiwan	10,690,000 visitors	10,440,000 visitors	Up 2.40%
Tourism foreign exchangetourism receipts	US\$13.374 billion (NT\$432.2 billion)	US\$14.388 billion (NT\$458.9 billion)	Down 7.05% (Down 5.82%)
Average expenditure per person per visit to Taiwan	US\$1,251	US\$1,378	Down 9.22%
Average length of stay of visitors to Taiwan	6.49 nights	6.63 nights	Up by 0.14 nights
Average expenditure per person per day for visitors to Taiwan	US\$192.77	US\$207.87	Down 7.26%
Number of visits to Taiwan for tourism	7,560,000 visitors	7,510,000 visitors	Up 0.74%
Average expenditure per person per day for tourist visits	US\$197.65	US\$214.04	Down 7.66%
Number of visits to Taiwan for business	730,000 visitors	760,000 visitors	Down 3.42%
Average expenditure per person per day for business visits	US\$220.21	US\$232.80	Down 5.41%
Overall satisfaction rate of visitors to Taiwan	98%	97%	Up 1 percentage point
Ratio of repeat visitors to Taiwan	37%	34%	Up 3 percentage points

Note: The data for the number of arrivals of visitors to Taiwan, the average length of stay of visitors to Taiwan, the number of visits to Taiwan for tourism, and the number of visits to Taiwan for business are sourced from the Tourism Bureau's annual reports on tourism statistics.

來臺旅客 平均每人每日消費	192.77 美元	207.87 美元	減少 7.26%
觀光目的旅客人次	756 萬人次	751 萬人次	成長 0.74%
觀光目的旅客 平均每人每日消費	197.65 美元	214.04 美元	減少 7.66%
業務目的旅客人次	73 萬人次	76 萬人次	減少 3.42%
業務目的旅客 平均每人每日消費	220.21 美元	232.80 美元	減少 5.41%
來臺旅客整體滿意度	98%	97%	增加 1 個百分點
旅客來臺重遊比率	37%	34%	增加 3 個百分點

註：「來臺旅客人次」、「來臺旅客平均停留夜數」、「觀光目的旅客人次」及「業務目的旅客人次」之資料來源皆為交通部觀光局觀光統計年報。

105 年國人出國旅遊重要指標統計表

項目	105 年	104 年	105 年與 104 年比較
國人從事出國旅遊的比率	28.4%	27.4%	增加 1.0 個百分點
國人出國總人次 (含未滿 12 歲國民)	14,588,923 人次	13,182,976 人次	成長 10.66%
平均每人出國次數 (含未滿 12 歲國民)	0.62 次	0.56 次	增加 0.06 次
平均停留夜數	8.05 夜	8.33 夜	減少 0.28 夜
每人每次 平均消費支出	新臺幣 49,463 元 (美金 1,532 元)	新臺幣 50,384 元 (美金 1,587 元)	新臺幣：負成長 1.83%(※) (美金：負成長 3.47%)
出國旅遊消費總支出 (包含國際機票)	新臺幣 7,216 億元 (美金 223.46 億元)	新臺幣 6,642 億元 (美金 209.18 億元)	新臺幣：成長 8.64% (美金：成長 6.83%)

- 註：1. 「國人出國總人次」與「平均停留夜數」資料來源：交通部觀光局觀光統計 (月刊)。
2. () 符號；※ 表示在 5% 顯著水準下，經 t 檢定後無顯著差異。
3. 出國旅遊比率係指國民在全年內至少曾出國旅遊 1 次者的占比。
4. 平均每人出國次數＝國人出國總人次 ÷ 全國總人口數。
5. 每人每次平均消費支出包含國際機票費、簽證費、旅館費及所有國外消費支出等，但不包括出國行前及回國後之相關支出。
6. 104 年全年新臺幣兌換美金匯率為 31.752，105 年全年新臺幣兌換美金匯率為 32.292。

Major Indices of Outbound Travel by Taiwan Citizens in 2016

Items	2016	2015	2016 versus 2015
Ratio of outbound travelers to total population	28.4%	27.4%	Up 1 percentage point
Total number of outbound trips by citizens (including those under 12)	14,588,923 trips	13,182,976 trips	Up 10.66%
Average number of outbound trips per capita (including citizens under 12)	0.62 trip	0.56 trip	Up 0.06 trip
Average length of stay per trip	8.05 nights	8.33 nights	Down 0.28 night
Average expenditure per person per trip	NT\$49,463 (US\$1,532)	NT\$50,384 (US\$1,587)	NT: Down 1.83% (※) (US\$: Down 3.47%)
Total outbound travel expenditure (including international flight tickets)	NT\$721.6 billion (US\$22.346 billion)	NT\$664.2 billion (US\$20.918 billion)	NT\$: Up 8.64% (US\$: Up 6.83%)

- Note: 1.The data for the total number of outbound trips by citizens and the average length of stay per trip are sourced from the Tourism Bureau's monthly tourism statistics.
- 2.symbol: (※) Denotes that there is no significant difference after applying the t-test based on a 5% significance level.
3. The ratio of outbound travelers to total population refers to the percentage of citizens who traveled abroad at least once during the whole year.
4. The average number of outbound trips per capita = the total number of outbound trips by citizens ÷ the total population of the state.
5. The average expenditure per person per trip includes international flight costs, visa fees, hotel charges, and all overseas consumption expenditure, but does not include related pre-departure and post-return spending.
6. The NT\$-US\$ exchange rate averaged 31.752 in 2015 and 32.292 in 2016.

第四節 國民旅遊市場

105 年臺灣地區 306 處觀光遊憩區遊客共計 2 億 8,074 萬 5,275 人次，其各類型遊憩區遊客人數前 5 名之排名分別如下：

臺灣地區各類型觀光遊憩區遊客人次前五名一覽表

森林遊樂區

Forest Recreation Areas

單位 / 遊客人數

Number of Visitors



海水浴場

Beaches

單位 / 遊客人數

Number of Visitors



1 溪頭自然教育園區
Shitou Forest Recreation Area

2 墾丁海水浴場
Kenting Beach

Section 4 Taiwan's Domestic Travel Market

In 2016, there were 280,745,275 visits to 306 tourism and recreation areas in Taiwan. The five most visited places in each category of recreation area were as shown below:

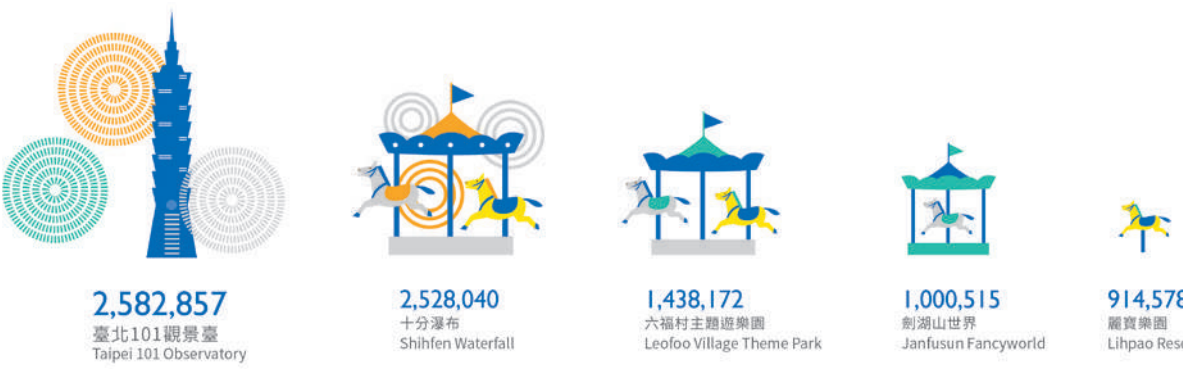
The Five Most Visited Places in Each Category of Taiwan's Tourism and Recreation Areas

民營觀光區

Privately Owned Tourist Attractions

單位 / 遊客人數

Number of Visitors

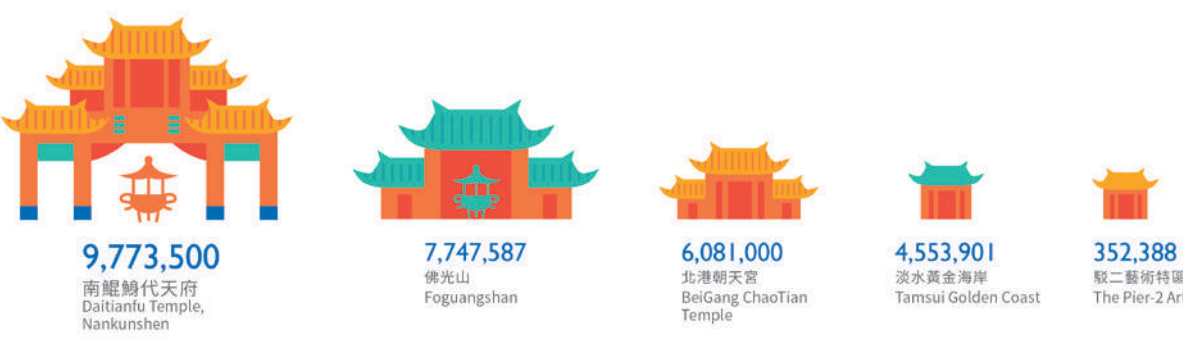


寺廟、古蹟、歷史建物及其他

Temples, Heritage Sites, Historical Buildings, and Others

單位 / 遊客人數

Number of Visitors



3 十分瀑布
Shihfen Waterfall

4 駁二藝術特區
The Pier-2 Art Center

國家級風景區內觀光遊憩區

Tourism and Recreation Areas in National Scenic Areas

單位 / 遊客人數
Number of Visitors



6,393,095

獅頭山風景區
Lion's Head Mountain
Scenic Area



5,086,839

八卦山風景區
Mt. Bagua
Scenic Area



3,727,828

日月潭風景區
Sun Moon Lake
Scenic Area



2,862,045

野柳地質公園
Yeliu Scenic Area



1,649,663

谷關遊憩區
Guguan
Recreation Area

國家公園區內觀光遊憩區

Tourism and Recreation Areas in National Parks

單位 / 遊客人數
Number of Visitors



2,437,498

台8線沿線景觀區
Scenic Areas along
Provincial Highway No.8



1,700,795

太魯閣國家公園
遊客中心
Taroko National Park
Visitor Center



1,507,657

陽明公園
Yangming Park



1,480,575

貓鼻頭公園
Maobitou Park



1,212,097

雙巒鼻公園
Eluanbi Park

公營觀光區

Public Tourist Areas

單位 / 遊客人數
Number of Visitors



10,775,803

東豐自行車綠廊
及后豐鐵馬道
Dongfong Green Bikeway
and Houfeng Bikeway



8,485,847

草悟道
Calligraphy Greenway



6,953,671

國立中正紀念堂
Chiang Kai-Shek
Memorial Hall



6,246,672

國父紀念館
Dr. Sun Yat-sen
Memorial Hall



5,053,000

旗津風景區
Cijin Seaside

縣市級風景特定區

County/City-level Scenic Areas

單位 / 遊客人數
Number of Visitors



2,963,392

內灣風景區
Neiwan Scenic Area



1,441,281

七星潭風景區
Qixingtian Scenic Area



1,420,762

蘭潭
Lantan



1,415,402

關子嶺溫泉區
Guanzi Hot Spring
Scenic Area Spring Area



747,388

龍潭湖
Longtan Lake



依據「中華民國 105 年國人旅遊狀況調查報告」結果顯示，105 年國人平均每人國內旅遊次數為 9.04 次，推估 105 年 12 歲及以上國人國內旅遊總次數約為 19,038 萬個旅次（成長 6.64%）。

國人多利用週末或星期日從事國內旅遊（占 57%），其次是利用平常日（占 31%）、國定假日（占 12%）；民眾在國內的旅遊方式大多數採「自行規劃行程旅遊」（占 90%）；選擇旅遊據點考慮因素依序為「交通便利」、「品嚐美食」、「沒去過，好奇」及「有主題活動」等；旅客對所到過的遊覽地區整體滿意度為 97%。

105 年國人國內旅遊每人每次平均花費為新臺幣 2,086 元（成長 3.42%）；花費細項依序為交通費（占 24%）、餐飲費（占 27%）、購物費（占 22%）、住宿費（占 17%）、娛樂費（占 6%）及其他費（4%）；推估全年國人國內旅遊總消費計為新臺幣 3,971 億元（成長 10.27%）。

105 年國人國內旅遊重要指標統計表

項目	105 年	104 年	105 年與 104 年比較
國人國內旅遊比率	93.2%	93.2%	持平
平均每人旅遊次數	9.04 次	8.50 次	增加 0.54 次
國人國內旅遊總旅次	190,376,000 旅次	178,524,000 旅次	成長 6.64%
平均停留天數	1.44 天	1.44 天	持平
假日旅遊比率	68.8%	68.7%	+0.1%(※)
旅遊整體滿意度	97.3%	97.4%	－ 0.1%(※)
每人每日旅遊平均費用	新臺幣 1,449 元 (美金 44.87 元)	新臺幣 1,401 元 (美金 44.12 元)	新臺幣：成長 3.42% (美金：成長 1.70%(※))
每人每次旅遊平均費用	新臺幣 2,086 元 (美金 64.60 元)	新臺幣 2,017 元 (美金 63.52 元)	新臺幣：成長 3.42% (美金：成長 1.70%(※))
國人國內旅遊總費用	新臺幣 3,971 億元 (美金 122.97 億元)	新臺幣 3,601 億元 (美金 113.41 億元)	新臺幣：成長 10.27% (美金：成長 8.43%)

註：1. 本調查對象為年滿 12 歲以上國民。

2. () 符號；※ 表示在 5% 顯著水準下，經 t 檢定後無顯著差異。

3. 國內旅遊比率係指國民在全年至少曾在國內旅遊 1 次者的占比。

4. 每人每日平均旅遊費用 = 每人每次平均消費支出 ÷ 每人每次旅遊平均停留天數。

5. 104 年全年新臺幣兌換美金匯率為 31.752，105 年全年新臺幣兌換美金匯率為 32.292。

According to the findings of the Tourism Bureau's ROC 2016 Citizen Travel Survey Report, Taiwan citizens made an average of 9.04 domestic tourism trips per person in 2016, with citizens aged 12 and above making an estimated total of approximately 190.38 million such trips during the year (a growth of 6.64%).

The majority of citizens (57%) made domestic tourism trips on weekends or Sundays, while 31% did so on ordinary weekdays and 12% on national holidays. The vast majority (90%) opted to self-plan their domestic travel itineraries. The main factors they considered when choosing where to go were, in order of importance, the ease of traveling to and from it, if it had food treats to sample, curiosity about somewhere not previously visited, and if it had a special event or activity. Their overall satisfaction rate with the places they visited in 2016 was 97%.

In 2016, citizens' average spending per person per domestic tourism trip was NT\$2,086, up 3.42% from 2015. Their spending consisted of transport costs (24%), food and drink costs (27%), shopping (22%), accommodation costs (17%), entertainment costs (6%), and other expenditures (4%). Citizens' total domestic tourism expenditure for the whole year is estimated at NT\$397.1 billion, up 10.27% from 2015.

Major Indices of ROC Citizens' Domestic Tourism Trips in 2016

Items	2016	2015	2016 versus 2015
Ratio of citizens who took domestic tourism trips	93.2%	93.2%	Unchanged
Average number of trips per person	9.04 trips	8.50 trips	Up 0.54 trips
Total number of citizens' domestic tourism trips	190,376,000 trips	178,524,000 trips	Up 6.64%
Average length of stay per trip	1.44 day	1.44 day	Unchanged
Percentage who took tourism trips on holidays	68.8%	68.7%	+0.1%(※)
Overall level of satisfaction with tourism trips	97.3%	97.4%	-0.1%(※)
Average tourism trip spending per person per day	NT\$1,449 (US\$44.87)	NT\$1,401 (US\$44.12)	NT\$: Up 3.42% (US\$: Up 1.70%(※))
Average spending per person per tourism trip	NT\$2,086 (US\$64.60)	NT\$2,017 (US\$63.52)	NT\$: Up 3.42% (US\$: Up 1.70%(※))
ROC citizens' total spending on domestic tourism trips	NT\$397.1 billion (US\$12.297 billion)	NT\$360.1 billion (US\$11.341 billion)	NT\$: Up 10.27% (US\$: Up 8.43%(※))

Note: 1. The survey was conducted on citizens aged 12 and above.

2. symbol: (※) Denotes that there is no significant difference after applying the t-test based on a 5% significance level.

3. The ratio of citizens who took domestic tourism trips refers to the percentage of the whole population who took at least one domestic tourism trip during the whole year.

第五節 觀光對經濟之影響 (觀光衛星帳)

105 年觀光衛星帳計畫主要依聯合國暨相關國際組織公布的 TSA2008 (The Tourism Satellite Account: Recommended Methodological Framework 2008) 編製 103 年臺灣觀光衛星帳表。103 年臺灣觀光衛星帳中納入觀光支出帳表統計之商品包括：旅客住宿服務、餐飲服務、旅客運輸服務 (分陸上客運服務、航空客運服務、水上客運服務)、汽車租賃服務、旅行服務、娛樂休閒服務、購物服務。並按國人出國、國人國內 (包含當日及過夜) 及入境旅客 3 類，分別估計旅客在臺灣之觀光支出。依據 103 年臺灣觀光衛星帳的編算，103 年觀光支出達新臺幣 10,046.95 億元，其中入境旅客支出最高，達新臺幣 5,380.59 億元，國人國內旅遊觀光支出次之，為新臺幣 3,393.4 億元，其中包含當日旅客觀光支出 1,236.68 億元，過夜旅客觀光支出為 2,156.72 億元；國人出國觀光支出亦達新臺幣 1,272.96 億元。103 年各觀光產品項目中，旅客運輸服務為觀光支出之最大項目，占 25.42%，次為購物服務，占 18.95%，餐飲服務占 16.90%，旅客住宿服務占 8.85%。

103 年觀光直接附加價值毛額 (TDGVA) 約新臺幣 3,750.02 億元，占當年全國 GDP 之 2.33%，觀光活動所創造的就業人數為 379,268 人，其中以觀光產業之觀光就業人數最多，餐飲業次之，緊接為住宿服務業。

98 年至 103 年觀光支出統計表
Tourism Spending Statistics, 2009-2014

單位：新臺幣億元
Unit: NT\$100 Million

產品 Item		103 年 2014	102 年 2013	101 年 2012	100 年 2011	99 年 2010	98 年 2009
旅客住宿服務 Accommodation		903.04	773.88	725.88	767.47	598.53	527.99
餐飲服務 Food & Beverages		2,379.94	1,954.05	1,768.04	1,845.41	1,517.93	1,275.80
旅客運輸服務 Transportation		2,641.41	2,546.39	2,844.28	2,506.00	2,330.76	1,881.21
陸上客運服務 Land Transportion		993.42	872.16	1,132.74	1,056.58	890.15	722.63
航空客運服務 Air Transportion		1,646.91	1,641.87	1,711.54	1,449.42	1,440.61	1,158.58
水上客運服務 Ship Transportion		1.02	32.36	-	-	-	-
汽車租賃服務 Car Rental		228.02	218.74	312.45	242.10	227.58	211.58
旅行服務 Travel Agency Services		416.81	411.12	300.76	202.05	187.19	165.70
娛樂休閒服務 Entertainment & Recreation		336.38	286.69	426.88	467.89	312.81	229.71
購物服務 Shopping		2,388.96	2,579.05	2,170.14	2,053.39	1,764.33	1,402.10
其他觀光產品 Others		237.83	179.92	159.75	180.08	146.39	133.13
觀光支出合計 Total Travel Spending		10,046.95	8,949.84	8,708.18	8,264.41	7,085.51	5,827.21
類型比例 Ratio, by Type	國人出國 Outbound	12.67%	16.05%	17.25%	14.93%	18.19%	19.14%
	國人國內 Domestic	33.78%	34.06%	33.65%	37.84%	34.80%	35.29%
	入境旅客 Inbound	53.55%	49.89%	48.80%	47.23%	47.01%	45.57%

4. The average tourism trip spending per person per day = the average consumption spending per person per trip ÷ the average length of stay (days) per person per trip.
5. The NT\$-US\$ exchange rate averaged 31.752 in 2015 and 32.292 in 2016

Section 5 The Economic Impact of Tourism (Tourism Satellite Accounts)

The compilation of Taiwan's 2016 Tourism Satellite Account is based primarily on the 2014 Tourism Satellite Account that was produced in accordance with the TSA: RMF 2008 (the Tourism Satellite Account: Recommended Methodological Framework 2008) as developed by the UNWTO and other international organizations. The commercial services included in the tourism expenditure account are: traveler accommodation services, food and beverage services, traveler transportation services (consisting of land, air and water passenger transportation services), car rental services, travel agency services, entertainment and recreation services, and shopping services. Tourism spending in Taiwan is further divided into the three categories of citizens' overseas tourism, citizens' domestic tourism (including one-day and overnight trips), and visiting foreign tourists. According to the 2014 Tourism Satellite Account, tourism spending that year reached NT\$1.004695 trillion, the greatest share of which was inbound foreign visitors' spending of NT\$538.059 billion, followed by citizens' domestic tourism spending of NT\$339.34 billion (composed of NT\$123.668 billion for one-day trips and NT\$215.672 billion for overnight trips), with citizens' overseas tourism spending at NT\$127.296 billion. Among the spending on tourism services in 2014, transportation services took the largest share at 25.42%, followed by shopping services at 18.95%, food and beverage services at 16.9%, and accommodation services at 8.85%.

In 2014, Taiwan's tourism direct gross value added (TDGVA) was approximately NT\$375.002 billion, constituting 2.33% of that year's GDP. Tourism generated employment for 379,268 people, the majority of whom were employed in tourism industry jobs, followed by those employed in the catering industry, and close behind that by employment in the accommodation services industry.

98 年至 103 年觀光直接附加價值毛額 (TDGVA)
Taiwan's Tourism Direct Gross Value Added (TDGVA), 2009-2014

單位：新臺幣億元
Unit: NT\$100 Million

年別 Year	觀光直接附加價值毛額 Tourism Direct Gross Value Added(TDGVA)	觀光直接附加價值毛額占總 GDP 比例 Share of TDGVA to national GDP
98 年 /2009	2,223	1.71%
99 年 /2010	2,853	2.02%
100 年 /2011	3,301	2.31%
101 年 /2012	3,226	2.20%
102 年 /2013	3,326	2.18%
103 年 /2014	3,750	2.33%

*2014 年起觀光產業之產出以觀光直接附加價值毛額估算。

*From 2014, tourism industry output is calculated as tourism direct gross value added (TDGVA).

註：「103 年度臺灣觀光衛星帳計畫」係參酌 TSA2008 並檢視我國資料狀況重新調整 (稱為 TTSA2016)，103 年觀光衛星帳係在調整後的架構下估算。

Note: Under the 2014 Taiwan Tourism Satellite Account Project, the TSA: RMF 2008 was taken as the basis of reference and adjusted according to Taiwan's data situation to create the Taiwan Tourism Satellite Account 2008 (TTSA2008), which was used as the framework for calculating Taiwan's 2014 Tourism Satellite Account.



第 2 章 Travel in Taiwan

旅遊在臺灣

忘憂森林

Wangyou Forest



國際觀光宣傳與推廣

第一節 全球市場齊揚，福爾摩莎大步向前

一、東北亞

(一) 日本

105 年日本市場續以「美食、浪漫、樂活、購物、生態、文化」為主軸，運用公關宣傳計畫吸引當地旅客來臺之各式推廣活動。持續開拓修學旅行、獎勵旅遊、運動觀光及歷史文化等各領域的交流，整合航空公司、旅行社、媒體等資源，積極宣廣、行銷臺灣觀光。啟用代言人長澤雅美以「Meet Colors! Taiwan」為主題，並結合日本當紅話題女王渡邊直美於社群媒體 Instagram 的影響力，針對年輕女性大力宣傳臺灣觀光；持續與大型旅行社及以網路行銷見長的旅行社辦理擴大送客計畫，穩固及開發新客源；結合各縣市政府參加當地旅展及推廣活動，向日本市場旅客推介新觀光資源，深化旅遊產品；運用「推動國外獎勵旅遊來臺獎助要點」爭取日本企業來臺獎勵旅遊。根據日本旅行業協會 (JATA) 針對旗下會員旅行社調查，臺灣蟬聯黃金



International Tourism Advertising and Promotion

Section 1 Big strides in raising the market image of Formosa worldwide

I. Northeast Asia

(I) Japan

In 2016, the Tourism Bureau continued to focus promotion in the Japan market on fine dining, romance, LOHAS, shopping, ecology, and culture, employing a variety of promotional activities to attract Japanese tourists to Taiwan. There was continuation of efforts to develop study tours, incentive travel, and sports tourism, as well as exchanges in historic, cultural, and other realms, integrating the resources of airlines, travel agencies, and media to actively promote and market Taiwan tourism. Actress and model Masami Nagasawa was recruited as a spokesperson under the theme of "Meet Colors! Taiwan," combined with harnessing popular celebrity Naomi Watanabe's social media influence through Instagram, to vigorously promote Taiwan as a tourism destination for young Japanese women. The Bureau also maintained collaboration with large travel agencies and travel agencies adept at online marketing to carry out plans for attracting more tourists and to consolidate and develop new customer sources; linked up with local governments to participate in local travel fairs and promotional activities to introduce new travel resources to Japanese and boost travel products; and utilized the Directions on Awards for Promoting Foreign Incentive Travel to Taiwan to induce Japanese companies to arrange incentive travel to Taiwan. According to a poll of member travel agencies by the Japan Association of Travel Agents (JATA), Taiwan remained the first choice for overseas trips in the Golden Week, popular because of its nearness, safety, and suitability as a travel destination for all age groups. In 2016, Taiwan received 1,895,702 tourist arrivals from Japan, up 16.5% from 2015.

(II) Korea

To appeal to Korean tourists, the Tourism Bureau continued to promote Taiwan under the core theme of "LOHAS, fine dining, and culture," utilizing diverse media for publicity. The Bureau recruited Korean idol Yeo Jin-goo as spokesperson, to appear in micro movies and take part in local PR events as a means of using his good image to promote Taiwan tourism. The 31st Taiwan-Korea Tourism Exchange Conference, organized by the Taiwan Visitors Association (TVA) in conjunction with the Korean Association of Travel Agents (KATA), drew more than 230 participants from government and industry in both countries, who discussed substantive issues of tourism exchanges, encouragement of in-depth visits by each other's tourists, cooperative marketing of local tourism, experiencing settings outside main cities, and promoting the development of local economies. They also discussed how to reach the targeted two-way flow of two million tourist visits. In addition, the Bureau actively cooperated with major Korean travel agencies, such as Hana Tour and Mode, signing plans for expanding tourist visits. Thanks to the success of the Bureau's publicity and promotion strategies, along with the recovery of the Korean economy, airlines' substantial increase of flights, and low-cost airlines' provision of charter flights between Korea and Taichung, the number of tourist visits to Taiwan by South Koreans reached more than 880,000, a year-on-year increase of 34.25%.

II. Europe and North America

In 2016, global political turbulence continued to affect economic conditions. With wars flaring ceaselessly in Central Asia, exacerbating the refugee problem in mainland Europe and indirectly



1 臺北國際旅展 ITF 臺灣館開幕儀式
Opening Ceremony of Taiwan Hall of
Taiwan International Travel Fair ITF

2 105 年度大阪宣傳公關活動
2016 Osaka Proganda Public Relation Activity

3 105 年度東京宣傳公關活動
2016 Tokyo proganda public relation activity

周假期海外旅遊首選，距離近、安全安心、不分年齡層的旅遊型態，都是臺灣受歡迎的理由。105 年日本市場來臺旅客達 189 萬 5,702 人次，成長 16.5%。

(二) 韓國

105 年韓國市場推廣續以「樂活、美食、文化」三大主軸作核心，並運用多元媒體宣傳，邀請韓國偶像呂珍九代言，並由代言人拍攝微電影、參與韓國當地公關活動，透過代言人優良形象，宣傳臺灣觀光；辦理第 31 屆臺韓觀光交流會議，臺韓雙方（官方與產業）與會人數約 230 餘人。會議針對觀光交流實質議題進行討論，鼓勵雙方旅客深入地方，合作行銷地方觀光，體驗都會區外的風貌，並促進地方經濟發展，共商如何邁向臺韓雙邊交流 200 萬人次之目標。此外，並積極與韓國當地大型旅業者合作如：HANA TOUR、MODE TOUR 等，簽訂擴大送客計畫。因宣傳推廣策略成功，再加上韓國經濟回溫，航空公司大幅增班以及低成本航空包機飛航臺中航點等交相激勵，來臺旅客達 88 萬餘人次，成長 34.25%。

二、歐美

105 年全球政治動盪持續影響經濟情勢，中亞地區戰火不斷，使歐陸難民問題加劇，並間接促成英國開啟脫歐程序，政治經濟的不確定性以及歐元與英鎊的急劇下跌影響旅客長程旅行意願；美國方面新選出總統川普上任，其政治決策的難以預期性使市場觀望氣氛濃厚，北美旅客對於各項決策皆趨於保守。於此情勢之中，觀光局維持長期經營推廣市場策略，延續「Taiwan-The Heart of Asia 亞洲精華心動臺灣」品牌搭「Time for Taiwan 旅行臺灣，就是現在」行動標語宣傳，以運用文化、美食、生態及樂活等四大主軸，於美國、加拿大、德國、英國及法國等主要客源市場進行宣傳、推廣與促銷活動，包括：透過全球主流媒體宣傳、聘用公關公司加強媒體與業者公關網絡建構、與旅行社與航空公司之合作推廣、參與當地重要大型旅展，並辦理推廣活動及業者教育訓練等，以多元角度強化臺灣觀光品牌露出，積極促成來臺旅遊產品販售，達成具體來臺旅遊人數增長。105 年美加地區來臺達 630,085 人次，較 104 年成長 10.52%，歐洲地區來臺旅客達 299,756 人次有 9.39% 的增長，歐美市場整體呈現大幅成長趨勢。



三、港澳

港澳市場以自由行及重遊客為目標客群，持續邀請名人與達人帶路以擴散來臺旅遊魅力，力推特色主題旅遊；主推樂活、農遊、採果、賞花等，靈活操作宣傳與公關活動，創新重遊話題；運用電視、網路與社群等多元管道及影音多媒體傳播，並搭配各式推廣活動與優惠促銷，提升來臺旅遊熱度。105 年港澳來臺 161 萬 4,803 人次，較去年同期成長 6.69%。

四、新南向市場

觀光新南向以東協 10 國及印度、不丹為範圍。星馬市場為成熟市場，加強深度旅遊行程推廣，以提高重遊率；其餘市場配合政府持續放寬並簡化東協十國旅客來臺簽證政策，推動下列工作：

- (一) 減少簽證障礙：除新加坡和馬來西亞外，105 年 8 月 1 日起增加泰國、汶萊旅客來臺免簽，9 月 1 日起東協 6 國及印度放寬有條件免簽及旅行團電子簽（觀宏專案），10 月 7 日起菲律賓納入電子簽證適用國家。

precipitating the UK's launching of the Brexit process, political and economic uncertainty and the sharp depreciation of the euro and pound impacted tourists' willingness for long-haul travel. In the United States, the difficulty of predicting the policy decisions of newly elected President Trump caused a heavy wait-and-see atmosphere to descend on markets, with American travelers tending toward conservatism in all decision making. Under these circumstances the Tourism Bureau maintained its long-term market promotion strategy, continuing with the "Taiwan – The Heart of Asia" brand plus the "Time for Taiwan" mobile slogan, and drawing on the four main themes of culture, fine food, ecology, and LOHAS for advertising, promotional, and marketing activities in major source markets such as the United States, Canada, Germany, the UK, and France. Such activities included advertising promotion through global mainstream media; hiring public relations firms to strengthen media and industry member PR network building; carrying out promote in cooperation with travel agencies and airlines; participating in major on local travel fairs; and organizing promotional events as well as education and training for industry members. These activities were aimed at strengthening Taiwan tourism's brand exposure from diverse angles and vigorously promoting the sale of travel-to-Taiwan products so as to achieve substantial growth in the number of tourists coming to Taiwan. In 2016, Taiwan's visitor arrivals from the U.S. and Canada reached 630,085, up 10.52% from 2015, while visitor arrivals from Europe reached 299,756, up 9.39%, as inbound tourism from the whole European and North American market exhibited a strong growth trend.

III. Hong Kong and Macau

In the Hong Kong and Macau market, where free independent travelers (FIT) and repeat visitors were the targeted tourist segments, the Tourism Bureau continued to invite celebrities and experts to lead the way in spreading information about the attractions of visiting Taiwan, and to energetically promote theme tours. Promotional and PR activities were flexibly employed to innovatively create subjects for repeat visits, with LOHAS, agritourism, fruit picking, and flower viewing as the primary focuses. Use was made of diverse channels and audiovisual multimedia such as television, the internet, and social media, accompanied by a variety of promotional events and special promotions, to fan inclination for visiting Taiwan. In 2016, Taiwan received 1,614,803 visitor arrivals from Hong Kong and Macau, up 6.69% from 2015.

IV. New Southbound Markets

The New Southbound tourism markets encompass the ten ASEAN member states, India, and Bhutan. For the mature markets of Malaysia and Singapore, the Tourism Bureau concentrated on enhancing the promotion of in-depth tour itineraries to raise the repeat-visit rate. For the other markets, the Bureau carried out the following actions to match the government policy of continuously easing and simplifying visa issuance for visitors from the ASEAN Ten:

- (I) Reducing visa barriers: In addition to Malaysia and Singapore, visitors from Thailand and Brunei were added to those granted visa-free entry to Taiwan with effect from August 1, 2016. From September 1, conditions were relaxed for visa-free entry of individuals from the other six ASEAN countries and India, and for issuing tour group e-visas. From October 7, the Philippines was included among the countries whose citizens were eligible to apply for e-visas.
- (II) Raising international marketing and promotion synergies: Setting sights on installing Outdoor advertising in the living circles of the newly affluent, in the second half of 2016 the Tourism Bureau placed an LCD ad on the exterior wall of a shopping mall in Jakarta, Indonesia, that was the biggest such ad in the world, and also placed car body ads on the BTS Skytrain mass transit system in Bangkok, Thailand. The Bureau also collaborated with popular local travel program producers, inviting Thailand's Travel Notes, Vietnam's VTC, Indonesia's Trans7, the Philippines' GMA News TV, and India's Bollywood stars to come to Taiwan to make travel programs as a means of enhancing promotion to consumers in those countries. In addition, the Bureau brought together the resources of relevant central government agencies, local governments, and private associations to participate in overseas travel fairs and conduct promotional activities; welcomed visits by groups of Taiwan's past foreign students and family members of current foreign students; and encouraged Taiwanese firms in ASEAN countries to arrange incentive travel to Taiwan for employees or local subcontractors.
- (III) Assisting travel firms to adjust their business orientation: The Tourism Bureau commissioned or assisted domestic associations to conduct education and training courses, hold explanatory meetings on the New Southbound Policy, and conduct inspection of domestic travel

(二)提升國際行銷推廣綜效：鎖定新富階層生活圈投放戶外廣告，105 年下半年於印尼雅加達世界最大的 LED 商場外牆廣告、泰國曼谷高架電車 BTS 車體廣告。與當地知名旅遊節目合作，如邀請泰國 Travel Note 旅遊節目、越南 VTC、印尼 TRANS7 及菲律賓 GMA NEWS TV、印度寶萊塢明星等來臺錄製旅遊節目，加強向消費者宣傳。再者，結合相關部會、縣市政府、民間公、協會之資源，參加海外旅展及辦理推廣活動；歡迎歷屆留臺生組團訪臺或在學留臺生家屬來臺；以及鼓勵東協臺商組員工或當地協力廠商來臺辦理獎勵旅遊。



(三)輔導產業轉型：委託或協助國內公、協會辦理教育訓練、南向說明會及辦理國內遊程考察等，業於北區、南區、中區合計辦理 15 場。提供旅行業建置東南亞語言網頁補助，以電子商務行銷產品等，鼓勵旅行業投入南向市場。

(四)整備接待環境：推出支持方案如東南亞團隨團翻譯補助，提升接待品質。增進雙方旅遊業人員連結與產品合作，經由泰國、印尼旅行公會訪臺與國內旅行公會交流，邀請國外旅遊業者來臺考察，如泰國旅行業公會 (TTAA) 105 年 7 月和 11 月約 150 位旅遊業者訪臺。廣續營造穆斯林友善旅遊環境，105 年底已有 98 家餐廳或穆斯林認證，又印尼旅行業公會 105 年 11 月約 200 位旅遊業者及媒體來臺考察觀光資源，安排臺灣中南部深度體驗並辦理同業洽談會，以開發契合印尼旅客喜愛之旅遊行程，增加國內穆斯林接待經驗。

105 年新南向市場來臺旅客達 165 萬 3,908 人，較 104 年成長 16.02%。星馬地區為成熟市場，來臺人數穩定成長，然泰國旅客成長 57.26%，越南旅客成長 34.33%，菲律賓旅客成長 23.89%，印尼旅客來臺成長 6.18%、柬埔寨成長 93.38%、緬甸成長 25.24%，成效良好。

五、中國大陸市場

中國大陸旅客來臺旅遊逐漸轉型為深度體驗與品質享受，持續以創新旅遊主題與包裝特色產品，推動優質行程及爭取更多中國大陸居民來臺自由行，透過與大陸組團社、企業、媒體（自媒體）、網紅合作，運用多元通路、網路／社群媒體、影視節目宣傳、辦理推廣會／座談會、邀訪旅遊部落客／網紅／組團社／媒體及參加國際型旅展等方式行銷，持續深耕高端及特殊主題（如美食、親子、部落、自行車、禪修等）旅遊產品市場。105 年中國大陸地區居民來臺 351 萬 1,734 人次，較 104 年負成長 16.07%；其中自由行計 130 萬 8,601 人次來臺，較 104 年負成長 1.96%。

第二節 活化行銷作為，放送優勢魅力

一、強化六大主軸，特色重點行銷

(一)聚焦生態之美，拓展主題客群

1. 繼 104 年針對「過境」、「自行車」及「郵輪」等不同主題客源市場推出之主題性全球宣傳影片，105 年則將焦點集中在愛好登山及水域活動，且具備能登中級難度以上山岳及水域活動能力、專業及喜好挑戰之國際旅客，分別以「親山」及「親水」為主題拍攝全球宣傳影片。影片內容以真實並完整呈現臺灣樣貌，畫面構成以人帶景，並以活潑、遼闊的概念表現，剪輯影片並於 106 年推出。
2. 為加強推廣臺灣生態旅遊及賞螢活動，委託中華民國螢火蟲保育協會製作中、英、日 3 種語言版本臺灣賞螢地圖，提供予國外喜好賞螢人士，吸引其來臺感受臺灣生態之美。

1 泰國 BTS 車廂外廣告
Thailand BTS external body advertising

itineraries, with a total of 15 related events held in northern, southern, and central Taiwan. The Bureau also provided subsidies for travel firms to set up web pages in Southeast Asian languages and use e-commerce for product marketing, to encourage them to seek business in the New Southbound markets.

(IV) Improving the environment for visitor reception: The Tourism Bureau sought to enhance the quality of visitor reception with the launch of support programs such as subsidies for translators to accompany Southeast Asian tour groups. The Bureau also worked to enhance bilateral linkages and product cooperation among travel industry members, by arranging for Thai and Indonesian travel associations to come to Taiwan for exchanges with domestic travel associations and by inviting overseas travel firms to come on inspection visits to Taiwan. The Thailand Travel Agents Association (TTAA), for example, responded by bringing about 150 travel industry personnel on two visits to Taiwan in July and November 2016. The Bureau also kept on working to create a Muslim-friendly travel environment; and by the end of 2016, 98 restaurants had obtained halal certification. In November 2016, when the Association of Indonesian Tour and Travel Agencies (ASITA) brought around 200 industry personnel and media representatives on a visit to Taiwan to inspect tourism resources, the Bureau arranged an in-depth travel program for them in central and southern Taiwan, and set up discussions for them with domestic travel firms, to enable them to develop travel itineraries to match the preferences of Indonesian tourists and better equip Taiwan's tourism sector for receiving Muslim visitors.

In 2016, the number of tourist arrivals from New Southbound markets reached 1,653,908, up 16.02% from 2015. Arrivals from Malaysia and Singapore's mature markets grew steadily, while arrivals from Thailand grew 57.26%, arrivals from Vietnam grew 34.33%, arrivals from the Philippines grew 23.89%, arrivals from Indonesia grew 6.18%, arrivals from Cambodia grew 93.38%, and arrivals from Myanmar grew 25.24% – all very good results.

V. The Mainland China Market

Travel in Taiwan for tourists from Mainland China has been gradually shifting toward in-depth experience and quality enjoyment. Hence, the Tourism Bureau has continued to promote high-quality itineraries and exert efforts to lure more Mainland Chinese free independent tourists to Taiwan with innovative tour themes and packaged feature products. Using market promotion in collaboration with Mainland Chinese tour organizers, enterprises, media (participatory media), and internet celebrities, utilizing diverse channels, internet/social media, and television programs for promotional publicity, organizing promotional meetings and forums, inviting visits by travel bloggers, internet celebrities, tour organizers and media, and participating in international travel fairs, the Bureau has continued to deeply cultivate the market for high-end and special-theme (such as fine food, family, indigenous tribal, cycling, and meditation) travel products. In 2016, Taiwan received 3,511,734 visits by Mainland Area residents, down 16.07% from 2015. Among these, there were 1,308,601 visits by free independent tourists, down 1.96%.

Section 2 Animating marketing to highlight strongest attractions

I. Strengthening of six major themes for feature-focused marketing

(I) Focus on ecological beauty in developing theme tourism groups

1. While continuing to use the thematic global promotional videos rolled out in 2015 to promote Taiwan to the transit, cycling, cruise and other specific visitor market segments, in 2016 the Tourism Bureau concentrated its promotional focus on mountain climbing and water activities, targeted at international visitors with the ability, expertise and love of challenge needed for climbing mountains and engaging in water activities of mid-level difficulty and above. The global promotional videos shot for this purpose, respectively on themes of mountain and water activities, were conceptualized to present the actual and full face of Taiwan, framing scenery and people in a series of lively and expansive images. The videos were released in 2017 after post-production editing had been completed.
2. To enhance the promotion of Taiwan's ecotourism and firefly watching, the Tourism Bureau commissioned the ROC Firefly Conservation Association to produce a map of firefly watching in Taiwan, with versions in Chinese, English, and Japanese. These maps can be

3. 與 Discovery TLC 旅遊生活頻道合作製播《瘋臺灣天團》，邀請各國知名影音部落客來臺拍攝節目，一起暢遊寶島，以六大觀光宣傳主軸為內容主幹，推介具國際吸引力的大型活動包括：「臺灣觀光年曆」、「臺灣夏至 235 系列活動」及「臺灣自行車節」等，藉該頻道於亞太地區播放平臺宣傳，持續推廣及爭取亞太旅客來臺旅遊。

(二) 宣傳特色活動，提升國際能見度

1. 台灣燈會

獲 Discovery 頻道評選為「全球最佳慶典活動」之一的「台灣燈會」，是臺灣節慶觀光活動主焦點，除積極宣傳並促成產品銷售，於 105 年更製作喔熊圖案鑰匙圈及提供當地伴手禮，加碼促銷，活動期間吸引了百家國際媒體記者及近 6 萬 5,000 名外籍旅客參訪。

2. 臺灣夏至 235

105 年「臺灣夏至 235 系列活動」的國際宣傳上，國家地理頻道拍攝沿著北回歸線，用近年在國際越來越熱門的各式極限運動為主題拍攝《北回臺灣的極限之旅》，帶領觀眾體驗北回歸線經過臺灣的絕佳極限運動地點與特殊活動，包括在嘉義布袋港體驗新式水上動力飛板、以動感的跑酷動作穿梭玉山小徑、駕馭飛行傘俯瞰花東縱谷美景、在湍急的花蓮秀姑巒溪初學獨木舟、最後在東北角海岸龍洞攀岩，完成一場橫越海、陸、空，極為華麗精彩的臺灣極限運動之旅。全球透過 NGC、NGC Geo People、Fox Sports 3 個頻道在東南亞及香港地區播映。

3. 臺灣自行車節

自行車旅遊以「臺灣自行車節」為重點，結合單車樂活旅遊全力向國際宣傳。包括四大主軸系列活動：「臺灣自行車登山王挑戰 (Taiwan KOM Challenge)」、「騎遇福爾摩沙 (Formosa 900)」、「日月潭 Come! Bikeday」及「OK 臺灣兩馬騎跡」，105 年計 37 國以上外籍旅客參加自行車節系列活動，其中日本、韓國及美國參加者最多。同時，針對「臺灣自行車環島 1 號線」製作 3 支宣傳影片，影片之一為《自行車環島觀光廣告》(含 30 秒、60 秒及 3 分鐘版本)，語版含中文版、英文版、日文版、韓文版及簡體中文版，於亞洲地區的 NGC、Nat Geo People Asia、FOX Sports 等電視頻道播出，影片之二為《主播單車日記新聞系列報導》(2 分鐘)，內容含花東、墾丁、臺南及日月潭，共 4 則，於亞洲地區之 FOX Sports Malaysia、Singapore、HK、Philippines、Indonesia、Thailand、Vietnam 等電視頻道播出；另因上述廣告播出後廣受好評，為增加亞洲觀眾對臺灣自行車旅遊之美好體驗印象，規劃製作 1 集英文版「自行車環島觀光宣傳節目」(12 分鐘)，於 FOX SPORTS 亞洲區播放，總計此次宣傳，共觸及亞洲、中東及大洋洲 41 個國家地區。



provided to people outside Taiwan who enjoy watching fireflies, to attract them to come to Taiwan to enjoy the beauty of its natural ecology.

3. The Tourism Bureau collaborated with the Discovery Travel & Living channel to produce and broadcast the *Fun Taiwan Adventures* series, in which well-known vloggers from different countries were invited to come to film programs in Taiwan, traveling together around the island. The programs were framed around six main tourism promotion themes, introducing large-scale events and activities with strong international appeal, including Taiwan Tourism Events, Taiwan Fun on the Tropic of Cancer, and the Taiwan Cycling Festival. With these programs being broadcast around the Asia-Pacific region, they are an excellent form of promotion for attracting the region's travelers to visit Taiwan.

(II) Publicizing feature events, to raise Taiwan's international visibility

1. Taiwan Lantern Festival

Selected by the Discovery Channel as one of the world's best festivals, the Taiwan Lantern Festival is a main highlight of Taiwan's festive and celebratory tourism events. Besides actively publicizing the festival and promoting product sales, the Tourism Bureau produced special Oh Bear key rings and local souvenirs to boost sales promotion in 2016. The festival attracted up to a hundred international media journalists and was attended by close to 65,000 foreign visitors.

2. Taiwan Fun on the Tropic of Cancer

In the international promotion of the annual Taiwan Fun on the Tropic of Cancer season in 2016, the National Geographic Channel filmed a program along the Tropic of Cancer across Taiwan. Under the title *Taiwan - Tropic of Extreme*, the program incorporated the theme of extreme sports, which have become increasingly popular in recent years, by taking the audience to experience excellent extreme sport locations and special activities along the Tropic of Cancer. It took in the innovative sport of flyboarding in Chiayi's Budai Port, parkour on Mt. Jade footpaths, paragliding over the beautiful scenery of the East Rift Valley, learning to canoe in the rushing waters of the Xiuguluan River in Hualien, and finally rock climbing at Longdong ("Dragon Cave") Cape on the Northeast Coast, to complete a thrilling tour of Taiwan's extreme sports traversing sea, land, and air. The program was broadcast worldwide on the National Geographic Channel and Nat Geo People channel, as well as on the Fox Sports 3 channel in Southeast Asia and Hong Kong.

3. Taiwan Cycling Festival

The Taiwan Cycling Festival is the focal event of cycling tours in Taiwan, actively promoted to the world as a combination of cycling and LOHAS travel. It consists of four main series of events: the Taiwan KOM Challenge, the Formosa 900, the Sun Moon Lake Come! Bikeday, and the OK Taiwan Bike and Horse Riding Tour. In 2016, foreign tourists from 37 countries took part in these events, with Japanese, Koreans, and Americans as the largest contingents of foreign participants. To coincide with the festival, the Tourism Bureau produced three promotional films for the round-the-island Cycle Route No. 1. One of these, a tourism advert for cycling around the island (with 30-second, 60-second, and 3-minute versions), was produced with versions in Chinese, English, Japanese, Korean, and simplified Chinese, and was broadcast in the Asian region on the National Geographic Channel, the Nat Geo People Asia channel, and Fox Sports. The second film was a 2-minute Cycling Diary with four parts covering Hualien-Taitung, Kenting, Tainan, and Sun Moon Lake, respectively which were broadcast on Fox Sports channels in Malaysia, Singapore, Hong Kong, the Philippines, Indonesia, Thailand, and Vietnam. In addition, because the two aforementioned ads received wide praise after being broadcast, a 12-minute English-language tourism promotion program on cycling around the island was also made to enhance Asian audiences' impression of the wonderful experience of bicycle touring in Taiwan, and was broadcast on Fox Sports in Asia. Altogether, this promotion reached audiences in 41 countries and territories in Asia, the Middle East, and Oceania.

II. Tapping the greater penetrative force of internet promotion

- (I) The Tourism Bureau continued collaborating with Google to conduct global high-precision internet marketing, using YouTube videos and other popular social media to promote travel in Taiwan and placing ads tailored to internet users whose hobbies and interests identified them as potential international visitors to Taiwan. During the year, the Bureau's online advertising

二、打開網路宣傳，增強穿透力

- (一) 觀光局持續與 Google 合作進行全球精準網路行銷，透過國際網路紅人 YouTube 影片及社群媒體宣傳臺灣旅遊，並以網路使用者興趣嗜好篩選潛在來臺國際旅客投放客製化廣告，整體觀光次數超過 5 億次，觀光局官方 Google+ 則累積超過 135 萬主動追蹤者，大幅領先泰國、新

1 副燈—鳥語花香
Side lantern

2 臺灣夏至 235
Taiwan Fun on the Tropic of Cancer

3 2016 臺灣自行車登山王挑戰
Taiwan KOM Challenge

加坡、韓國等鄰近亞洲國家。觀光局亦各別尋合適網路平臺合作推廣活動及投放宣傳廣告，包括全球重要旅遊資訊平臺 Lonely Planet、Rough Guide 及 skyscanner 等，觸及全球旅遊相關網路使用者。

- (二) 日本市場於網路舉辦「Meet Colors! Taiwan INSTAMPALLY (IG 臺灣達人認證)」，由臺灣觀光親善大使—渡邊直美號召 20 位日本 IG 意見領袖，共同介紹多彩的臺灣，並廣邀 Instagram 網友將自己認為多彩臺灣照片上傳，認證成為「Meet Colors! 台灣」IG 達人。此外，亦透過部落客、旅行心臺灣網站及臉書等社群媒體發送臺灣觀光訊息，運用多元的網路資源宣傳臺灣。
- (三) 中國大陸市場網路行銷，合作對象包括：最大搜索引擎—百度網、最大線上購物平臺—淘寶網、最大線上旅遊網站—攜程網等，辦理線上宣傳推廣及旅遊達人邀訪、旅遊心得分享座談等活動，行銷臺灣旅遊資訊及體驗，擴大宣傳廣度及深度。

三、主題連結活動，壯大行銷力

(一) 明星代言，人氣效應高

1. 代言人—長澤雅美

啟用長澤雅美拍攝「Meet Colors! 台灣」宣傳影片，主打「發現自己的色彩 = Meet Colors」藉由「希望的紫、悠久的紅、靜謐的翠綠、優艷的桃色、感嘆的黃色、衝動的綠色、夢中的青空色、誘惑的銀色、無敵的青色、至福的金色」，表達臺灣觀光元素，訴求日客來臺探索臺灣新魅力，發現自己的色彩。廣告自 11 月起在日本各大電視臺、戶外及社群媒體等多方露出，讓日本市場看到多彩的臺灣。

2. 親善大使—渡邊直美

邀請日本當紅且擁有 IG 高達 553 萬追隨者社群魅力的臺日混血藝人渡邊直美，擔任日本地區臺灣觀光親善大使，運用渡邊於 Instagram 影響力推廣臺灣觀光。而為擴大宣傳效果，更整合虛擬 IG 與實體展覽，在「渡邊直美 Naomi's Party」展覽中，特別推出親自參與規劃的「臺灣部屋」特別企劃，推薦日本朋友一定要知道的臺灣特色，包括最喜愛的臺灣美食滷肉飯、珍珠奶茶及特色摩托車、安全帽、藍白拖鞋。

3. 吉祥偶像—喔熊

結合「臺灣喔熊」並配合觀光六大宣傳主軸，出席各駐地轄區宣傳活動，如：於埼玉西武獅隊棒球賽舉辦「臺灣日」，喔熊與西武獅隊吉祥物一同亮相宣傳；於韓國首爾嘖通嘖通 Festival、大使館節及 Hanatour 旅展等推廣活動，讓喔熊與三太子共舞；與 Oakland Zoo (美國奧克蘭動物園) 合作，結合該園區 Sun Bear (馬來熊) 舉辦 Earth Day (地球日)、Walk in the Wild (走入野生) 等 8 場活動，以熊意象結合動物園生態教育課程，並於本年度 Sun Bear Cam (實況直播) 中長期露出 Taiwan Logo，行銷臺灣形象；喔熊持續出現於世界各地旅展、推廣活動及各地地標廣告中，並配合網路宣傳，持續曝光宣傳；另規劃手機套、保溫瓶、吊牌、徽章、鑰匙圈、旅行用小化妝鏡及行動電話清潔貼紙等喔熊商品，透過開發喔熊紀念品及參與各式活動進行全方位國際行銷。



1 啟用長澤雅美拍攝「Meet Colors! 台灣」宣傳影片
Cooperate with Masami Nagasawa to shoot
"Meet Colors! Taiwan" commercial film

2 渡邊直美擔任日本地區臺灣觀光親善大使
Watanabe Naomi serves as the Taiwan
tourism friendship ambassador in Japan

received more than 500 million exposures (views and impressions), while its official Google Plus page accumulated more than 1.35 million active followers, far ahead of Thailand, Singapore, Korea, and other neighboring Asian countries. The Bureau also utilized other appropriate online platforms for promoting events and placing promotional ads, including such globally important travel information platforms as Lonely Planet, Rough Guide, and Skyscanner, to tap into the internet usage of global travelers.

- (II) In the Japan market, the *Meet Colors! Taiwan* theme was promoted online through Instagram, under the hashtag #instamprally, by Taiwan's tourism ambassador Naomi Watanabe, who got 20 of Japan's Instagram opinion leaders to collectively introduce the colors of Taiwan, and also invited others to post photos depicting the colors of Taiwan on Instagram under the #instamprally hashtag. In addition, news and information about travel and tourism in Taiwan was presented online through blogs, the Time for Taiwan website, Facebook and other social media, utilizing diverse internet resources to publicize Taiwan.
- (III) Internet marketing in the Mainland China market was conducted in cooperation with Mainland China's biggest search engine, Baidu; its biggest online shopping platform, Taobao; and its biggest travel services website, Ctrip. Through such channels, the Tourism Bureau carried out online publicity and promotion as well as conducting interviews with travel experts, experience-sharing discussions, and so on, to widen and deepen the marketing of Taiwan as a travel destination.

III. Theme-linked events and activities, magnifying marketing power

(I) Celebrity representatives

1. Spokeswoman Masami Nagasawa

In the *Meet Colors! Taiwan* promotional video featuring Masami Nagasawa, she conveyed the idea of finding one's own colors among the brilliant colors of Taiwan. Describing what each color she saw represented to her – hopeful purple, eternal red, peaceful evergreen, elegant pink, surprising yellow, impulsive green, absorbing sky blue, tempting silver, and perfect blue – as expressing elements of travel and tourism in Taiwan, she coaxed Japanese travelers to visit Taiwan, to take in its new attractions and discover their own colors. From November, the ad was shown by all main TV stations as well as on outdoor and social media in Japan, enabling the Japanese market to see the brilliant colors of Taiwan.

2. Goodwill ambassador Naomi Watanabe

Recruited as Taiwan tourism goodwill ambassador in Japan, Naomi Watanabe, who was born to a Taiwanese mother and Japanese father, is a hugely popular social media celebrity in Japan, with more than 5.5 million followers on Instagram. Besides drawing on Naomi's Instagram influence to promote travel and tourism in Taiwan, the Tourism Bureau also expanded its promotional effect by integrating the virtual world of Instagram with the real world of "Naomi's Party" in an exhibition introducing Japanese people to much-beloved Taiwanese treats such as braised pork on rice and pearl tea, as well as signature Taiwanese items such as motor scooters, crash helmets, and blue-and-white slippers

3. Lucky mascot OhBear

Taiwan OhBear traveled widely to attend promotional events for the six major themes of travel and tourism promotion. For example, when Japan's Saitama Seibu Lions professional baseball team held their Taiwan Day, OhBear attended and posed together with the Lions' mascot Leo to promote Taiwan. In Seoul, South Korea, OhBear took part in promotional activities at the Heartbeat Festival, Embassy Festival, and Hanatour International Travel Show, where he danced together with Taiwan's Techno Princes. In a collaboration with Oakland Zoo, OhBear joined the zoo's resident sun bears to take part in a series of eight events and activities, including the celebration of Earth Day and the zoo's annual Walk in the Wild. The bears' image was incorporated into the zoo's eco-education courses, and the Taiwan logo gained a long spell of exposure on the zoo's live-broadcasting



3 喔熊於新加坡展銷會為臺灣宣傳
For Taiwan in Singapore trade show

4 舊金山奧克蘭動物宣傳活動
San Francisco Auckland animal campaign

第三節 國際宣傳動員，觀光品牌加分

一、國際宣傳策略

區域	目標對象	策略
日本	企業獎勵旅遊、修學旅行、農協等大型團體、自由行及女性、年輕族群	<div>1. 啟用日本代言人長澤雅美以「Meet Colors！台灣」為主題，並結合日本當紅話題女王渡邊直美於社群媒體 Instagram 的影響力，針對年輕女性大力宣傳臺灣觀光，藉由日本人感興趣的話題發布臺灣旅遊訊息，並與日本知名部落客合作，透過名人魅力加持，維持臺灣旅遊熱度。</div> <div>2. 運用媒體資源，提高臺灣知名度：依不同客層，以電視、平面、網路、戶外媒體、各大旅展、說明會及推廣會等通路向業者及旅客推廣，傳遞臺灣特色主題及產品訊息，開拓不同目標族群市場。邀請當地知名媒體來臺採訪報導主題行程及大型活動，增強主題行程曝光及產品包裝機會，並傳播臺灣觀光豐富之旅遊資源訊息。</div> <div>3. 持續並爭取業者合作，加強販售通路：持續與大型旅行社合作，並爭取與中小型及網路旅行社合作辦理擴大送客計畫，開拓通路穩定客源，加強販售臺灣產品。</div> <div>4. 結合地方政府力量，開拓市場：運用地方政府及空港振興會力量，與縣廳合作開發教育旅行市場，並結合旅行社進行說明會。</div>
韓國	團客、女性、年輕族群、FIT	<div>1. 持續偶像名人宣傳策略，並擴大運用網路及各種傳媒通路宣傳：105 年以韓國藝人呂珍九為代言人，透過網路廣告、公關活動行銷宣傳。</div> <div>2. 運用媒體資源，提高臺灣知名度：依不同客層，以電視、平面、網路、戶外媒體、各大旅展、說明會及推廣會等通路向業者及旅客推廣，傳遞臺灣特色主題及產品訊息，開拓各不同目標族群市場。邀請當地知名媒體來臺採訪報導主題行程及大型活動，增強主題行程曝光及產品包裝機會，並傳播臺灣觀光豐富之旅遊資源訊息。</div> <div>3. 爭取業者合作，加強販售通路：與大型旅行社合作辦理擴大送客協議計畫，開拓通路穩定客源，加強販售臺灣產品。</div> <div>4. 辦理自由行主題講座，鼓勵來臺旅遊：以樂活、美食、文化等主題，邀請曾出版臺灣旅遊</div>

Sun Bear Cam, serving well for Taiwan’s image marketing. OhBear’s continuous appearances at travel shows and promotional events around the world, in landmark ads at multiple locations, and in internet promotions delivered continuous exposure and publicity for travel and tourism in Taiwan. In addition, a wide range of OhBear merchandise was produced, including cellphone cases, thermos flasks, tags, badges, key rings, small travel makeup mirrors, and mobile phone screen cleaner stickers. The combination of these souvenir products and OhBear’s participation in a wide range of events delivered a solid all-round boost to Taiwan’s international marketing.

Section 3 Mobilization of international publicity to boost Taiwan's tourism branding

I. International promotion strategies

Region	Target Makets	Strategies
Japan	Corporate incentive tours, study tours, agricultural cooperatives and other large groups, free independent travelers, females, and young people	<div>1. Started to feature Japanese spokesperson Masami Nagasawa in the <i>Meet Colors! Taiwan</i> theme, in combination with popular Japanese celebrity Naomi Watanabe's social media influence on Instagram, to strongly promote Taiwan as a travel destination for young women. Also put out Taiwan travel related news and information on subjects of interest to Japanese people, and collaborated with well-known Japanese bloggers, harnessing celebrity appeal to keep up a buzz of interest in Taiwan as a travel destination.</div> <div>2. Utilized media resources to raise awareness of Taiwan: As appropriate for each tourist segment, used diverse channels including TV, print media, the internet, outdoor media, large travel fairs, seminars, and promotional meetings to convey information on Taiwan's feature themes and products to travel operators and promoters so as to develop the various target markets. Also invited prominent local media reporters to visit Taiwan to report on theme itineraries and major events, to increase opportunities for exposure and product packaging, and to disseminate news and information on Taiwan's rich travel and tourism resources.</div> <div>3. Continued to pursue cooperation with travel firms to strengthen sales channels: Continued cooperating with large travel agencies, and pursued cooperation with small and mid-sized travel agencies and online travel agencies, to carry out schemes for increasing the number of tourists they send to Taiwan, in order to develop channels for maintaining stable visitor sources and bolster the sale of Taiwan products.</div> <div>4. Joined forces with local governments to develop markets: Utilized the power of local governments and airport promotion associations, cooperated with county governments to develop the educational tour market, and connected with travel agencies to conduct introductory meetings.</div>

		書籍的作家、部落客達人或熟悉臺灣觀光資源人士辦理講座，分享旅遊經驗，加深臺灣印象。
歐美	銀髮族、背包客、亞裔族群、轉機／商務客及特殊興趣族群（如：單車環島、登山健行、賞鳥／蝶）	<ol style="list-style-type: none">1. 運用媒體資源，提高臺灣知名度：持續於主要客源國主流媒體，以刊登廣告或合作製作特輯的方式持續讓臺灣觀光品牌曝光，強化主要客源國旅客對臺灣觀光品牌認知，協助業者產品販售。2. 強化建構主流業者網絡：積極與主要客源國在地主流業者建立長期合作關係，並參與業者教育訓練，透過針對內部銷售或產品規劃人員強化對臺灣旅遊環境認知，提高第一線販售者對臺灣產品信心及認同。3. 持續提供免費過境半日遊及其他優惠措施，吸引過境旅客及企業獎勵旅遊客來臺，並參與國際四大專業獎勵會議展，擴大專業展商對臺認知及協助業者爭取客戶來臺。
港澳	自由行與重遊客	<ol style="list-style-type: none">1. 運用網路與社群行銷，提供深度多元資訊，經營自由行客群，吸引重遊客：以「旅行臺灣．就是現在」為訴求，發展「美食、浪漫、樂活、購物」四大主軸向目標客層推廣。2. 跨業結盟、借力使力：整合航空、旅宿、地方政府、休閒農業等推出優惠措施，吸引旅遊市場關注。針對香港市場推出「感謝有您」住宿促銷專案。
新南向市場	新富及穆斯林族群	<ol style="list-style-type: none">1. 提高新興市場（泰、菲、越、印尼）旅客來臺旅遊之興趣：強化新興市場的觀光宣傳行銷，建置泰、越、印尼語網站，結合平面及電子媒體、旅遊及航空業者等，以參展、宣傳、推廣等方式開拓客源。 <div data-bbox="747 1451 1261 1795"></div> <ol style="list-style-type: none">2. 馬來西亞伊斯蘭觀光中心及清真寺教長分享、宣傳臺灣；為爭取穆斯林來臺旅遊，建置馬

1 105 年度臺灣印尼業者業務交流洽談會
2016 Taiwan Indonesia tourism industry
business exchange conference

Korea	Tour groups, females, young people, and free independent travelers	<ol style="list-style-type: none">1. Continued the strategy of celebrity promotion, and expanded use of the internet and all kinds of media channels for publicity and promotion: Recruited Korean actor Yeo Jin-goo as spokesperson in 2016, and conducted marketing promotion through internet ads and PR events.2. Utilized media resources to raise awareness of Taiwan: As appropriate for each tourist segment, used diverse channels including TV, print media, the internet, outdoor media, large travel fairs, seminars and promotional meetings to convey information on Taiwan's feature themes and products to travel operators and promoters in order to develop the various target markets. Also invited prominent local media reporters to visit Taiwan to report on theme itineraries and major events in order to increase opportunities for exposure and product packaging, and to disseminate news and information on Taiwan's rich travel and tourism resources.3. Pursued cooperation with travel firms, to strengthen sales channels: Cooperated with large travel agencies to carry out schemes for increasing the number of tourists they send to Taiwan, in order develop channels for maintaining stable visitor sources, and bolster the sale of Taiwan products.4. Arranged free independent traveler themed talks, to encourage free independent travelers to visit Taiwan: Invited authors of travel books about Taiwan, bloggers about travel in Taiwan, and people familiar with Taiwan's tourism resources to give talks on topics such as LOHAS, fine dining, and culture, and to share their travel experiences, in order to create a deeper impression of Taiwan.
Europe and North America	Seniors, backpackers, overseas Asians, transit passengers, business travelers, and tourists with special interests (such as round-the-island cycling, mountain climbing and hiking, and bird/butterfly watching)	<ol style="list-style-type: none">1. Utilized media resources to raise awareness of Taiwan: Continued to utilize mainstream media in main visitor source countries by placing ads or co-producing special sections/editions, as a means to continue gaining exposure for Taiwan's tourism brand in order to boost traveler awareness of the brand in major visitor source countries and aid the travel industry to sell its products.2. Reinforced network building with mainstream travel firms: Actively built long-term cooperative relationships with mainstream travel firms in main visitor source countries, and participated in travel industry education and training, in order to increase front-line sellers' confidence in and endorsement of Taiwan's travel products by enhancing product planning and sales personnel's understanding of Taiwan's travel and tourism environment.3. Continued to offer free half-day tours and other preferential measures to attract transit passengers and corporate incentive tours to visit Taiwan, and took part in four major international incentive travel conferences and exhibitions, in order to enhance attendees' awareness of Taiwan and help travel firms attract visitors to Taiwan.

		<p>來文穆斯林網站及製作馬來文旅遊手冊供當地民眾查詢來臺旅遊資訊。</p> <p>3. 邀請馬來西亞「首要媒體」(Media Prima Berhad)之《The Streets Season 2》旅遊節目來臺拍攝，已於 105 年 8 月播出 3 集，各 30 分鐘；22 家旅遊媒體、社群平臺來臺採訪，並透過具影響力之明星主持人協助宣傳臺灣。</p>
中國大陸市場	自由行、高端旅客	<p>1. 開拓陸客自由行市場，擴大自由行旅遊產品宣傳：加強推廣中國大陸自由行重點城市旅客來臺，結合大型線上旅遊網站(OTA)網路平臺合作推廣。</p> <p>2. 開發多元創新旅遊產品：如美食之旅、追星之旅、離島觀光、自行車之旅、禪修之旅等)旅遊產品市場，導引旅遊產品主題化及差別化，帶動質量並進旅遊產品。</p> <p>3. 運用自媒體、社交軟體及移動端網路宣傳行銷：邀請中國大陸地區具影響力臺灣自由行旅遊達人，透過網路直播及重要網路平臺加強宣傳。運用電視、網路與社群媒體等多元管道及影音多媒體擴大傳播，推升來臺自由行旅遊熱度。</p> <p>4. 辦理觀光活動、推廣會、座談會及拜會交流：宣傳臺灣友善旅遊環境、推廣臺灣旅遊資源、與長期合作推廣單位進一步交流交換意見、建立更緊密合作模式，維持良好互動關係。</p>

二、各市場宣傳情形

(一) 日本地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	<p>1. 報紙：於朝日新聞、讀賣新聞、世界日報、台灣新聞、福島民報、觀光經濟新聞、日刊運動等報紙媒體刊登臺灣觀光形象、廣編稿廣告。</p> <p>2. 雜誌：於日本修學旅行月刊、日經娛樂、Travel Journal 及 SAVVY、CITY LIVING、SWITCH 等時尚雜誌及美樹屋百兵衛創刊 10 周年紀念刊上大篇幅報導臺灣觀光。</p>
電視廣告	<p>1. 關東地區：於 105 年 3 月至 12 月針對日本出國人口眾多之關東、名古屋、北海道、長野等地區，於日本、富士、中京及 TBS 等 16 家電視臺播放廣告，總計至少播出 1 萬 1,600 GRP。</p>

Hong Kong and Macao	Free independent travelers and repeat visitors	<p>1. Utilized the internet and social media to provide diverse in-depth information, help free independent travelers plan visits, and attract repeat visitors: Tapped into the appeal of <i>Time for Taiwan</i> to develop promotion to target visitors under the four main themes of fine dining romance, LOHAS, and shopping.</p> <p>2. Leveraged the benefits of cross-industry alliances: Integrated the services of airlines, accommodation providers, local governments, agritourism farms, and others to roll out preferential measures for attracting tourist market attention. For the Hong Kong market, presented the <i>Thank You</i> project for lodging sales promotion.</p>
New Southbound Market	The newly affluent and Muslims	<p>1. Raised interest in visiting Taiwan among tourists in emerging markets (Thailand, the Philippines, Vietnam, and Indonesia): Strengthened tourism promotion and marketing in emerging markets, establishing websites in Thai, Vietnamese, and Indonesian, and combining the resources of print and electronic media, travel agencies, and airlines to develop visitor sources by means of participation in travel shows, advertising, and market promotion.</p> <p>2. Malaysia's Islamic Tourism Centre and the imam of its host mosque talked about and promoted tourism in Taiwan. A Malay-language Muslim website was set up and Malay-language travel brochures produced to provide Malaysians with information on visiting Taiwan, as part of efforts to draw Moslem tourists to the island.</p> <p>3. Invited Malaysian media company Media Prima Berhad to come to Taiwan to film for its travel program <i>The Streets (Season 2)</i>, and the three 30-minute episodes it produced were broadcast in August 2016. Also, 22 travel media and social media platforms came to Taiwan to conduct interviews that, through delivery by influential star presenters, helped to promote Taiwan.</p>
Mainland China	Free independent travelers and high-end tourists	<p>1. Developed the Mainland China free independent traveler market, and expanded the promotion of FIT travel products: Stepped up promotion of FIT travel to Taiwan in focal Mainland cities, and collaborated with major online travel agencies (OTA) to promote Taiwan through their online platforms.</p> <p>2. Developed diverse and innovative travel products: For example, gourmet tours, fan tours, offshore island tourism, cycling tours, and meditation tours. Encouraged and guided the theming and differentiation of travel products, in order to spur the improvement of travel products in both quality and quantity.</p> <p>3. Utilized participatory media, social software, and mobile online promotion: Invited influential Mainland Chinese experts on FIT travel in Taiwan to boost promotion through online live broadcast or</p>

	2. 關西地區：於 105 年 3 月至 12 月針對定期航班之主要區域—關西、中四國、九州及沖繩地區等，具發展潛力之地方城市等 16 家電視臺播放廣告，總計播出 1 萬 7,900 GRP 值及宮崎地區 70 檔次。
電視節目	邀請日本電視臺來臺拍攝節目，提升臺灣觀光知名度。 1. 富士電視臺《めざましどようび》節目。 2. 富士電視臺《Nonstop》節目。 3. HBC 北海道《秋の情報特番》。 4. 富山電視臺《さあ、台湾へ行こう》。 5. 仙台放送電視臺《仙台いろは》節目。 6. 名古屋電視臺《BLUE HIP が行く！ASIA ツイッター二択旅》節目。 7. TBS 電視臺《白熱 Live ビビット（白熱 Live 來電）》。 8. 千葉電視臺《台湾フォルモサ紀行 2016》。
網路媒體	開設臉書《台灣みっけ！》粉絲團，吸引近 1 萬 5,000 名粉絲的關注。
戶外媒體	1. 於東京澀谷交叉路口、名古屋及大阪道頓堀、廣島、福岡、鹿兒島等戶外 LED 牆播放臺灣觀光廣告等。 2. 9 月中旬至 10 月中旬山手線 1 列車廂內外車體廣告。 
推廣／公關活動	1. 於代代木公園辦理「台灣 Festa」，設置攤位展示臺灣觀光資料、辦理小遊戲贈獎活動，宣傳推廣觀光；於仙台車站辦理 Road Show 及「宇都宮台灣觀光說明會」開發二線城市客源、參加「神宮外苑花火大會」年度盛事，宣傳推廣臺灣觀光。 2. 協助結合異業業者及地方政府等力量，透過其通路進行宣傳。例如：辦理「西武台灣日」以運動行銷臺灣觀光、「東武百貨 Road Show」等等，透過多元管道促進臺日觀光交流。 

1 山手線車內廣告
Yamanote sen interior advertising

2 大阪職棒阪神虎隊「台灣日」活動
Osaka professional baseball Hanshin Tigers “Taiwan night” activity

major internet platforms. Utilized TV, internet, social media and other diverse channels, and expanded audiovisual and multimedia broadcasting, to heat up interest in FIT travel in Taiwan.

4. Organized tourism activities and events, promotional meetings, seminars, and exchange visits: Publicized and promoted Taiwan's friendly travel environment and tourism resources, expanded links and exchanges of opinion with long-term collaborating promoters, and established closer modes of cooperation, in order to maintain good interactive relationships.

II. State of Promotion in Different Markets

(I) Advertising and Promotion in Japan

Method of Promotion	Substance
Print Media	1. Newspapers: Placed ads and advertorials promoting the image of Taiwan tourism in <i>Asahi Shimbun</i> , <i>Yomiuri Shimbun</i> , <i>Sekai Nippo</i> , <i>Taiwan News</i> , <i>Fukushima Minpo News</i> , <i>Kanko Keizai Shimbun</i> , and <i>Nikkan Sports</i> . 2. Magazines: Feature reports on Taiwan tourism appeared in <i>Shugaku Ryoko Monthly</i> , <i>Nikkei Entertainment</i> , <i>Travel Journal</i> , fashion magazines including <i>Savvy</i> , <i>City Living</i> , and <i>Switch</i> , and the 10th anniversary edition of <i>Bijutuya Hyakube</i> .
TV Ads	1. Kanto Region: From March to December 2016, TV commercials were broadcast by 16 TV stations, including Nippon, Fuji, Chukyo, and TBS Television in Kanto, Nagoya, Hokkaido, and Nagano, all areas with large numbers of people who travel abroad. The commercials attained upward of 16,000 gross rating points (GRP) in total. 2. Kansai Region: From March to December 2016, commercials were broadcast by 16 TV stations in Central Shikoku, Kyushu, Okinawa, and other cities and areas with development potential, targeting areas with regular flight schedules. The commercials attained a total of 17,900 GRP, and were aired in 70 time slots in the Miyazaki area.
TV Programs	Invited Japanese TV stations to film programs in Taiwan in order to raise awareness of Taiwan tourism. The following programs were shot in Taiwan: 1. <i>Mezamashi Doyoubi</i> on Fuji TV. 2. <i>Nonstop</i> on Fuji TV. 3. <i>Autumn Information Special</i> on HBC Hokkaido. 4. <i>Sa, Let's Go to Taiwan</i> on Toyama TV. 5. <i>Sendai Iroha</i> on Sendai Housou TV. 6. <i>Blue Hip is Going!</i> on Nagoya TV. 7. <i>Incandescence Live BiBitto</i> on TBS TV. 8. <i>Taiwan Formosa Travelogue 2016</i> on Chiba TV.
Internet Media	Created the “Taiwan Mikke!” fan page on Facebook, which attracted views from close to 15,000 fans.

旅展活動	JATA 旅行博、北海道 Yosakoi Soran 街舞及觀光推廣活動、東北祭典及觀光推廣活動、名古屋につぼんど真ん中祭り觀光推廣活動、三重縣安濃津 Yosakoi 街舞及觀光推廣活動、九州地區觀光推廣活動等。
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(二) 韓國地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	<ol style="list-style-type: none"> 報紙：旅行新聞、旅行情報新聞、韓國觀光新聞、世界旅行新聞、觀光 Leisure 新聞、交通情報新聞、建設交通觀光新聞、交通觀光新聞、交通旅行新聞。 雜誌：TOUR DE MONDE、Travie、THE TRAVELLER、AB Road、Tour Korea、Lonely Planet Magazine Korea、KTX Magazine、Bar&Dining、Seoul City、Travel Press。
電視廣告媒體	<ol style="list-style-type: none"> 105 年 1 月至 3 月於 MBC、KBS2 等電視臺播放 15 秒電視廣告；另於 105 年 7 月至 12 月在 JTBC、JTBC-2 等電視臺播放 15 秒電視廣告。 與 HANA TOUR、MODE TOUR 等旅行社合作進行「電視購物」Home Shopping 促銷旅遊商品。
旅遊講座	邀請旅遊作家、部落客達人舉行臺灣觀光旅遊資源者分享，每月 2 場共 24 場（首爾 12 場、釜山 12 場）。
網路媒體	<ol style="list-style-type: none"> 加強韓語版官網功能性，邀請知名部落客達人來臺旅遊。 「噗通噗通 24 小時臺灣」臺灣觀光專屬官網，發布微電影、年度活動等觀光訊息，提供景點、美食、交通資訊。
戶外媒體	<ol style="list-style-type: none"> 於釜山高鐵站燈箱、首爾光化門東亞日報電視牆廣告、釜山 City Tour Bus 車體廣告。 印製 Travel Guide 臺灣觀光旅遊手冊。 韓國 MEGA BOX 影城 30 秒廣告。
推廣／公關活動	105 年 8 月 5 日、12 月 5 日分別於釜山天堂酒站卡布里廳、首爾 JBK 大樓 B1 會議廳辦理推廣活動，現場邀請代言人呂珍九、媒體記者及粉絲參加，並設置美食、文化、樂活等體驗區，透過攤位與表演方式，創造直接與消費者接觸機會，以及體驗噗通噗通臺灣的多元文化。
旅展活動	參加韓國國際旅展、釜山國際旅展、HANA TOUR 國際旅展、MODE TOUR 國際旅展。

Outdoor Media	<ol style="list-style-type: none"> Outdoor media LED wall displays were set up to broadcast Taiwan tourism ads at an intersection in Tokyo's Shibuya District, as well as in Nagoya, the Dotonbori area of Osaka, Hiroshima, Fukuoka, and Kagoshima. From mid-September to mid-October, ads were placed on the inside and outside of train cars on the Yamanote Line of the Tokyo railway system.
Promotional/ PR Activities	<ol style="list-style-type: none"> Held the <i>Taiwan Festa</i> in Tokyo's Yoyogi Park, setting up a stall to display Taiwan's tourism information and running small prize-giving games to publicize and promote Taiwan tourism. Held a road show in Sendai Station and a Taiwan tourism introduction event in Utsunomiya to develop tourist sources in second-tier cities, and participated in Tokyo's annual Jingu-Gaien Fireworks Festival to publicize and promote Taiwan tourism. Helped members of different industries and local governments combine their powers to carry out promotional events: for example, the use of sports to promote Taiwan tourism conducted at the Seibu Taiwan Day, and the Tobu Department Store Road Show, to utilize diverse channels for promoting tourism exchanges between Taiwan and Japan.
Travel Shows and Events	Participated in the JATA Tourism Expo, the Yosakoi Soran Festival and tourism promotion activities in Hokkaido, the Northeastern Japan Festival and tourism promotion activities, the Nippon Domannaka Festival and tourism promotional activities in Nagoya, the Anotsu Yosakoi dance festival and tourism promotion activities in Mie Prefecture, and tourism promotion activities in Kyushu.

(II) Advertising and Promotion in Korea

Method of Promotion	Substance
Print Media	<ol style="list-style-type: none"> Newspapers: <i>Travel News</i>, <i>Tourism Information News</i>, <i>Korea Tourism News</i>, <i>World Travel News</i>, <i>Leisure News</i>, <i>Focus & Metro Rapid Transit News</i>, <i>Construction Traffic Tourism News</i>, <i>Tourism Traffic News</i>, and <i>Traffic Travel News</i>. Magazines: <i>Tour de Monde</i>, <i>Travie</i>, <i>The Traveller</i>, <i>AB Road</i>, <i>Tour Korea</i>, <i>Lonely Planet Magazine Korea</i>, <i>KTX Magazine</i>, <i>Bar & Dining</i>, <i>Seoul City</i>, and <i>Travel Press</i>.
TV Ads	<ol style="list-style-type: none"> From January to March 2016, 15-second commercials were broadcast on MBC, KBS2, and other TV channels; and from July to December 2016, 15-second commercials were broadcast on JTBC, JTBC-2, and other TV channels. HanaTour, Mode Tour and other travel agencies marketed travel products on home shopping TV channels.
Travel Talks	Travel writers and bloggers were invited to give talks on Taiwan's travel and tourism resources, twice per month for a total of 24 talks (12 in Seoul, 12 in Busan).
Internet Media	<ol style="list-style-type: none"> Enhanced the functions of the Tourism Bureau's official Korean-language website, and invited well-known Korean bloggers to come and travel in Taiwan.

(二) 美加地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	於轄區之 The Epoch Time、Asian Fusion Magazine、Dnnews.com (多維新聞網)、Jade Tour、紐約社區報、Smithsonian、Pure Luxury、Travel & Leisure、明報、環球華報、先楓報、星島東周刊、世界明周刊、Galgary Herald、Travel Week、Outpost、台加月刊、The Korea Daily、The Daily Plus、Fortune Executive Travel 雜誌、The Herald Business、Korea Town Daily、Korea Times、Travel + Leisure 雜誌、Travel 50 & Beyond 雜誌、TRAVELSAVERS & Nest、世界日報、星島日報、台灣時報、中國日報、TravelAge West 雜誌、USTOA 年刊、Trazee Travel 年刊等媒體刊登臺灣觀光形象或旅遊產品廣告或廣編稿。
電視節目	透過東森美洲電視公司、中國廣播網、新唐人電視臺(NTD)、世界日報、CNBC Channel；KCBS-TV (LA)、WCBS-TV (NY)、KPIX-TV (SF)、東方年代、城市電視、ETTV (東森美洲衛視)、星島中文電臺、Global TV Network CIII、Global TV Network CKMI、Global TV Network Chan、NGC Canada、Food Channel、HGTV、PBS、YTN 新聞臺、東森電視臺、中天電視臺、漢天電視臺、天下衛視等電視頻道播放臺灣觀光形象宣傳影片。
廣播節目	運用 Radio K1230、1300 華語電臺、1430 電臺、LA18.1、LA18.8 電臺、加拿大 FM96.1、AM1470、AM1320、Fairchild Radio；美國 FM96.1 放送臺灣觀光宣傳短訊及旅遊優惠訊息。
網路媒體	於轄區之 Viki.com、Affordable Tours.com、Vacation To Go、CBS SF 網站、Oakland Zoo 網站、FM96.1 (希望之聲)、Super Bowl (超級盃) 活動網、蘋果日報香港／臺灣手機及平板電腦、NGC CA.com、Global News.com、OSSN 網路 Banner 廣告、Student Universe、Smithsonian、Cooperatize、Travelport、Google 等網站刊登臺灣觀光 Banner 或影片。 <div></div>
戶外媒體	使用 Smithsonian、Vector Media、洛杉磯國際機場、洛杉磯市區公車、舊金山輕軌電車、Oakland Zoo、溫哥華市區公車等戶外廣告版面，刊登臺灣形象廣告。 <div></div>

1 美國超級盃 Super Bowl50 周年慶宣傳活動
America Super Bowl 50th anniversary campaign

2 舊金山輕軌電車外廣告
External advertising of San Francisco light-rail train

	2 . Created the <i>Heartbeat of Taiwan</i> dedicated official website for Taiwan tourism, posted micro movies and news about the year's tourism activities and events, and provided information on scenic spots, fine dining and transportation.
Outdoor Media	1 . Placed ads in light boxes inside Butan KTX (high-speed rail) station, on the wall of Dong-A TV at Gwanghwamun in Seoul, and on bus bodies of the City Tour Bus in Busan. 2 . Produced a Taiwan travel and tourism handbook. 3 . Showed 30-second ads in Megabox movie theaters.
Promotional/PR Activities	Invited media and fans to join spokesperson Yeo Jin-goo at promotional events in the Paradise Hotel Busan on August 5, 2016 and in Seoul's JBK Convention Hall on December 5, 2016. Set up booth and performance areas to give participants a taste of the fine dining, culture, and LOHAS in Taiwan, creating an opportunity for making direct contact with consumers and enabling them to experience the cultural diversity of the "Taiwan's heartbeat".
Travel Shows and Events	Participated in the Korea International Tourism Show, Busan International Travel Fair, HanaTour International Travel Show, and Mode Tour International Travel Show.

(III) Advertising and Promotion in the U.S. and Canada

Method of Promotion	Substance
Print Media	Placed ads and advertorials to publicize Taiwan's tourism image and travel products in the following newspapers, magazines, and online publications: <i>The Epoch Times</i> , <i>Asian Fusion Magazine</i> , <i>Duowei News</i> (news website), <i>Jade Tours</i> , <i>New York Community Times</i> , <i>Smithsonian</i> , <i>Pure Luxury</i> , <i>Travel & Leisure</i> , <i>Ming Pao</i> , <i>Global Chinese Press</i> , <i>New Leaf Weekly</i> , <i>Eastweek</i> , <i>Ming Pao Weekly</i> , <i>Calgary Herald</i> , <i>Travel Week</i> , <i>Outpost</i> , <i>Taiwanese Canadian Monthly</i> , <i>The Korea Daily</i> , <i>The Daily Plus</i> , <i>Fortune Executive Travel</i> , <i>The Herald Business</i> , <i>Korea Town Daily</i> , <i>Korea Times</i> , <i>Travel + Leisure</i> , <i>Travel 50 & Beyond</i> , <i>Travelsavers & NEST</i> , <i>World Journal</i> , <i>Sing Tao Daily</i> , <i>Taiwan Times</i> , <i>China Daily</i> , <i>TravelAge West</i> , <i>USTOA Annual</i> , and <i>Trazee Travel USA</i> .
TV Programs	Films promoting Taiwan's tourism image were broadcast on the following TV channels: ETTV America, Broadcasting Corporation of China (BCC), New Tang Dynasty Television (NTD), World Journal, CNBC Channel, KCBS-TV (LA), WCBS-TV (NY), KPIX-TV (SF), Eastern Era, Talentvision, ETTV America, Sing Tao Chinese Radio, Global TV Network CIII-DT, Global TV Network CKMI, Global TV Network CHAN-DT, NGC Canada, The Food Channel, HGTV, PBS, YTN, ETTV, Chung T'ien Television (CTi TV), HTTV USA, and Sky Link TV.
Radio Programs	Short-message promotions of Taiwan tourism and news of travel offers were broadcast by the following: Radio K1230, KAZN AM1300, KMRB AM1430, LA18.1, LA18.8, Canada FM96.1, AM1470, AM1320, Fairchild Radio, and US FM96.1.
Internet Media	Taiwan tourism banners and videos were placed on the following websites: Viki.com, Affordable Tours, Vacation To Go, CBS SF website, Oakland Zoo website, FM96.1 (Hope Through Music), Super Bowl website, Apple Daily Hong Kong/Taiwan (cellphones and tablets), NGC

推廣／公關活動

於轄區內辦理以下各項推廣公關活動，創造臺灣觀光能見度：

1. 國際知名服裝設計師 Malan Breton 宣傳臺灣觀光 Fashion Show。
2. Mets Family Sundays 大都會家庭日暨臺灣日。
3. 多倫多年「加拿大 CNE 國際文化嘉年華」。
4. 紐約臺灣旅遊及文化節 (Taiwan Tourism and Culture Festival)。
5. 紐約自行車休閒展 (Bike Expo New York)。
6. 參加臺灣旅遊及文化節 (Taiwan Tourism and Culture Festival) 活動。
7. 參加 USTOA Travel Now 旅行就是現在企劃。
8. 辦理「台灣燈會」說明會。
9. 為全球開發中國家學童募文具慈善活動。
10. Bowers Museum 臺灣之夜推廣活動。
11. 與長榮合辦 2016 聖地牙哥臺灣觀光推廣會。
12. 與華航合辦 2016 洛杉磯臺灣觀光推廣會。
13. 2016 阿蒂西亞推廣會。
14. 與中華航空合辦夏威夷臺灣觀光推廣會。
15. 亞歷桑納州 Scottsdale 推廣活動。
16. ASTA 亞歷桑納分會旅遊推廣活動。
17. 北美地區臺灣推廣會—紐約、舊金山、洛杉磯。
18. 奧克蘭動物園整合行銷宣傳活動。
19. 裙襪搖搖 LPGA 菁英賽。
20. 溫哥華臺灣電影節。
21. 舊金山灣區書展。
22. 舊金山美食展。
23. 北加州臺灣文化節。
24. 愛城民俗文化節。
25. 舊金山灣區旅遊作家講座。
26. 庫柏蒂諾國際童玩節。
27. 美國旅遊業協會年會。
28. 2016「TASTE TAIWAN」北美四大城市電影院影片首映 VIP 之夜。
29. 溫哥華異業結盟宣傳活動。
30. 多倫多 Cambria Gallery 臺灣之夜。



1 大都會臺灣日
Mets Taiwan Day

2 105 年度舊金山美食展
2016 San Francisco culinary exhibition

CA.com, Global News.com, OSSN online Banner, Student Universe, Smithsonian, Cooperatize, Travelport, and Google.

Outdoor Media

Ads promoting Taiwan's tourism image were displayed on advertising panels through Vector Media and at the Smithsonian Institute, LA International Airport, and Oakland Zoo; on San Francisco BART trains; and on city buses in LA and Vancouver.

Promotional/PR Activities

A variety of events were utilized as opportunities for PR and promotion to spotlight Taiwan tourism. These included:

1. Internationally famous fashion designer Malan Breton's fashion show promoting Taiwan tourism at New York Fashion Week.
2. New York Mets' Family Sunday cum Taiwan Day.
3. The Toronto Caribbean Carnival.
4. The Taiwan Tourism and Culture Festival in New York.
5. The Bike Expo New York.
6. Taiwan Tourism and Culture Festival activities.
7. USTOA Travel Now.
8. Taiwan Lantern Festival introduction.
9. Pencils for Kids.
10. Taiwan Night in the Bowers Museum.
11. Taiwan Tourism Promotion with EVA Air in San Diego.
12. Taiwan Tourism Promotion with China Airlines in LA.
13. Promotion in Artesia, California.
14. Taiwan Tourism Promotion with China Airlines in Hawaii.
15. Promotion in Scottsdale, Arizona.
16. Taiwan travel promotion by the Arizona Chapter of the American Society of Travel Agents (ASTA).
17. North American Taiwan promotions in New York, San Francisco, and LA.
18. Moon Festival combined promotion at Oakland Zoo.
19. Swinging Skirts LPGA Classic.
20. Vancouver Taiwanese Film Festival.
21. Book fair in San Francisco.
22. Food fair in San Francisco.
23. Taiwan American Cultural Festival in San Francisco.
24. Edmonton Heritage Festival.
25. San Francisco Bay Area travel writer talks.
26. Cupertino Happy Kids Festival.
27. USTOA Annual Conference.
28. 2016 "Taste Taiwan" VIP night of film premieres in movie theaters of four major North American cities.
29. Cross-industry alliance promotion in Vancouver.
30. Toronto Cambria Gallery Taiwan Night.



3 105 年度多倫多台灣之夜
San Toronto Taiwan Night

旅展活動	積極參與轄區內重要旅遊展，增加臺灣觀光宣傳促銷力道： 1. 紐約時報旅展。 2. 羅德島龍舟賽暨臺灣日節慶活動。 3. 蒙特婁國際旅展。 4. 多倫多戶外旅展。 5. 渥太華旅展。 6. 佛州羅德岱堡郵輪展。 7. 華盛頓特區旅遊探險展。 8. 2016 洛杉磯旅遊暨冒險展 (LA Travel & Adventure Show)。 9. 世界日報年節展。 10. 華埠金龍大遊行活動。 11. UCLA 旅展。 12. 世界日報旅遊展。 13. LA Times Festival of Books 洛杉磯時報書展。 14. 臺美人傳統週園遊會活動。 15. 長堤龍舟賽活動。 16. 夏威夷臺灣自行車節活動。 17. 拉斯維加斯玫瑰龍舟賽活動。 18. 糖城國際節。 19. 2016 年臺港北美共同宣傳及羅德岱堡郵輪展 (2016 Seatrade Cruise Global)。 20. 2016 洛杉磯時報美食展 (LA Times-Taste Event)。 21. 2016 巴西拉丁美洲旅展 (WTM Latin America)。 22. 2016 聖地牙哥旅遊暨冒險展。 23. 2016 舊金山旅遊暨冒險展。 24. 墨西哥 ARLAG 旅遊展。 25. 達拉斯亞洲商務博覽會。
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(四) 歐洲地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	於主要客源市場，運用平面媒體積極露出臺灣觀光意象，包含： 1. 德國：Funke Mediengruppe、Bold Publishing house、Madsack publishing house、Rhein Zeitung、GQ、LuxusInside、RADtouren、Bike & Travel、Welt am Sonntag、Abendteuer und Reisen、More than Design、die aktuelle、Maxi、Nürnberg Zeitung、Rheinische Post、Wochenende 及 Huffington Post。 2. 英國：Lonely Planet Traveller、Rough guide、BBC Wildlife Magazine、Sunday Times、GQ、Gay Time、Birdwatch。

Travel Shows and Events	Actively participated in major travel shows and events as listed below, to boost the promotion and marketing of Taiwan tourism: 1. New York Times Travel Show. 2. Rhode Island Dragon Boat Competition cum Taiwan Day. 3. International Tourism & Travel Show in Montreal. 4. Toronto Outdoor Adventure & Travel Show. 5. Ottawa Travel & Vacation Show. 6. Seatrade Cruise Global in Fort Lauderdale, Florida. 7. Washington DC Travel & Adventure Show 8. Los Angeles Travel & Adventure Show. 9. World Journal Festival. 10. LA Chinatown Golden Dragon Parade. 11. UCLA Travel Fair. 12. World Journal Travel Fair. 13. Los Angeles Times Festival of Books. 14. Taiwanese American Heritage Week Festival. 15. Long Beach Dragon Boat Festival. 16. Taiwan Cycling Festival in Hawaii. 17. Rose Regatta Dragon Boat Festival in Las Vegas. 18. Sugar Land International Festival in Texas. 19. 2016 Seatrade Cruise Global, and joint North American promotion by Taiwan and Hong Kong. 20. LA Times The Taste. 21. World Travel Market Latin America. 22. San Diego Travel & Adventure Show. 23. San Francisco / Bay Area Travel & Adventure Show. 24. ARLAG Trade Show. 25. Greater Dallas Asian-American Chamber of Commerce Annual Asian Festival.
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(IV) Advertising and Promotion in Europe

Method of Promotion	Substance
Print Media	Utilized print media in major tourist source markets to actively display Taiwan's tourism image, including: 1. Germany: Funke Media Group, Bold Publishing House, Madsack Media Group, Rhein-Zeitung, GQ, LuxusInside, Radtouren, Bike & Travel, Welt am Sonntag, Abenteuer und Reisen, morethandesign, Die Aktuelle, Maxi, Nürnberger Zeitung, Rheinische Post, Wochenende, and The Huffington Post. 2. The UK: Lonely Planet Traveller, Rough Guides, BBC Wildlife Magazine, The Sunday Times, GQ, Gay Time, and Birdwatch. 3. France: L'Est Éclair, Centre Presse Aveyron, Midi Libre, L'Union, Libération Champagne, Nord Littoral, Centre Presse, La Marseillaise, and Le Messager.

	3. 法國：L'Est Éclair、Centre Presse Aveyron、Midi Libre、L'Union、Libération Champagne、Nordlittoral.fr、Centre-presse.fr、Lamarseillaise.fr、Lemessenger.fr。
電視節目	透過播放臺灣觀光宣傳廣告或邀訪合作拍攝節目，加強臺灣觀光在歐洲主要客源國形象露出，包含： 1. 英國 bike channel 單車環島節目。 2. 法國 Télématin 晨間電視。 3. 德國 Celebrity Tour 節目。
網路媒體	使用轄區內重要網路媒體，擴散臺灣觀光宣傳管道： 1. 德國：sportschau.de Bild.de、Rheinische Post OnlineReisen、www.laufreport.de、www.touristik.de、primatours.de、expedia.de、www.opodo.de、www.tischler-reisen.de、SWR3.de。 2. 英國：bbc.com、lonelyplanet.com、thenationalstudent.com、coxandkings.co.uk、netflights.com、travelbag.co.uk。 3. 法國：http://www.marcovasco.fr/。
戶外媒體	1. 德國：法蘭克福、慕尼黑及柏林大型戶外廣告、德國法蘭克福機場大型燈箱廣告、Eurolines 巴士車背廣告。 2. 西班牙：與 Giant 捷安特歐洲分公司共同合作於西班牙知名自行車賽「Mollorca 312」活動刊登大型形象廣告。 3. 與中華航空荷蘭分公司合作於荷蘭三大城市阿姆斯特丹、鹿特丹、海牙市區刊登電車車身移動式廣告。
推廣／公關活動	1. 德國分會主辦之三大城旅遊業者展銷會。 2. 維也納自行車節。 3. IMEX 國際獎勵旅遊與會議展。 4. PATA 德國分會主辦之西德四大城旅遊業者展銷會。 5. 德國 Meier's Weltreisen 旅行社冬季行程目錄展銷會。 6. FTI 旅行社 2016 年亞洲產品促銷 Roadshow。 7. EuroBike 展。 8. 國際順風社「世界觀光日」推廣活動。 9. 德國 Diamir 旅行社於德列斯登主辦行程說明會活動。 10. 分別於法國坎城及尼斯、里昂、梅斯、南錫委託 Asia 旅行社辦理 ASIE Pacifique Dans Votre Ville 產品促銷 Roadshow 活動。 11. 荷蘭 PASRA 航空業者協會主辦之「2016 The Airlines Express」旅遊業者展銷會。



1 赴德國 SWR3 電台宣傳
Make advertisement in German SWR3
radio station

TV Programs	Strengthened exposure of Taiwan's tourism image in Europe's main visitor source countries through broadcasting ads promoting Taiwan tourism and by inviting cooperative filming of TV programs, including: 1. A program on cycling around Taiwan for the Bike Channel UK. 2. A program for the French breakfast TV show <i>Télématin</i> . 3. A program for the German TV show <i>Celebrity Tour</i> .
Internet Media	Utilized major internet media to expand channels for promoting Taiwan tourism: 1. Germany: sportschau.de, Bild.de, Rheinische Post online travel, www.laufreport.de, www.touristik.de, primatours.de, expedia.de, www.opodo.de, www.tischler-reisen.de, and SWR3.de. 2. UK: bbc.com, lonelyplanet.com, thenationalstudent.com, coxandkings.co.uk, netflights.com, and travelbag.co.uk. 3. France: http://www.marcovasco.fr/.
Outdoor Media	1. Germany: Placed large outdoor advertisements in Frankfurt, Munich, and Berlin; large Lightbox ads in Frankfurt Airport; and ads on the back of Eurolines buses. 2. Spain: Collaborated with Giant bicycle manufacturing company's Spanish subsidiary to place large image ads at Spain's famous annual Mallorca 312 cycling event. 3. The Netherlands: Collaborated with China Airlines' Dutch subsidiary to place mobile billboards on trams in Amsterdam, Rotterdam, and The Hague.
Promotional/PR Activities	Participated in the following: 1. Travel industry trade fairs hosted by PATA's Germany Chapter in four major cities. 2. Vienna Bike Festival. 3. IMEX Frankfurt international exhibition for incentive travel, meetings, and events. 4. German travel agency Meiers Weltreisen's exhibition of its winter travel catalogue. 5. German travel agency FTI Touristik's market promotion roadshow for Asian travel products. 6. Eurobike Show. 7. Skal International's World Tourism Day. 8. An event to introduce travel products hosted by German travel agency Diamir Erlebnisreisen in Dresden. 9. L'Asia Pacifique dans Votre Ville travel product marketing roadshow in the French cities of Cannes, Nice, Lyon, Metz, and Nancy. 10. 2016 Airline Express travel industry fair in the Netherlands, organized by the Passenger Airlines Sales Representative Association (PASRA).
Travel Shows and Events	1. Germany: ITB Berlin international travel trade show. 2. England: World Travel Market London and Holiday & Travel Show at Olympia, London. 3. France: International French Travel Market (IFTM) Top Resa international tourism & travel trade fair in Paris.

旅展活動	1. 德國：ITB 柏林旅展。 2. 英國：WTM 倫敦旅展、倫敦消費者旅展。 3. 法國：巴黎 TOP RESA 旅展。 4. 2016 挪威國際旅遊展。 5. 2016 愛爾蘭都柏林旅展。 6. 2016 維也納旅展。 7. 2016 西班牙旅展（世界第三大旅展）。 8. 2016 俄羅斯旅展（MITT）。 9. 2016 拉脫維亞旅展。 10. 2016 布魯塞爾旅展。 11. 捷克旅展。 12. 瑞士旅展。 13. 荷蘭旅展。
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(五) 郵輪市場宣傳辦理情形

宣傳方式	內容
平面媒體	製作臺灣六大國際郵輪接待港口導覽旅遊手冊、東南亞郵輪旅客簽證簡化宣傳明信片，提供郵輪旅客來臺前及來臺當下重要旅遊資訊。
旅展活動	全球重要郵輪船隊公司均在邁阿密設立總公司或分公司，因此臺灣組團參加全世界最大的「2016 羅德岱堡郵輪展」，持續提升臺灣郵輪觀光能見度。
推廣／公關活動	1. 持續利用境外郵輪獎助要點以及補助港口或地方縣市辦理迎賓活動，吸引國際遊輪公司安排郵輪彎靠臺灣及加深遊客對臺正面意象，105 年度總計獎助 15 艘次郵輪，帶進 2 萬 1,500 人次旅客。 2. 運用亞洲郵輪聯盟 (Asia Cruise Cooperation, ACC) 機制，與香港、菲律賓、海南及廈門共同提供宣傳獎助金，鼓勵國際郵輪公司彎靠所屬成員港口，另安排於 2016 羅德岱堡郵輪展進行 ACC 宣傳酒會，邀請重要郵輪公司代表及媒體，擴大宣傳 ACC 獎助機制，並宣示亞洲郵輪旅遊目的地結盟合作之決心。

(六) 港星馬暨紐澳地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	1. 香港： (1) 中文媒體：U 雜誌、新假期、東方日報、太陽報、經濟日報、蘋果日報、am730、晴報、頭條日報、文匯報、Metro Pop 雜誌、號外月刊、E Weekly 雜誌—美食旅客周刊等媒體刊登臺灣主題及區域旅遊相關訊息。 (2) 英文媒體：Standard、Sports & Travel。

	4. Norway International Meeting & Travel Fair. 5. Dublin Holiday World Show in Ireland. 6. Vienna International Fair for Holidays, Travel and Leisure. 7. FITUR International Tourism Fair in Spain (the world's third-largest travel fair). 8. Moscow International Travel & Tourism Exhibition (MITT). 9. Baltic International Travel Trade Fair in Latvia. 10. Brussels Travel Expo (BTE expo). 11. Czech Travel Market. 12. Swiss Holiday & Travel Fair (FESPO). 13. Tourism & Recreation Fair in the Netherlands.
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(V) Advertising and Promotion in the Cruise Market

Method of Promotion	Substance
Print Media	Produced guided tour brochures for Taiwan's six main international cruise receiving ports, and printed postcards publicizing the simplified visa procedure for Southeast Asian cruise ship passengers, to provide the passengers with important information for before and when they arrive in Taiwan.
Travel Shows and Events	Since the world's major international cruise lines have set up head or branch offices in Miami, a Taiwanese delegation attended the Seatrade Cruise Global in Fort Lauderdale, Florida, the world's biggest cruise show, to further raise the visibility of Taiwan cruise tourism.
Promotional/ PR Activities	1. Continued to use the Directions on Subsidies for Overseas Cruises and provide subsidies for ports and local governments to arrange welcoming activities, to attract international cruise operators to arrange for calls at Taiwan, and to deepen passengers' positive impression of Taiwan. In 2016, subsidies were provided for 15 cruise visits to Taiwan, bringing a total of 21,500 tourist visits. 2. Utilized the Asia Cruise Cooperation (ACC) mechanism to cooperate with Hong Kong, the Philippines, Hainan, and Xiamen in providing promotional subsidies to encourage international cruise operators to call at member ports. Also arranged to conduct a promotional party at the Seatrade Cruise Global in Fort Lauderdale, Florida, with major cruise company representatives and media invited to attend; expanded promotion of the ACC subsidy mechanism; and pledged commitment to forming alliances and cooperating with Asian cruise travel destinations.

(VI) Advertising and Promotion in Hong Kong, Singapore, Malaysia, New Zealand, and Australia

Method of Promotion	Substance
Print Media	1. Hong Kong: (1) Chinese media: Taiwan themed and regional travel related information was published in <i>U Magazine</i> , <i>Weekend Weekly</i> , <i>Oriental Daily News</i> , <i>The Sun</i> , <i>Economic Daily News</i> , <i>Apple Daily</i> , <i>am730</i> , <i>Sky Post</i> , <i>Headline Daily</i> , <i>Wen Wei Po</i> , <i>Metro Pop</i> , <i>City</i>

	<p>2 . 新加坡：於聯合早報（中文）、聯合晚報（中文）、新明日報（中文）、海峽時報（英文）、今日報（英文）、我報（捷運報）、馬來報（Berita Harian）、iWeekly、Sports & Travel、Campus 等雜誌刊登臺灣主題及區域旅遊相關訊息。</p> <p>3 . 馬來西亞：</p> <p>（1）中文媒體：星洲日報、光華日報、光明日報、中國報、南洋商報、東方日報、詩華日報；中文雜誌：好玩旅遊、食尚、旅行家、探世界、吃風、Newtide 新潮、My Wedding 囍、旅游玩家、尚遊。</p> <p>（2）英文報：The Star；英文雜誌：Gaya、Leisure Travel、Astelier、Marie Claire、Calibre、Travelution、Time Out、Asia Horizon、Escape!。</p> <p>（3）馬來文報：Harian Metro、Utusan Malaysia、Kosmo!、Borneo Post；馬來文雜誌：Santai、Libur。</p> <p>4 . 澳洲：Cyclist, Out & About with Kinds, The magazine for corporate and leisure travelers, Ride International Traveller, Bicycling Australia, Gournment Traveller。</p>
電視節目及電視廣告	<p>1 . 香港：：</p> <p>（1）香港有線電視 iCable 12 — 《帶阿 B 去旅行》60 分鐘（10 集）。</p> <p>（2）香港有線電視 iCable 12 — 《帶結他去旅行》60 分鐘（2 集）。</p> <p>（3）TVB-J5 — 《櫻花開遍日韓台》24 分鐘（1 集—臺灣主題）。</p> <p>（4）TVB 12 臺 — 《12 道鋒味》60 分鐘（1 集—臺灣主題）。</p> <p>（5）香港 Viu TV — 《台灣環島鐵道圖第 1 輯》23 分鐘（15 集）。</p> <p>（6）香港有線電視奇妙電視臺 — 《環島日記—圓夢》30 分鐘（10 集）。</p> <p>2 . 新加坡：亞洲新聞臺（CNA）臺灣旅遊節目 30 分鐘（52 集）。</p> <p>3 . 東南亞及紐澳：《瘋臺灣天團》60 分鐘（10 集）。</p> <p>4 . 澳洲：The Café, TV3。</p>
網路媒體	<p>YAHOO & Google 旅遊及關鍵字廣告：</p> <p>1 . 香港：與 HutchGo 香港網路旅行社龍頭合作，於 Hutchgo.com 辦理區域主題推廣活動、Flyagain 及 meetHK.com 網頁廣告，加強推廣臺中及高雄，並辦理自行車活動、Flyagain 及 meetHK.com 網頁廣告，加強推廣臺灣自行車旅遊，衝刺來臺旅遊人次。</p> <p>2 . 新加坡：新加坡辦事處網站、亞洲新聞臺（CNA）、YouTube。</p> <p>3 . 馬來西亞：委託製作及維護馬來文、泰文、印尼及越南網站，並辦理 Wi-Fi、Google 廣告，以及建置 Social Hub（網路匯流平臺）；Social Hub 於 6 月 16 日上線，並於 8 月中獲得 2016 新加坡 Spark Awards 最佳媒體解決方案—內容擴大工具運用銅牌獎。</p> <p>4 . 澳洲：Facebook, Instagram, Twitter。</p>

	<p>Magazine, E Weekly, and Gourmet Traveller.</p> <p>(2) English media: <i>The Standard</i> and <i>Sports + Travel</i>.</p> <p>2 . Singapore: Taiwan themed and regional travel related information was published in <i>Lianhe Zaobao</i> (Chinese), <i>Lianhe Wanbao</i> (Chinese), <i>Shin Min Daily News</i> (Chinese), <i>The Straits Times</i> (English), <i>TODAY</i> (English), <i>My Paper</i> (distributed free at MRT stations), <i>Berita Harian</i>, <i>iWeekly</i>, <i>Sports + Travel</i>, and <i>Campus Magazine</i>.</p> <p>3 . Malaysia:</p> <p>(1) Chinese media: <i>Newspapers: Sin Chew Daily, Kwong Wah Daily, Guang Ming Daily, China Press, Nanyang Business Daily, Oriental Daily News</i>, and <i>See Hua Daily News</i>. Magazines: <i>Jalan Jalan Travel Magazine, Foodsion, Leisure Travel, Traveller's Digest, Let's Travel, Newtide, My Wedding, Travelmate Magazine</i>, and <i>Premium Travel</i>.</p> <p>(2) English newspaper: <i>The Star</i>; English magazines: <i>Gaya, Leisure Travel, Astelier, Marie Claire, Calibre, Travelution, Time Out, Asia Horizon</i>, and <i>Escape!</i></p> <p>(3) Malay-language: <i>Newspapers: Harian Metro, Utusan Malaysia, Kosmo!</i>, and <i>The Borneo Post</i>. Magazines: <i>Santai Travel Magazine</i>, and <i>Libur</i>.</p> <p>4 . Australia: <i>Cyclist, Out & About With Kids, Let's Travel, Ride, International Traveller, Bicycling Australia, Gourmet Traveller</i>.</p>
TV Programs and Ads	<p>1 . Hong Kong:</p> <p>(1) iCable 12 – <i>Take Ah-Bi to Travel</i>: 60 mins (10 episodes).</p> <p>(2) iCable 12 – <i>Take Guitar to Travel</i>: 60 mins (2 episodes).</p> <p>(3) TVB-J5 – <i>Cherry Blossom in Japan, Korea and Taiwan</i>: 24 mins (1 episode on Taiwan).</p> <p>(4) TVB 12 – <i>Chef Nic</i>: 60 mins (1 episode on Taiwan).</p> <p>(5) Viu TV – <i>Taiwan Tour Railway Map Vol. 1</i>: 23 mins (15 episodes).</p> <p>(6) Fantastic Television – <i>Jimmy's Tour de Taiwan</i>: 30 mins (10 episodes)</p> <p>2 . Singapore: Channel NewsAsia: <i>Taiwan Travel Program</i>: 30 mins (52 episodes).</p> <p>3 . Southeast Asia, Australia, and New Zealand: <i>Fun Taiwan Adventures</i>: 60 mins (10 episodes).</p> <p>4 . Australia: <i>The Café</i>, TV3.</p>
Internet Media	<p>Travel and keyword ads on Yahoo! and Google:</p> <p>1 . Hong Kong: Collaborated with HutchGo, Hong Kong's leading online travel agency, using its Hutchgo.com website to conduct regionally themed promotional activities, and placed ads on flyagain.la and MeetHK.com to strengthen promotion of Taichung and Kaohsiung. Also used advertising on flyagain.la and MeetHK.com to enhance the promotion of cycling tourism in Taiwan as a means of boosting inbound tourist numbers.</p> <p>2 . Singapore: Promoted Taiwan tourism through the websites of</p>

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電視節目及電視廣告

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- 1 . Singapore: Ads were installed on the exterior walls of Convention Center passageways (location of travel exhibitions) and in all MRT stations (on escalators, columns, rooftops, and floors, and in passageways and Lightboxes).
- 2 . Australia: Ads were placed in Sydney (Baulkam Hills), Melbourne (Kingsway Viaduct), and Brisbane (Roma Street).
- 3 . Malaysia: Placed 14 Power Screen electronic billboard ads, KL Monorail train body ads, and pre-show ads in 24 cinemas of the Golden Screen Cinema chain.

Print Media

- 1 . Thailand: *Around Magazine, Daily News, Kom Chad Luek, ASTV Poojadkarn, Bangkok Biz News, Traveller's Companion magazine, Bangkok Business, Shi Jie Ri Bao, Travel Around The World Magazine, Bangkok Post, China Daily, Qian Xian Bao, National Zone Travel, and Naewna.*
- 2 . Indonesia: *escape! magazine, Kompas newspaper, TravelXpose Magazine, Travelounge, Sin Chew Daily, Jawa Pos newspaper, The Travel Times, Indonesia Shang Bao, Guo Ji Ri Bao, and Qiandao Ribao.*
- 3 . The Philippines: *Travelife Magazine, Smile, The Philippine Star, Philippine Daily Inquirer, United Daily News, and Manila Bulletin.*
- 4 . Vietnam: *Lao Dong ("Labor") newspaper, Tuoi Tre ("Youth") newspaper, Sài Gòn Giải Phóng ("Liberated Saigon") newspaper, Thanh Nien Daily, Nu Doanh Nhan ("BusinessWoman Magazine"), Dai Ky Nguyen ("The Epoch Times"), Hanoi Moi ("New Hanoi") newspaper.*
- 5 . India: Newspapers: *The Times of India, Hindustan Times (HT Café supplement in Mumbai and HT City supplement in Delhi), The Economic Times (ET Panache Travel), Delhi Times, Bombay Times and Calcutta Times (supplement magazines of Times of India), Mumbai Mirror, Bangalore Mirror, Mail Today, and Mid Day; Magazines: Travel Biz Monitor, T3, Voyager's World, Wonderlust, TravelScapes, Whereabouts, TnH (Travel and Hospitality), Travel Span Magazine, Experiential Marketing, Outlook Business, Lonely Planet, Conde Nast Traveller, Outlook Traveller, National Geographic Traveller, Travel Secrets, Wedding Affair, Harper's Bazaar Bride, Luxlust, asiaSpa India, TLF, and L'Officiel.*
- 6 . The Middle East: Newspapers: *Gulf News Tabloid and Khaleej Times; Magazines: Conde Nast Traveller ME, Travel Arabia, Emirates Woman, Y*

	<p>3 . 印度：電視明星拍攝旅遊專輯，於 IBN、Aaj Tak、India TV 無線電視臺播出。</p> <p>4 . 中東：有線頻道 SONY Entertainment Television，Weekend out 節目。</p>
網路媒體	<p>1 . 特殊語言網站： 泰國：http://www.taiwan.net.my/th/。 印尼：http://www.taiwan.net.my/id。 越南：http://www.taiwan.net.my/vi。</p> <p>2 . Facebook 廣告：泰國、菲律賓、印尼、越南。</p> <p>3 . 部落客邀訪：泰國、印尼、菲律賓。</p> <p>4 . 印度：電視明星拍攝旅遊專輯 YouTube 1-6 集。明星粉絲頁即時貼文宣傳 Instagram, Twitter。網路行銷 Google, Yatra.com, Indian Express & Financial Express, Tripoto, Goibibo, Trip Advisor。</p>
戶外媒體	中東：杜拜機場外側道路、Dubai Mall 出口、杜拜及阿布達比市區 Mupis 廣告。

(八) 中國大陸地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	《玩家惠》雜誌、《時尚旅遊》、《旅行者傳媒》雜誌等雜誌刊登臺灣主題及區域旅遊相關訊息。
電子媒體	北京人民廣播電臺、中央電視臺、西安廣播電臺等。
電視節目	與中青旅合作來臺拍攝臺灣自由行專屬電影《寶島情緣》，以「旅遊 + 影視 + 互聯網」傳播新方式宣傳臺灣自由行、上海電視外語頻道 ICS 節目、東方衛視拍攝《極限挑戰》節目。
網路媒體	優酷網、螞蜂窩、百度網、新浪微博、騰訊微博、攜程旅行網、大眾點評網、淘寶旅行網、窮遊網、搜狐網、人民網等。
戶外廣告	北京君太百貨廣告等。
旅展活動	中國國際旅遊交易會 (China International Travel Mart，CITM)、中國北方旅遊交易會、海峽旅遊博覽會。

	<i>Magazine, Business Traveller (Middle East), Travel & Tourism News (TTN), TravelScapes, and Arab Traveler.</i>
TV Programs and Ads	<p>1 . Thailand: <i>Travel Notes</i> travel program.</p> <p>2 . Indonesia: <i>Detektif Rasa</i> travel program on Trans7 channel.</p> <p>3 . India: Travel documentary of six Indian TV and movie stars touring Taiwan, aired on CNN-IBN, Aaj Tak, and India TV channels.</p> <p>4 . Middle East: <i>Weekend Out</i> broadcast on cable Sony Entertainment Television.</p>
Internet Media	<p>1 . Special language websites: Thailand: http://www.taiwan.net.my/th/. Indonesia: http://www.taiwan.net.my/id. Vietnam: http://www.taiwan.net.my/vi.</p> <p>2 . Facebook ads: Thailand, the Philippines, Indonesia, and Vietnam.</p> <p>3 . Blogger invitations: Thailand, Indonesia, and the Philippines.</p> <p>4 . India: Episodes 1-6 of Indian TV and movie stars filmed touring in Taiwan. Celebrity fan page real-time posting on Instagram and Twitter. Internet marketing on Google, Yatra.com, websites of <i>The Indian Express</i> and <i>The Financial Express</i>, Tripoto, Goibibo, and Trip Advisor.</p>
Outdoor Media	The Middle East: Mupis advertising panels placed at roadside outside Dubai International Airport, at the exit of Dubai Mall, and in downtown Dubai and Abu Dhabi.

(VIII) Advertising and Promotion in Mainland China

Method of Promotion	Substance
Print Media	Taiwan themed and regional travel related information was published in <i>Traveler Weekly</i> , <i>National Geographic Traveler</i> , and <i>World Traveler</i> magazines
Electronic Media	Ads were broadcast by Beijing People's Broadcasting Station, CCTV, and Xi'an Radio.
TV Programs	Cooperated with China CYTS Tours on shooting a program about free independent travel in Taiwan, titled <i>Treasure Island of Love</i> , utilizing the new broadcasting mode of travel + video + internet to promote free independent travel in Taiwan. Taiwan tourism was also publicized on Shanghai's foreign-language cable channel ICS, and by filming in Taiwan for Dragon Television's <i>Go Fighting!</i> show.
Internet Media	Placed ads on Youku, Mafengwo, Baidu, Sina Weibo, Tencent Weibo, Ctrip, Dazhong Dianping, Taobao Travel, Qyer.com, Sohu, and People.cn.
Outdoor Media	Installed ads in Beijing's Grand Pacific Mall.
Travel Shows and Events	China International Travel Mart (CITM), conference of the 2016 China International Travel Mart and Cross-Strait Travel Fair in Taipei.

第四節 運用獎助優惠，提高送客誘因

一、好禮大相送

- (一)悠遊卡，共發送 10 萬張捷運票。
- (二)iPass 一卡通，共發放 5 萬張。
- (三)桃園機場往返臺北單程國道客運巴士券，共發送 8 萬張。
- (四)採果券，共發送 3 萬張。
- (五)臺灣溫泉券，共發放 3,000 張。



二、過境到臺灣，送你免費遊：共計 6,505 人次參加。

三、包機補助：共補助 87 架、包機 1 萬 3,005 人次。

四、郵輪迎賓補助：共補助來臺停靠 10 艘次、1 萬 7,384 人次。

五、獎勵旅遊補助：共補助 297 團、4 萬 2,663 人次。

六、接待修學旅行學校獎助：共獎助 465 團、4 萬 3,821 人次。

Section 4 Use of Giveaways and Incentives to Attract Tourists

I. Big Gift Giveaways

- (I) 100,000 EasyCard Taipei Metro tickets.
- (II) 50,000 iPASS smartcards.
- (III) 80,000 tickets for rides from Taoyuan International Airport to Taipei on Kuo-Kuang buses.
- (IV) 30,000 fruit-picking vouchers.
- (V) 3,000 hot-spring vouchers.

II. Free Tours for Transit Passengers: Joined by 6,505 passengers.

III. Charter Flight Subsidies: Provided for 87 flights carrying 13,005 passengers.

IV. Cruise Welcoming Subsidies: Provided for 10 cruise calls, bringing 17,384 passengers to Taiwan.

V. Incentive Tour Subsidies: Provided for 297 groups, bringing 42,663 visitors.

VI. School Subsidies for Receiving Study Tours: Provided for 465 groups, bringing 43,821 visitors.



第 3 章 Shopping in Taiwan

購物在臺灣

赤崁樓

Chihkan Tower

國民旅遊推展與行銷

第一節 推動臺灣觀光年曆活動

一、辦理「2016 台灣燈會」

「2016 台灣燈會」自 105 年 2 月 22 日至 3 月 6 日假桃園市桃園高鐵特定區、青塘園及公十三公園燈區舉辦。以值年生肖「猴」為主題所設計之主燈—「齊天創鴻運」，為全場亮點，展現了我國優良的工藝技術。主燈之外，還包括 4 座副燈、六大主題「傳統燈區」、「環場光環境」、以創意桃花樹配雙色桃子燈籠所構成的「祈福燈林」、由各觀光旅遊業產業製燈參展的「歡樂燈區」、深受小朋友喜愛的「創意燈區—海洋派對」、科幻嬉遊記燈區、宇宙塔及中國燈藝師精心製作的「交流燈區」，形成光彩奪目的環場燈光秀。

本次燈會吸引中國江蘇、港澳、日本名古屋、北海道等十多個國際團隊製作花燈來臺參展，另活動期間更吸引了百家國際媒體記者及近 6 萬 5,000 名外籍旅客參訪，總參觀人次高達 2,050 萬人次，創下燈會參觀人次歷史新高紀錄，總經濟效益約達新臺幣 150 億元。

Domestic Travel Promotion

Section 1 Promotion of Taiwan Tourism Events for the Calendar Year

I. "2016 Taiwan Lantern Festival"

Starting on February 22nd till March 6th of 2016, the "2016 Taiwan Lantern Festival" took place at Taoyuan HSR zone, Blue Pond Park and Park13 in Taoyuan. The main lantern, "Qi Tian Chuang Hong Yun," was designed based on the year of the Monkey. As the highlight of the entire event, the centerpiece lantern exhibited excellent handcraft art in Taiwan. In addition to the centerpiece, there were four secondary lanterns and six themed lanterns categorized as the "Traditional Lantern Areas", "Radiant Environment", the Peach-Tree-and-two-toned-peach-lantern "Blessing Lantern Area", "Happy Lantern Area" where costumed-shaped lanterns were on display by the tourism industry, children's favorite "Creative Lamp Area-Ocean Party", Sci-Fi "Journey to the West", Universe Tower, and the "Lantern Exchange Area" meticulously put on by Mainland Chinese lantern artists. They contributed to the lantern festival with a brilliant and dazzling light show.

This lantern festival attracted many international design teams, including: Jiangsu, Nagoya, Hokkaido, to submit their lanterns for the event. During the event, hundreds of journalists from international media participated, with nearly 65,000 foreign tourists visiting. The event attracted more than 20 million visitors in total, the best record in history. It generated approximately 15 billion New Taiwan Dollars in revenue.

II. "2016 Taiwan Fun on the Tropic of Cancer", New Summer Tourism Activity Brands in Taiwan

The "Taiwan Fun on the Tropic of Cancer" activity ran from June 1 until September 30, with culinary as the topic of this campaign. In addition to cross-industry alliance, for the first time the Tourism Bureau invited experts to share the themes of geography, global science, nature and humanity, agriculture and ecology, recreational tourism around the Tropic of Cancer in the "2016 Summer 235 Academic Seminar". The event was well received. While the National Geography produced "The Extreme Journey of Tropic Taiwan" video for international marketing, for the first time Japanese big eater Moeazu came to Taiwan and met us in a press conference, "Japanese Big Eater for Taiwan Fun on the Tropic of Cancer". Summer leading activity choices were promoted with gourmet introduction by Moeazu and reality show on Videoland Japan. A series of activities offered tourists not only the beautiful scenery but also delicious foods during the celebration.

Besides, Central Weather Bureau, 4 county authorities (Chiayi County, Chiayi City, Kaohsiung City, Taitung County,) and 6 Nation Scenic Areas (East Coast, East Rift Valley, Alishan, Siraya, South West Coast, Penghu) have attracted 2.17 million tourists in total and generated approximately 1.2 billion New Taiwan Dollars in revenue.



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二、辦理「2016 臺灣夏至 235」系列活動，打造臺灣夏季觀光活動新品牌

「2016 臺灣夏至 235」系列活動自 105 年 6 月 1 日起至 9 月 30 日止，以美食串起臺灣的北回歸線為行銷主軸，除持續與產業進行異業結盟，首度邀請專家學者針對臺灣在北回歸線上的地理環境、地球科學、自然人文、農業生態及休閒觀光等議題辦理「2016 夏至 235 學術研討會」，獲得民眾熱烈迴響。另與國家地理頻道合作拍攝「北回臺灣的極限旅程」進行國際宣傳，亦首度邀請日本最萌大胃女王一萌梓來臺，辦理「日本大胃女王大口吃遍臺灣夏至 235」記者會，藉由吃遍臺灣夏至 235 美食及緯來日本臺實境節目播出，打造國內夏季活動領導品牌。更於國內辦理一系列的宣傳行銷活動，讓遊客到訪北回歸線沿線除了欣賞美景外，還可品嚐臺灣夏日限定北回歸線美食。

除此之外，匯集包括嘉義縣、嘉義市、高雄市、臺東縣等 4 個縣市政府及觀光局東部海岸、花東縱谷、阿里山、西拉雅、雲嘉南、澎湖等 6 個國家風景區管理處，總計推出 11 個活動，型塑臺灣夏日節慶活動新品牌，並辦理四大主軸活動（包括澎湖國家風景區管理處一相約澎湖漁翁島燈塔草地音樂會活動、嘉義縣政府一臺灣夏至 235 暨太陽回轉 108 夏至 23 度半太陽館環保之旅、高雄市政府一旗津黑沙玩藝節及新增辦理第 4 場主軸活動一夏至 235 野餐日），作為活動行銷重點。活動期間推估共計吸引 217 萬人次參與，經濟效益約達新臺幣 12 億元。

三、辦理「2016 台灣美食展」

2016 台灣美食展於 105 年 8 月 5 日至 8 日假臺北市世貿一館 A、C、D 區舉行，以「台灣純真食代」為題，規劃「食之藝、食之器、食之材、食之旅、食之伴及食之育」等六大展區，處處皆是亮點，讓臺灣美食從產地到餐桌都有展演的場域，無論是庶食小吃、餐飲飯店、小農生鮮食材，還是飲食器皿都有煥然一新的面貌；是結合高質感、深廣度、多味美的美食展，也是美好的臺灣美食文化具體呈現。

此外，延續「食來運轉遊台灣」，以「美景+美食」為主軸，推廣在地食材，響應低碳旅遊模式，並搭配實體「台灣美食展」展出，運用喔熊帶路嚐美食的概念，結合跨部會美食資源、團餐饗宴與「台灣好行」及「台灣觀巴」等旅遊運具，讓民眾前往業者經營場域，落實在地食材、在地消費精神，提供國內外旅客豐富感官之美食體驗。

4 天展期成功為參展單位創造廣大商機，並穩固美食臺灣的品牌形象，締造 15 萬餘人次進場參觀之佳績，創造產值為餐廳飯店業者總銷售額約 5,000 萬元、小吃街總銷售額約 200 萬元、器皿業者總銷售額約 300 萬元，及伴手禮業者總銷售額約 400 萬元。



四、辦理「2016 臺灣自行車節」

「2016 臺灣自行車節」主軸活動自 105 年 10 月 2 日至 11 月 13 日舉行。本活動係以「臺灣自行車登山王挑戰」、「騎遇福爾摩沙 (Formosa 900)」、「日月潭 Come! Bikeday」及「OK 臺灣! 樂遊臺中自行車嘉年華」四大主軸活動，結合地方政府及相關國家風景區管理處之旅遊活

III. “2016 Taiwan Culinary Exhibition”

Taiwan Culinary Exhibition took place from August 5th to the 8th of 2016, at quadrant A, C, and D in TWTC hall 1. The themed exhibition was based on Taiwan pure gourmet era. The “art of gourmet, container of gourmet, materials of gourmet, tour of gourmet, pal of gourmet, education of gourmet”, a total of six areas were packed with highlights. From origins to the dining table, Taiwan food is presented everywhere. The street food and snacks, the restaurants and hotels, the fresh products raised by farmers, and the containers are all seen in a new light. The exhibition is the combination of high quality, depth, and delicacy. It is the embodiment of Taiwan food.

By maintaining the slogan of “Wheel of Food Travel in Taiwan”, based on the theme of “Fine Scenery Plus Fine Food”, together with local food, low carbon emission travel, the Taiwan Culinary Exhibition and the OhBear Guides to Fine Food”, and associated with interdepartmental assistance, group gourmet, and the convenient Taiwan Tourist Shuttle Bus and Taiwan Tour Bus, helped carry out the concept of “consuming local foods locally” by transporting both domestic and foreign tourists to local restaurants to experience a rich culinary journey.

More than 150,000 visited TCE and media reports were over 1,762 pieces in 4 days. Total 50 million NTD restaurants & hotels sales, 2 million NTD food stalls sales, 3 million NTD tableware sales, and 4 million NTD gift box sales.

IV. “2016 Taiwan Cycling Festival”

“2016 Taiwan Cycling Festival” took place from October 2nd to November 13th of 2016. This activity combined four main events, namely, “Taiwan KOM Challenge”, “Formosa 900”, “Sun Moon Lake Come! Bikeday” and “OK Taiwan! Taichung Cycling Carnival” with related travel activities held by local governments and the National Scenic Area Administrations. The image of cycling festival was created in an attempt to make international tourists “think of Taiwan in seeing bikes” as well as “thinking of a trip to Taiwan in seeing bikes”, and furthermore to reach the three major goals of Taiwan Cycling Festival: “being internationally renowned”, “promoting the cycling tourism industry” and “LOHAS of the whole people.” The event united railway, highway and tourism resources. Last year the Tourism Bureau had a total of 120,000 users joined the new Taiwan cycling pattern and contributed to 260 million NTD revenues.



V. “2016 Taiwan Hot Spring and Fine-Cuisine Carnival”

“2016 Taiwan Hot Spring and Fine Cuisine Carnival” started, unlike the usual, in the summer. This year the attraction of the hot spring focused on the healthiness and the LOHAS concept of going to hot spring in the summer. July 21st of 2016 through February 28th of 2017, totaling 19 hot spring locations with 200 providers with hot spring certificate throughout Taiwan joined the campaign of “warm up the summer, ignite the winter”. Lucky draws and promotions helped boost revenues. To encourage hot spring-gourmet commodities and attract tourists overseas, other activities included national hot spring activation press, graphic and electronic media, HSR ads, promotional handouts, discount passport, alliance with convenient stores for hot spring limited gourmet, and Taiwan ambassadors' promotion.

動，形塑自行車旅遊節慶之意象，讓國際遊客「看到自行車就想到臺灣」、「看到自行車就想到臺灣旅遊」，進一步達到臺灣自行車節「國際知名」、「自行車旅遊產業提升」及「全民樂活」三大目標。活動期間結合鐵路、公路及觀光休憩資源，開啟臺灣單車的新旅程，全年約有 12 萬人次參與，並創造約新臺幣 2.6 億元之觀光產值。

五、辦理「2016 台灣好湯—溫泉美食嘉年華」

「2016 台灣好湯—溫泉美食嘉年華」活動有別以往，從夏季開始起跑，強調夏季泡溫泉的養生、樂活概念，吸引民眾夏季泡溫泉！於 105 年 7 月 21 日至 106 年 2 月 28 日期間整合全臺 19 處溫泉區（域）200 家取得溫泉標章之店家，以「夏季暖身上場、冬季熱情引爆」為宣傳主軸辦理行銷及抽獎活動，藉以提高泡湯人氣，協助業者提升營業成效。另透過全國溫泉啟動記者會、平面、電子媒體、高鐵廣告、宣傳摺頁、優惠護照、異業合作首次和超商聯手推出溫泉限定美食等綜合型宣傳，以及駐外辦事處之宣導，鼓勵國人體驗溫泉美食旅遊產品及吸引國際觀光客來臺體驗溫泉行程。

第二節 友善旅遊環境措施

一、建置「台灣好行」景點接駁旅遊公車系統

- (一) 105 年「台灣好行」由 39 條擴增至 42 條。除了保留 104 年的路線外，新增親子樂園線、故宮南院線及媽宮北環線等 3 條路線。全年累計搭乘量約 360 萬人次。
- (二) 105 年各單位持續推動優惠套票，計發行 110 多款套票供旅客選擇。
- (三) 為使旅客迅速掌握「台灣好行」班車資訊，規劃建置中、英、日、韓文版「台灣好行」公車動態系統，並提供 APP 下載連結。
- (四) 為呈現「台灣好行」之便捷旅遊特質，籌劃拍攝「台灣好行·有你真行」CF 及旅行紀錄片，並結合「好行規劃大師」之活動，於 11 月 30 日在臺北辦理「規劃大師優勝隊伍之分享會」活動，引起熱烈迴響。
- (五) 為鼓勵旅客多利用公共運具旅遊臺灣，編印中、英、日語版摺頁文宣，並於各媒體管道進行宣傳，提升大眾搭乘公共運具的意願。
- (六) 為維持各路線服務品質，辦理「台灣好行」各路線滿意度評比作業，並表揚績優單位，以達標竿學習目的。
- (七) 106 年度「台灣好行服務升級計畫」評審作業於 105 年 11 月底選出臺北市等 28 個推動單位、45 條旅遊路線，將在此基礎上擴大旅遊服務路網。



二、建置「台灣觀巴」系統

- (一) 輔導旅行業者，建置全臺灣北、中、南及東共計 105 種套裝旅遊行程，105 年國外旅客計 8 萬 4,652 人次，國內旅客 5 萬 8,104 人次，總旅客量 14 萬 2,756 人次，直接觀光收益近 3 億元。

Section 2 Measures to Create a Friendly Travel Environment

I. Established "Taiwan Tourist Shuttle", the Seamless Transportation Service System

- (I) In 2016, "Taiwan Tourist Shuttle" project expanded its services from 39 up to 44 routes, as compared to 2015. The existing routes in 2015 were retained with the following 3 routes increased: Parents and children amusement park route, Southern Branch of the National Palace Museum route and Magong-Beihuan Route. An approximate total of 3,600,000 people made use of the shuttle services within the year.
- (II) In 2016, various administrations continued to promote the discounted tickets, and over 110 kinds of ticket packages were published for tourists.
- (III) Established e-Bus system and provided free downloadable APP for tourists in Chinese, English, Japanese and Korean to quickly obtain bus information.
- (IV) In order to present convenient and easy tourism atmosphere of "Taiwan Tourist Shuttle", a CF animation and a documentary were schemed. Combined with the "Good Tour Master" and "the Winner of Good Tour Master Sharing Session", activity was presented on November 30 in Taipei.
- (V) To encourage tourists to take public vehicles to travel in Taiwan, flyers (in Chinese, English, and Japanese) were compiled and printed; Taiwan Tourist Shuttle Service was promoted via various media channels.
- (VI) To maintain the service quality of each route, satisfaction rating and evaluation activities were conducted for "Taiwan Tourist Shuttle". Departments with outstanding performance were praised so as to set examples.
- (VII) The evaluation of "2017 Plan for Upgrading Taiwan Tourist Shuttle Service" was completed in November of 2016. Based on the evaluation, 28 executive administrations, including Taipei City, were selected, as well as 45 travel routes. The traveling service network is expected to be expanded in the future.

II. Taiwan Tour Bus System Operation Setup

- (I) Travel businesses were given assistance in developing a series of 105 kinds of nationwide tour packages covering northern, central, southern, and eastern Taiwan. A total of 142,756 tourists utilized this system in 2016, of which 84,652 were foreign tourists and 58,104 domestic. More than 3 million New Taiwan Dollars of direct tourism receipts were generated.
- (II) Created an exclusive website (in Chinese, English, Japanese, and Korean) for Taiwan Tour Bus and produced brochures for tourism products (in Chinese, English and Japanese) and posters (in Chinese, English, Japanese and Korean) to strengthen marketing and enhance brand image.
- (III) Assist bus businesses to install audio tour in Chinese, English, Japanese and Korean, to help tourists to arrange their travel schedule more freely. Provide free Wi-Fi service to make people share Taiwan scenery pictures to social websites and the world more easily, which can shorten the distance between Taiwan and the other places in the world.
- (IV) Held Taiwan Tour Bus professionals' evaluation to inspect service content. Evaluation urged bus businesses to supply diverse high quality services and strengthen competitiveness.
- (V) Held the "Taiwan Tour Bus" marketing and promotion activity through various media outlets (including television, the Internet, newspaper, magazines, radio broadcasting, and satellite television), and work with private organizations to increase the popularity of Taiwan Tour Bus. Provided diverse tour products to establish and reinforce the notion of convenient, high quality image of Taiwan Tour Bus.
- (VI) Encouraged bus businesses to participate in travel fairs held at home and abroad; and wherein they could advertise "Taiwan Tour Bus" and expand international markets.

- (二)製作「台灣觀巴」專屬網站(中、英、日及韓文版)、產品手冊(中、英及日文版)、海報(中、英、日及韓文版)，加強行銷與塑造品牌形象。
- (三)輔導業者導入中、英、日、韓語音導覽服務，旅客可以依個人需求，自由選擇行程沿途景點及旅遊資訊，並於遊程中提供免費無線網路服務，讓民眾可以將臺灣的美景透過網路及社群網站向全世界分享，拉近臺灣和世界的距離。
- (四)辦理「台灣觀巴」套裝旅遊行程專家學者考評，以專業角度檢視產品服務內容，督促業者提供多樣化的優質服務，提升競爭力。
- (五)辦理「台灣觀巴」行銷宣傳活動，並透過各類媒體(電視臺、網路、報紙、雜誌、廣播電臺、機上電視等)以及與各民間企業團體合作，加強宣傳提升「台灣觀巴」知名度。另透過提供遊客多元化旅遊產品，建立「台灣觀巴」之便捷、優質形象與口碑。
- (六)鼓勵業者參加國內外旅展，宣傳「台灣觀巴」，拓展國際市場商機。

三、推動「台灣好玩卡」

- (一)「台灣好玩卡」以城市行銷智慧旅遊為目標，於104年起透過競賽評選機制，輔導地方政府申請推動，104年評選出高雄市政府(含高、屏、澎)與宜蘭縣政府2個優勝計畫，並於104年7月15日正式發卡；另於104年底再選出臺中市政府(含苗、中、彰、投、雲及嘉義縣市)及臺東縣政府等2個優勝計畫，已於105年7月發行第3、4張卡。
- (二)發卡迄105年底止，各推動單位規劃優質行程，計包裝100餘組套票，累計銷售超過14萬張好玩卡，並整合超過4,500家優惠店家，擴大友善旅遊的範疇。



第三節 落實國民旅遊卡旅遊消費

政府為落實公務人員國內休假旅遊補助制度，帶動非假日旅遊風潮，提高觀光資源之平日使用率，自92年1月1日起實施「國民旅遊卡」措施，為符合該項政策之宗旨，除洽請「國民旅遊卡」收單機構加強布設特約商店，增加公務人員消費的便利性及選擇性外，亦透過政策協調會整合各界意見、研訂相關改善措施(包括鼓勵公務人員從事國內旅遊活動、將「國民旅遊卡」消費用於觀光產業之優惠措施)，實施以來已有相當成效。

為提升國內觀光動能，行政院於103年至105年廣續辦理「國民旅遊卡」措施，觀光局亦配合政策繼續推動「國民旅遊卡」業務。105年公務人員休假補助費消費金額共計約新臺幣83.73億元，當中用於觀光產業及其他相關行業(旅宿業、旅行業、觀光遊樂業、農特產及手工藝品、餐飲業、交通運輸)之金額約30.98億元；另外，公務人員以「國民旅遊卡」額外帶動之消費約322億元，對於帶動整體觀光及經濟之成長已發揮實效。

III. Promotion of Taiwan Pass

- (I) "Taiwan Pass" targets on smart city travel. The competition system started in 2015 and has assisted local governments' participation. Kaohsiung and non-municipal city Yilan were the two winners and officially issued "Kaohsiung, Pingtung, Penghu Pass" and "Yilan Pass" on July 15, 2015; by the end of 2015, 2 more winners, Taichung (including Miaoli, Taichung, Changhua, Nantou, Yunlin and Jiayi county and city) and Taidong County government were issued the 3rd and 4th card respectively in July, 2016.
- (II) Up until 2016 since the card has been issued, each unit has implemented quality tours. More than 100 ticket sets packed and more than 140,000 Taiwan Pass were sold. More than 4,500 stores and shops joined the project and expanded the area of friendly travel.



Section 3 Promotion of the National Travel Card, Travel Consumption Implementation

In order to carry out the regulations on providing holiday subsidies for civil servants to encourage them to spend their annual leave in Taiwan, so as to promote non-holiday travel and to raise the usage rate of tourism resources during weekdays, the government has implemented the "National Travel Card" measures since January 1, 2003. In accordance with the main aim of this policy, the merchant acquirers of National Travel Card were asked to reinforce their deployment of appointed stores to offer more convenience and options for civil servants. In addition, suggestions from all fields were integrated by the policy coordination committee to formulate related improvement measures (including encouraging civil servants to participate in tourism activities and consume by using the National Travel Card in the preferential measures offered by tourism industry). These measures have been proven to be effective.

To promote domestic tourism, the Executive Yuan will continue to implement measures for National Travel Card from 2014 to 2016, and the Tourism Bureau will also continue to promote business of National Travel Card in accordance with the policies. In 2016, subsidies given to civil servants who took their annual leave in Taiwan amounted to approximately 8.373 billion New Taiwan Dollars. About 3.098 billion New Taiwan Dollars of the subsidy were spent on tourism industry and tourism-related industries (e.g., hotel and accommodation industry, travel agencies, amusement park enterprises, agriculture industry, handicrafts, restaurant industry, and transport industry.) The use of the "National Travel Card" by civil servants had increased 32.2 billion New Taiwan Dollars of expenditures, contributing greatly to the overall growth of tourism and economy in our country.



第 4 章 Ecology in Taiwan

生態在臺灣

新北石門

New Taipei City Shimen District



1

觀光資源開發與管理

第一節 觀光資源規劃建設與經營管理

一、觀光資源之開發與管理機制

觀光資源大體上可分人文觀光資源及自然觀光資源兩大類，通常所指觀光資源偏重於自然資源部分。臺灣之自然觀光資源相當豐富，其經營管理因行政體制，分由內政部、交通部、農委會、退輔會及地方政府等機關主政，並以合作方式就所轄區域觀光資源進行整體規劃及保育。

(一) 風景特定區

依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設之風景特定區，其中國家級風景區共 13 處，由觀光局所轄管理處負責規劃經管；直轄市、縣（市）級風景特定區計 22 處，由直轄市、縣（市）政府公告並負責規劃經管。

(二) 國家公園及國家自然公園

內政部依「國家公園法」劃設之國家公園 9 處及國家自然公園 1 處，依法設置國家公園管理處專責機關經營管理。

1 勇闖東海岸自行車賽
East Coast International Cycling Self-Challenge Race and Excursion

2 國家風景區位置圖
National scenic area location diagram

Development and Management of Tourism Resources

Section 1 Planning, Development and Management of Tourism Resources

I. Development and Mechanism Management of Tourism Resources

Tourism resources can be roughly divided into two categories: Cultural tourism resources and natural tourism resources; however, the Tourism Bureau usually put emphasis on the latter. Taiwan has abundant natural tourism resources, which are managed separately by the Ministry of the Interior, Ministry of Transportation and Communications, Council of Agriculture, Veterans Affairs Commission, and local governments. Through cooperation, overall plans for nature conservation and tourism resources under different jurisdictions are implemented.

(I) Designated Scenic Areas

Assessments on the designated scenic areas are implemented according to the "Statute for the Development of Tourism" and the "Regulations for the Administration of Scenic Areas". The 13 national scenic areas are managed and administered by the National Scenic Area Administrations under the Tourism Bureau, MOTC; the 22 local scenic areas are managed and administered by municipality, county, and city governments.

(II) National Parks and National Nature Parks

Accordance to the "National Park Act", nine national parks and one national nature park were established by the Ministry of the Interior and are administered by national park headquarters.

(III) National Forest Recreation Areas

18 forest recreation areas were established by the Council of Agriculture in accordance with the "Forestry Act" and "Regulations Governing the Establishment and Management of Forest Recreation Areas" and are administered by the Forest Administration Division of the Council's Forestry Bureau. Moreover, two recreation areas administered by the Forestry Conservation Office of the Veterans Affairs Commission as well as two university experimental forests established by the Ministry of Education in accordance to the "University Act" also belong to National Forest Recreation Areas.

(IV) Forest Park

The Forest Bureau under the Executive Yuan Council of Agriculture in accordance with the plan establish 3 forest parks.



2

(三) 國家森林遊樂區

行政院農業委員會依「森林法」及「森林遊樂區設置管理辦法」劃設之森林遊樂區共 18 處，由行政院農業委員會林務局林區管理處設置專責單位經營管理，另有會屬農林機構森林遊樂區 2 處，由國軍退除役官兵輔導委員會榮民森林保育事業管理處經營管理，及教育部依「大學法」劃設之大學實驗林 2 處，亦屬森林遊樂區體系。

(四) 平地森林園區

行政院農業委員會林務局劃設 3 處平地森林園區。

(五) 國家農場

國軍退除役官兵輔導委員會依「國軍退除役官兵輔導條例」設置之國家農場共 5 處，設專責農場單位管理。

(六) 自然保留區及保護區

屬重要動植物或特殊地質地景之保護區，為發展生態觀光之極佳資源。由行政院農委會與經濟部依照「文化資產保存法」、「野生動物保育法」共設立有 22 處自然保留區、20 處野生動物保護區及 37 處野生動物重要棲息環境及 6 處自然保護區。

(七) 其他風景區

風景特定區外，由各地方政府開發建設之風景遊憩區。

觀光資源開發現況表		
觀光資源類型	設立依據	內容
風景特定區	觀光局及縣市政府依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設。	<div>1. 國家級： 包括東北角暨宜蘭海岸、東部海岸、花東縱谷、澎湖、馬祖、北海岸及觀音山、參山、日月潭、阿里山、雲嘉南濱海、西拉雅、茂林及大鵬灣，共 13 處，分別由觀光局所轄管理處規劃經管。</div> <div>2. 縣(市) 定： 青草湖、淡水及霧社等 3 處縣定風景特定區。</div> <div>3. 省級： 臺灣省政府時期曾公告的有石門水庫省級(定) 風景特定區。</div> <div>4. 直轄市暨縣(市) 級： 各直轄市、縣市政府公告澄清湖、烏來、十分瀑布、碧潭、瑞芳、月世界、鐵砧山、知本溫泉、知本內溫泉、明德水庫、礁溪五峰旗、梅花湖、關子嶺、虎頭埤、小烏來、冬山河、大湖、鯉魚潭、鳳凰谷、泰安溫泉、七星潭、虎頭山等 22 處風景特定區。</div>

(V) National Farms

5 national farms were established by the Veterans Affairs Commission in accordance with the “ROC Veterans Act” and are administered by their respective farm units.

(VI) Nature Reserves and Protected Areas

The important plants, animals, and unique geological features in the protected areas are the best resources for developing ecotourism. In Taiwan there are a total of 22 nature reserves, 20 wildlife refuges, 37 important wildlife habitats, and 6 protected areas, which were established by the Council of Agriculture and the Ministry of Economic Affairs in accordance with the “Cultural Heritage Preservation Act” and “Wildlife Conservation Act”.

(VII) Other Scenic Areas

Aside from the designated scenic areas, there are also scenic and recreation areas developed and established by local governments.

Current Developmental Status of Tourism Resources		
Type of Resource	Basis of Establishment	Content
Designated Scenic Areas	Evaluated, designated, and established by the Tourism Bureau, and county / city governments in accordance with the “Act for the Development of Tourism” and the “Regulations for the Administration of Designated Scenic Areas.”	<div>1. National Scenic Areas: The 13 scenic areas administered by National Scenic Area Administrations under the Tourism Bureau, MOTC are Northeast and Yilan Coast, East Coast, East Rift Valley, Penghu, Matsu, North Coast and Guanyinshan, Tri-Mountain, Sun Moon Lake, Alishan, Southwest Coast, Siraya, Maolin, and Dapeng Bay.</div> <div>2. County and City Scenic Areas: The 3 scenic areas administered by county or city governments are Qing-Cao Lake, Tamsui and Wushe.</div> <div>3. Provincial Scenic Areas: The scenic areas administered by the Taiwan Provincial Government are Shimen Reservoir.</div> <div>4. Municipality and County / City Designated Scenic Areas: The 22 Designated Scenic Areas administered by municipalities, county, or city governments are Chengqing Lake, Wulai, Shifen Waterfall, Bitan, Ruifeng, Moon World, Tiezhenshan, Zhiben Inner Hot Spring, Zhiben Hot Spring, Mingde Reservoir, Jiaoxi Wufengqi, Meihua Lake, Guanziling, Hu-Tou Pei, Xiaowulai, Dongshan River, Dahu, Liyutan, Fenghuanggu, Taian Hot Spring, Qixingtang Coast, and Hutoushan.</div>
National Parks	Designated and Established by the Ministry of the Interior in accordance with the “National Park Act.”	There are 9 national parks established by the Ministry of the Interior and administered by national park headquarters set up by the Ministry: Kenting, Yushan, Yangmingshan, Taroko, Sheipa, Kinmen, Dongsha Atoll (Marine) ,Taijiang, South Penghu (Marine) and Shoushang National Nature Park.

國家公園	內政部依「國家公園法」劃設。	包括墾丁、玉山、陽明山、太魯閣、雪霸、金門、東沙環礁（海洋）、台江國家公園、澎湖南方四島等 9 處及壽山國家自然公園，由內政部設置國家公園管理處經管。
國家森林遊樂區	行政院農業委員會依「森林法」、「森林遊樂區設置管理辦法」劃設及教育部依「大學法」劃設。	<p>1. 國家森林遊樂區：</p> <p>包括太平山、阿里山、大雪山、墾丁、東眼山、滿月圓、內洞、合歡山、武陵、八仙山、奧萬大、雙流、藤枝、知本、富源、池南、觀霧及向陽，共 18 處國家森林遊樂區，由行政院農業委員會林務局林區管理處經管。</p> <p>2. 會屬農林機構：</p> <p>包括棲蘭森林遊樂區及明池森林遊樂區 2 處，由國軍退除役官兵輔導委員會森林保育事業管理處經管。</p> <p>3. 大學實驗林：</p> <p>包括溪頭及惠蓀林場 2 處，分別由臺灣大學及中興大學設置實驗林管理處經管。</p>
平地森林園區	依據「愛台 12 建設—綠色造林計畫」。	包括花蓮縣大農大富平地森林園區、嘉義縣鰲鼓濕地森林園區、屏東縣林後四林平地森林園區等 3 處由行政院農業委員會林務局經管。
國家農場	國軍退除役官兵輔導委員會依「國軍退除役官兵輔導條例」設置。	包括武陵、福壽山、清境、彰化及臺東農場等 5 處，由各專責農場單位管理。
自然保留區及保護區	行政院農業委員會與經濟部依照「文化資產保存法」、「野生動物保護法」等設立。	屬重要動植物或特殊地質地景之保護區，為發展生態觀光之珍貴資源，共設立 22 處自然保留區、20 處野生動物保護區、37 處野生動物重要棲息環境及 6 處自然保護區。
其他觀光遊憩區	由相關主管機關、地方政府或民間開發建設。	供民眾休閒娛樂之觀光遊憩區，如休閒農業區、休閒農場、大型公園、果園、牧場、遊樂區等。

National Forest Recreation Areas	Designated and established by the Council of Agriculture in accordance to the “Forestry Act” and “Regulations Governing the Establishment and Management of Forest Recreation Areas”; and designated and established by the Ministry of Education in accordance with the “University Act”.	<p>1 . National Forest Recreation Areas:</p> <p>The 18 national forest recreation areas are Taipingshan, Alishan, Dasyueshan, Kenting, Dongyanshan, Manyueyuan, Neidong, Hehuanshan, Wuling, Basianshan, Aowanda, Shuangliu, Tengzhi, Zhiben, Fuyuan, Chinan, Guanwu, and Xiangyang. They are managed and administered by their respective forest district offices under the Forestry Bureau of Council of Agriculture, Executive Yuan.</p> <p>2 . Agricultural and Forestry Agencies under the Veterans Affairs Commission:</p> <p>Two forest recreation areas, Qilan and Mingchi, are administered by the Forest Conservation Office of the Veterans Affairs Commission, Executive Yuan.</p> <p>3 . University Experimental Forests:</p> <p>Two experimental forests, Xitou and Huisun, are administered by National Taiwan University and National Chung Hsing University, respectively.</p>
Forest Park	Based on I-Taiwan 12 Projects– Green Forestation.	The 3 forest parks are in Danongdafu Forest Park in Hualien County, Aogu Wetland and Forest Park in Chiayi County, Linhoulin Forest Park in Pingtung County. They are administered by the Forestry Bureau of Council of Agriculture, Executive Yuan.
National Farms	Designated and established by the Veterans Affairs Commission in accordance with the “The ROC Veterans Assistance Act”.	The 5 national farms are in Wuling, Fushoushan, Qingjing, Changhua, and Taitung. They are administered by their respective farm units.
Nature Reserves and Sanctuaries	Established by the Council of Agriculture and the Ministry of Economic Affairs in accordance with the “Cultural Heritage Preservation Act” and “Wildlife Conservation Act”.	Reserves for important plants, animals, and unique geological features are precious resources for developing ecotourism. There are a total of 22 nature reserves, 20 wildlife refuges, 37 important wildlife habitats, and 6 protected areas.
Other Tourist Areas	Developed and established by related administration agencies, local governments, or nongovernmental organizations.	There were also tourist areas for the public, such as tourist agricultural areas, recreation farms, large parks, fruit orchards, dairy farms, and amusement parks.

二、觀光資源之規劃建設與經營管理重點

觀光局為跨域整合特色產品，營造優質品牌形象，特擬訂「跨域亮點及特色加值計畫中程計畫」（104-107 年）經行政院 104 年 8 月 19 日院臺交字第 1040045261 號函核定，包括「跨域亮點計畫」與「遊憩據點特色加值計畫」2 項子計畫，俾持續協助地方政府塑造國際觀光遊憩亮點，提升觀光旅遊環境的品質。

（一）跨域亮點計畫

設定整合資源、創造特色、整體行銷、跨域加值與質量並重的五大目標，期透過協助地方政府發展具獨特性、唯一性、話題性且能突顯特色、橫向串聯各相關產業之觀光遊憩亮點，以整合遊憩據點及各項產業，創造加值收益，並從國內外觀光客之需求，整備改善各項軟硬體設施，提升服務品質，建構具吸引力之國際觀光旅遊環境，以有效提升國內外觀光客旅遊之意願。

第 1 期補助計畫共有 16 個地方政府提案申請，並於 104 年 10 月 6 日、7 日邀集專家顧問委員會辦理第二階段評選會議，共選出雲林縣政府、苗栗縣政府、新竹市政府、嘉義縣政府、桃園市政府、彰化縣政府等 6 個計畫案，於 104 年底前完成 6 個計畫案計畫書核定，分別為「桃園市—石門水庫大漢溪流域跨域亮點計畫」、「新竹市—新竹 1916 園區」、「苗栗縣—魅力世遺·國際慢城舊山線亮點計畫」、「彰化縣—清水之森·幸福東南角」、「雲林縣—雲遊 3 林」、「嘉義縣—雲梯·茶道·梅山驛站」等，觀光局將積極督導及協助入選之 6 個地方政府推動跨域亮點計畫，俾打造觀光遊憩新亮點。

（二）遊憩據點特色加值計畫

以北、中、南、東及離島等五大區域觀光特色發展主軸，補助地方政府針對既有遊憩據點，進行區域特色加值。預計將有效強化建設與地方特色之連結，累積投資建設之成果，進而提升整體觀光遊憩設施服務水平。

本計畫 105 年度共計補助 21 個縣市政府，包含十分風景特定區觀光設施整建、員山水漾童玩村整體觀光發展整備計畫、大溪中正公園暨周邊崖線步道、新竹縣新豐鄉紅毛港遊憩區環境改善、卓蘭鎮（全鎮）遊憩景觀工程改善、臺中市大安區濱海廊道觀光環境營造、彰化縣二水鄉二水車站周邊亮點、南投縣山坪頂及加走寮觀光遊憩建設計畫、嘉義縣故宮南院周邊觀光小鎮營造第四期工程、高雄市 105 年度崗山之眼週邊環境整建、屏東縣恆春鎮猴洞山暨赤牛嶺景觀步道、臺東縣金樽衝浪遊憩區設施升級計畫、金門縣烈嶼鄉軍事體驗園區整備、媽祖宗教園區之祈福坑道施作美化等 106 項計畫，觀光局將積極督導及協助地方政府結合地方特色落實推動相關建設，俾打造觀光遊憩特色據點。

三、鼓勵民間參與觀光投資

觀光局所屬國家風景區管理處，為提供民眾更多元的遊憩服務及引進企業活力經營之方式，105 年度完成「北門觀光主題餐廳暨休閒體驗園區興建營運移轉案」、「連江縣北竿鄉大沃西據點（08 據點）服務設施營運移轉案」及「十八羅漢山服務區民間參與營運移轉案」等 3 案，並積極協助辦理交通部 105 年度招商大會，創造觀光局與民間業者間之媒合平臺，期能帶動國家風景區範圍管理處與民間業者合作，戮力推動觀光產業發展。

II. Key Points of Tourism Resource Planning, Establishment, and Management

To establish quality brand image, the Tourism Bureau planned on “Cross-field Spotlights and Value-Adding Mid-Term Plan (2015 - 2018)” approved by Executive Yuan on August 19, 2015 for the integration of feature commodities across Taiwan.

（I）Cross-field Spotlight Project

Five major goals for the projects have been set as follows: Resource integration, feature creation, overall marketing, and value added by cross-field integration and equal progress made in quantity and quality. They are expected to assist local governments to develop special and only recreation spotlight that connected all the related tourism industries to create more value. Considering the need of foreign tourists, local governments should lay stress on the maintenance of the existing facilities and tourist attractions to build international tourism environments to attract tourists around the world.

The 1st phase of the grant was for total 16 local administrations applied for this project. The Tourism Bureau invited professional consultant to hold the second phase selection committee. The 6 projects the Tourism Bureau chose are Yunlin County, Miaoli County, Hsinchu City, Chiayi County, Taoyuan City, and Changhua County. The 6 projects were approved by the end of 2015, and the budgets of these projects are “Taoyuan City, Shimen Reservoir Dahan River Cross-field Spotlight”, “Hsinchu City, Hsinchu 1916 Park”, “Miaoli County, Old Mountain Line Railway”, “Changhua County, Qingshui Forest. The Happiness of south east corner”, “Yunlin County, Travel in Yunlin”, “Chiayi County, Suspension Bridge, Tea Ceremony, and Meishan Inn”. The Tourist Bureau will assist the 6 local administrations to implement the Cross-field spotlight projects.

（II）Value-added Tourism Spots Project

The development zone is divided into north, central, south, east and offshore islands. Subsidies were provided to local governments to enhance characteristic values to existing recreational spots. It is expected to strengthen the link between construction and local features, with overall tourism recreational facilities and service level enhancement through the continuous investment and construction and upgrades.

In 2016, 106 projects throughout 21 county and city government were granted, including: Shifeng Designated Scenic Area tourism facility remodel, Yuanshan water kids village overall tourism development remodel program, Daxi Zhongzheng Park and its peripheral area cliff trail, the Xinju County Hongmao Port recreation area surrounding improvement, Zhuolan Town (complete) recreational landscape engineering improvement, Taizhong City Daan District Marina Corridor tourism environment construction, Zhanghua County Ershui station surrounding attractions, Nantou County Shanpingding and Jiazouliao recreation project, Jiayi Southern Branch of the National Palace Museum tourism town project phase 4, 2016 Kaohsiung Gangshan Eye peripheral surrounding renovation, Pindong Hengchun Houdongshan and Chiniuling scenic trail, Taidong County Jinzun surfing zone facility upgrade project, Kinmen County Lieyu Xiang military experience park renovation, Matsu religious park blessing trail renovation and others. Tourism recreational attractions based on each region's features are enhanced through the effort of the governments and the local authorities.

III. Encouraged Private Investment in Tourism

Through the completion of “Beimen tourism themed dining and recreational experience park construction and operation transfer project”, “Dawoxi Spot (Spot 08) service facility operation transfer project, Beigan, Lianjiang County” and “Eighteen Arhats Mountain Service Area Civil participating operation transfer project” in 2016, the bonds between the Tourism Bureau and private businesses have been created through the 2016 Investment Solicitation Convention. They are expected to encourage the cooperation between National Scenic Area Administrations and private businesses for promoting the development of the tourism industry.

第二節 國家級風景特定區建設與經營管理

一、加強規劃建設與經營管理

(一) 東北角暨宜蘭海岸國家風景區 <http://www.necoast-nsa.gov.tw> Northeast and Yilan Coast National Scenic Area



東北角暨宜蘭海岸國家風景區具有豐富山林、海岸、河口景觀及多樣人文風貌，105 年度持續推動「重要觀光景點建設中程計畫(105-108 年)」項下「東北角暨宜蘭海岸國家風景區建設計畫」之重點建設工作，營造本區成為具有國際魅力之旅遊環境，重要工作項目如下：

1. 規劃建設

(1) 國際觀光重要景點建設

A. 宜蘭濱海遊憩區服務設施改善：壯圍旅遊服務園區主體建築工程(第二期，105 年度完成總進度 74%)。

B. 鹽寮福隆遊憩區服務設施改善：福隆地區自行車道及附屬設施工程、龍門露營區無障礙營位及動線改善、遊客中心四語改善工程等 3 處。



(2) 國內觀光重要景點建設

A. 大里外澳遊憩區周邊服務設施：桃源谷步道涼亭整修工程、外澳海堤面增設遮陰棚架設施工程、大坑觀景臺及九號咖啡館停車場相關設施整修工程、龜山島碼頭清淤工程等 4 處。

B. 鼻頭龍洞遊憩區周邊服務設施：龍洞四季灣遊艇港電力設施修繕工程、龍洞四季灣陸泊區整修工程、四季灣浮動碼頭蘇迪勒風災損壞修復工程等 3 處。



Section 2 Construction and Management of National Scenic Areas (NSAs)

I. Enhanced Planning Construction and Operation Management

(I) Northeast and Yilan Coast National Scenic Area <http://www.necoast-nsa.gov.tw>

Northeast and Yilan Coast National Scenic Area features the richness of coastal scenery, estuary landscapes and cultural attractions. The construction plan for the Northeast and Yilan Coast National Scenic Area under the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)" is ongoing and expected to add an international glamour to this area. The major achievements are as follows:

1. Planning and Construction

(1) International Tourist Attractions

A. Improvement Projects of the Service Facilities in Waiao and Yilan Coastal Recreation Areas: The construction project (the second phase) of Zhuangwei Tourism Area and its neighboring area. (The progress was 74% in 2016).

B. Three improvements in Yanliao and Fulong Recreation Areas: Fulong area cycling trail and affiliated facility engineering, Longmen Camping barrier-free zone & route improvement, visitor center four languages translation improvement.

(2) Major National Tourist Attractions

A. 4 constructions including Daliwaiao recreation area peripheral service facility: Taoyuangu trail and kiosk renovations, Waiao seawall additional shades construction, Dakeng lookout and the facility renovation of the parking lot of No.9 Cafe at the Beach, Guishan Island pier dredging.

B. Bitoulongdong recreation area peripheral service facility: Longdong Siji Bay yacht harbor electricity facility repair, Longdong Siji Bay land area renovation work, Longdong Siji Bay floating pier repair from Typhoon Soudelor.

(3) Entire area and facility Renovation

All kiosk renovation, marks and signs in Specific Areas, recreational facility maintenance, planting maintenance.

2. Operations and Management

(1) 2016 "I-Center travel service quality enhancement project" awarded 1st place in Level 3.

(2) "Taiwan Trip-Huangjin Fulong Line" covers 11 attractions. Maocongcong designed infused bus stops. 4 travel ticket sets in Chinese, English, Japanese, Korean language. B&B and farmers joining Korea and Malaysia international travel fair. It was awarded the 1st place in implementation unit on "2016 Taiwan Trip Attractions Shuttle Bus Service, Tourism Service Management and Service Quality Optimization Inspection".

(3) Advocacy of Water Activities Improvement

A. Water recreation activity safety patrol enhancement: water safety patrol in pier and seashore recreation area, Neipi and Yongzhen sea area seashore patrol, Fulong Dongxing Temple front water area holiday patrol. The safety rock fishing and inspection of safety sea fishing for 228 times, delivered 360 foldouts, exhorted travelers to take care of safety for 1,471 times, and gave 7 tickets.

B. "Seminar for the addition of Statute for the Development of Tourism/Act for the Development of Tourism & the regulation amendment of water area recreational activities" implementation.

(3) 全區環境及設施整修

全轄區涼亭整修工程、指標牌誌工程、遊憩設施維護工程、植栽維護工程等。

2. 經營管理

(1) 「105 年 I-center 旅遊服務體系服務品質提升作業」榮獲第 3 層級第 1 名。

(2) 「台灣好行—黃金福隆線」共有 11 個景點，各站點候車亭融入毛叢叢文創設計，推出中、英、日、韓 4 款旅遊套票，並結合民宿及農場業者至韓國及馬來西亞國際旅展行銷，更榮獲觀光局「105 年台灣好行景點接駁旅遊服務管理及服務品質優化作業考核」推動單位第 1 名。

(3) 加強水域遊憩活動宣導

A. 加強水域遊憩活動安全巡護：港澳濱海遊憩區執行水域安全巡護工作、內埤及永鎮海域近岸巡護勸導工作、福隆東興宮前水域例假日執行水域巡護工作。舉辦假日磯釣安全宣導行動服務及海釣安全聯合稽查計 228 次，開立舉發單數量 7 張，發送勸導摺頁 360 張。進行遊客安全之勸導計 1,471 次。

B. 辦理「增修發展觀光條例及修正水域遊憩活動管理辦法研習會議」。

(4) 環境清潔維護

A. 實施龜山島登島清潔及設施維護費收費作業，自 7 月 1 日正式施行登島收費，截至 11 月 30 日止，總遊客數 5 萬 1,863 人，總收入新臺幣 462 萬 4,100 元整。

B. 辦理淨灘活動 82 場，動員 1 萬 978 人，減少海灘垃圾避免海洋生物誤食。

C. 統一清潔事權提升品質：為提升轄區清潔品質，特將台 2 線清潔納入工作項目。

3. 宣傳推廣

(1) 獲選「2016 全球百大綠色旅遊地」(2016 Green Destinations Top 100)，並在 9 月 28 日全球綠色旅遊日於斯洛維尼亞 (Slovenija) 首都盧比安那 (Ljubljana) 受獎。

(2) 105 年度共舉辦六大觀光活動，活動期間吸引約 45 萬觀光人潮，整年度共計有 465 萬旅遊人次。例如：2016 「東北角迎接曙光」活動，結合三貂角燈塔健行、追風單車之行及靈鷲山新春祈福，共吸引 5 萬人參加；為推廣海洋觀光，舉辦「龍洞四季灣遊艇港嘉年華」，透過二手船舶展及海上遊龍等 7 項系列活動，吸引 5,000 人。「2016 年福隆國際沙雕藝術季」以金沙榮耀為主題，並拓寬沙灘木棧道設施，便利無障礙及銀髮族遊客，共吸引 102 則報導，共計 20 萬 871 人次參觀，帶動周邊產值達新臺幣 3 億元。「極點燈塔活動」行銷臺灣東、西、南、北區域觀光資源及鼓勵體驗深度慢遊，與北海岸及觀音山國家風景區、雲嘉南風景區管理處及墾丁國家公園管理處共同舉辦，並結合全臺 44 家業者發行「臺灣極點護照」及「極點慢旅 Tour 臺灣」旅遊手冊，共發行 5,000 本，預計創造 5,600 萬觀光產值。「2016 騎遇東北角—騎趣壯圍好樂園」單車活動以行銷壯圍鄉在地產業為主旨，亦超過 1,500 人共襄盛舉；2016 草嶺古道芒花季活動，共有 8 萬 500 人參加。

(4) Environment Maintenance

A. Cleaning and maintenance fee applies on the entry of Guishan Island. Started on July 1st, so far until November 30, total 51,863 tourists and 4,624,100 NTD charged.

B. 82 beach cleaning events with 10,978 participants. Less litters for healthier marine lives.

C. Extending cleaning area for better quality: to enhance the cleanness of the management area, Tai 2 Line is included into cleaning responsibility.

3. Advertising and Promotion

(1) Selected among "2016 Green Destinations Top 100". Award received at Ljubljana, the capital of Slovenia, on 9/28 the Green Tourism Day.

(2) The 6 major tourism activities had drew 45 thousands visitors. A total of 4.65 million visitors participated these events in 2016. Estimated 50,000 tourists participated in "2016 Watching Daybreak on the Northeast Coast", "Cape San Diego Lighthouse Hiking", "Cycling along the East Coast" and "Ling Jiou Mountain Blessing for New Year. Estimated 5,000 tourists participated in "Longdong Four Seasons Bay Yacht Festival. The second hand boat fair, Sea Dragon and other 7 events had drawn 5 thousand viewers. In 2016, the "Fulong International Sand Sculpting Arts Festival" chose golden sand honor as the festival theme. The project included beach trestle expansion to better accommodate all types of tourists, including the seniors. It has attracted 102 news reports, 200,871 tourists and 30 million revenues. The "Light Up Taiwan" event covers the east, west, south and north Taiwan tourism resource which encourages in-depth travel. The project gathered North Coast and Guanyinshan National Scenic Area, Southwest Coast National Scenic Area Administration, and Kenting National Park Administration, 44 stores issuing 5,000 "Light Up Taiwan Passport" and "Light Up Taiwan Tour Route" brochures. It estimated to produce 56 million NTD tourism revenues. The "2016 Cycle Along the Northeast Coast-Ride to Zhuangwei" riding event reached for the promotion of Zhuangwei local industry. A total of 80,500 tourists participated in the "2015 Caoling Historic Trail and Silver Grass Festival" which in accordance with the opening of Silver Grass bio-dome.



4. Future Development

(1) Smart technology

Tourism website integration: to improve website data security, the Guishan Island website was incorporated into Northeast Coast portal site. Through the integration, it allows a simplified maintenance operation and a more user-friendly platform.

4. 未來發展重點

(1) 智慧科技

旅遊網站整併作業：為強化網站資訊安全，將龜山島申請網站併入東北角入口網，整合網站維運讓使用東北角旅遊網更加簡便。

(2) 市場開拓

配合新南向政策，持續積極推廣穆斯林友善餐廳講習，辦理「穆斯林友善餐廳認證」研習。

(3) 在地服務

打造宜蘭新亮點，辦理壯圍旅遊服務園區開幕準備，推動舊草嶺環狀線沿線等 7 處舊營舍活化利用，龜山島整體規劃及撥用事宜，改善福隆國際沙雕通用步道、龍洞潛水服務區、龍洞四季灣、鹽寮公園、龍門露營區通用步道及公廁。

(4) 永續旅遊推動

協助行銷社區生態旅遊及 GSTC 協會辦理生態認證研習活動。

(二) 東部海岸國家風景區 <http://www.eastcoast-nsa.gov.tw> East Coast National Scenic Area



東部海岸國家風景區兼具山、海、島嶼勝景，觀光資源非常豐富，不但具有獨特之地形、地質景觀，與數量、種類繁多之動植物生態資源，亦擁有珍貴之史前文化遺址及阿美族傳統文化，深具觀光發展潛力，為四季皆宜的旅遊勝地。105 年度持續推動「重要觀光景點建設中程計畫 (105-108 年)」項下「東部海岸國家風景區建設計畫」，營造本區成為具有國際魅力之旅遊環境，重要工作項目如下：

1. 規劃建設

(1) 前期規劃

完成東海岸觀光整體風貌與永續發展參與式規劃案、海陸域及鯨豚基礎生態調查，做為未來景觀規劃與永續觀光之推動方向參考。

(2) 工務建設

A. 辦理國際觀光(綠島系統、小野柳／都蘭系統、成功／三仙台系統)重要景點建設，完成綠島柴口浮潛區公廁改善、小野柳、加路蘭遊憩區、三仙台、東河橋休憩區及石雨傘休憩區等無障礙步道及友善環境服務設施改善、台 11 線水往上流段、都歷處本部、都歷派出所、成功市區、堺橋及寧埔及八仙洞自行車驛站友善環境暨服務設施改善、成功海濱公園環境改善、金剛山環狀車道景觀及服務設施改善等案件。

B. 國內觀光(石梯／秀姑巒系統)重要景點建設，完成台 11 線石梯段自行車停留點改善、長虹橋遊憩區友善環境及服務設施改善、北回休憩區人性化公廁改善、北回歸線—靜浦鐵馬驛站周邊環境改善、石梯坪遊憩區友善環境改善、石梯坪人性化公廁改善(第一期)等工程。

1 推動穆斯林友善餐廳認證研習
Promote the seminar of the certification of Muslim-Friendly restaurants

2 小野柳無障礙步道及服務設施改善
Improve the disabled access roads and service facilities of Shiauyeliou

(2) Market Development

Followed the New Southbound policy, the “Muslim-friendly dining experience course” promotion.

(3) Local Services

New attraction in Yilan, preparation for the opening of Zhuangwei Tourism Area, the promotion of the utilization of 7 deserted offices along Old Caoling Circle-Line, overall planning and utilization of Guishan Island, improvement on universal trail of Fulong International Sand Sculpture event, on Longdong Diving Service Area, on Longdong Four Seasons Bay, on Yanliao Park and on Longmen camping area universal trail and public restroom.

(4) Sustainable tourism promotion

Assistance on promoting community ecology tourism and support for GSTC (Global Sustainable Tourism Council) to implement Eco-certification study course”.



(II) East Coast National Scenic Area <http://www.eastcoast-nsa.gov.tw>

The abundant tourism resource including ocean, mountains and isles in the East Coast National Scenic Area is formed with unique geography and hundreds and thousands of bio creatures. Plus the pre-historic ruins and Amis culture, it is worth visiting all year round. The results of continued implementation of key tasks in line with the “East Coast National Scenic Area Development Plan” in 2016 under the “Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)” were as follows:

1. Planning and Construction

(1) Initial Planning

As for the future landscape planning and sustainable tourism development, the initial planning focuses on the completion of participatory project of the completeness and sustainability of East Coast tourism landscape, Basic ecological survey on water, land, whale and dolphin,

(2) Public Works

A. International tourism (Ludao System, Xiaoyeliu/Dulan System, Chenggong/Sanxiantai System) key attraction construction. The completion of Ludao Chaikou diving area public toilets improvement; the barrier-free trail and environment friendly facility enhancement at Xiaoyeliu, Jialulan rest area, Sanxiantai, Dongheqiao rest area, Shiyusan rest area; Tai 11 Route “Water running up”, Dulichu base, Diligence Police Station, Chenggong City area, Jie Bridge and Ningpu and Bicycle station environment friendly facility enhancement at Baxiandong; Chenggong Sea Coast Park environment improvement, Jingang Mountain circle driveway landscape and facility improvement.

B. Domestic Tourism (Shiti/ Xiuguluan River) key attraction construction, the completion of Tai 11 Route Shiti section cycling stop enhancement, Changhong Bridge recreation



C. 地方觀光(磯崎／鹽寮系統)重要景點建設，完成磯崎遊憩區露營區服務設施及周邊環境改善、磯崎遊憩區停車場及友善環境改善、新社部落解說步道環境改善等工程。

D. 全年度共完成 37 件工程，改善遊憩服務設施，提升整體旅遊服務品質。

2. 經營管理

(1) 提升服務品質

A. 獲得 105 年度交通部服務品質獎第 2 名，並榮獲第九屆政府服務品質獎。

B. 與伽藍安檢所、加路蘭部落市集等 14 處相關機關及民間業者協調合作辦理「借問站」服務，由業者提供服務空間，並提供旅遊諮詢、散步地圖介紹、飲水機、簡易醫療、旅遊摺頁、手機充電、免費上網、自行車充氣及簡易維修等 9 種服務項目。



C. 提供更多元、更機動的「行動旅服」，在三條熱門景點(小野柳遊客中心至及加路蘭遊憩區、都歷遊客中心園區、石梯坪遊憩)旅客最多的熱門時段，由服務人員騎乘自行車提供旅遊諮詢、簡易醫療、旅遊摺頁、無線上網及手機充電等 6 項之服務。

D. 辦理部落旅遊資訊站改造示範計畫，完成南竹湖部落雜貨店改造。

(2) 推廣環境教育及地質公園：完成小野柳環境教育設施場所認證及成立小野柳地質公園，並營造成功海洋環境教室，為推動海洋生態觀光的基地。

(3) 推動場域、水域安全及保險，辦理水域、救護訓練及耐震安全評估。

(4) 辦理委託經營出租案，節省人事水電開銷，並提升自償率：包括 56 間賣店、3 處露營區、3 處生活市集土地(加路蘭、水往上流、北回歸線)、磯崎海濱遊憩區及奚卜蘭遊客中心等。

(5) 建立「綠島朝日溫泉、朝日旅遊服務中心及露營區促進民間參與整建經營案」履約管理機制。

3. 宣傳推廣

(1) 積極塑造四大觀光品牌，以部落、運動、藝術、生態為四大軸心，讓遊客隨時到東部海岸都能有驚喜，並嘗試不同的體驗。

area environment friendly service facility improvement, humanity public toilet improvement in Beihui rest area, the Tropic of Cancer-Jingpu Bicycle station peripheral environment enhancement, Shitiping humanity public toilet improvement (phase 1).

C. Local tourism (Jiqi/Yanliao system) Key attraction construction. The completion of camping zone service and facility, peripheral improvement, parking lot enhancement and environment friendly design in Jiqi recreation area. Xinshe tribe trail introduction and environment friendly improvement.

D. 37 constructions completed in 2016. Recreation facilities and tourism service quality enhanced.

2. Operation and Management

(1) Improvement of Service Quality

A. Placed the second in the 2016 Traffic Department Quality Service Award, and the 9th Government Quality Service Award.

B. Information stop service implemented in 14 institutes including Qielan security inspection station and Jialulan tribe market and private corporations. By providing a space, the 9 service covers from tourism advices, walking map, the water fountains, basic medical service, tourism foldouts, cellphone charging service, free internet service to bicycle tire inflation and basic repair.

C. Mobile service of more diversity and accessibility. During the most popular hours on the top 3 visited routes (from Xiaoyeliu Visitor Center to Jialulan recreation area, Duli Visitor Center park, Shitiping recreation), 6 mobile services including tourism advice, basic medical service, tourism foldouts, free Wi-Fi and hand phone charge service are provided through bicycles.

D. The implementation of tribe tourism information stop reformation model project. The completion of Nanzhu Lake tribe grocery shop reformation.



(2) Environmental education and geo park implementation: The completion of Xiaoyeliu environmental education facility certification and the establishment of Xiaoyeliu Geopark. Chenggong Marine Environment Classroom as the base for marine ecology tourism implementation.

(3) The promotion of the safety and insurance on land field, water field. Water, first aid training and earthquake resistance evaluation.

(4) Administration cost down plus better self-liquidation ratio on property management entrustment: 56 stores and shops, 3 camping areas, 3 life market land (Jialulan, Water Running Up, and the Tropic of Cancer), Jiqi Coast Recreation area and Xipulan Visitor Center.

(5) The establishment of compliance management mechanism of "private participation in renovation and operation project for Ludao Zhaori Hot Spring, Zhaori Visitor Information Center and camping area".



- A. 部落觀光：藉由辦理「杓都瑪樣樂舞宴」、「部落工作假期」、「守護花東」、「我愛船騎」等活動，推動東部海岸部落觀光產業聯盟平臺運作，結合旅行社將部落特色遊程，藉由接駁車與單車串聯等方式，促進部落深度文化觀光。
- B. 運動觀光：藉由辦理「勇闖東海岸自行車活動」、「長濱雙浪金剛馬拉松」、「秀姑巒溪泛舟鐵人三項」，運用東海岸山海河自然景觀及遊憩資源，與優質的自行車友善環境，規劃各項適地化運動型觀光活動，並結合周邊觀光資源與產業，打造東海岸為樂活的運動天堂。
- C. 藝術觀光：打造太平洋左岸藝術廊道為目標，從藝術創作、定點展演、手創市集等藝文推廣中不斷蓄積能量，串聯藝術工作室及藝術家共同展覽，用音樂、野餐結合月昇太平洋的天然背景，營造出東海岸獨特的藝術文化氛圍。
- D. 生態觀光：透過辦理「夜訪小野柳」、「成功小鎮漁村風情之旅」生態導覽解說，以及「綠島生態低碳旅遊推廣計畫」、「成功海洋環境推廣」等計畫打造東海岸觀光永續環境，透過生態旅遊推廣、環境教育及民眾參與機制的建立，推動東海岸永續發展。

- (2) 藉由網站、Facebook 粉絲團及行動東海岸 APP 發布新聞訊息，介紹在地特色，提供最新資訊，並以虛擬闖關活動方式與遊客互動。105 年度發布各式訊息 935 則，臉書絲粉人數達 3 萬 3,834 人，APP 評價均在 4 星以上。
- (3) 105 年 6 月 15 日至 19 日與觀光局香港辦事處合作，參加第 30 屆香港旅遊展；8 月 19 日至 21 日參加 2016 新加坡秋季旅展。同時與香港無極限旅遊服務有限公司、臺灣威力旅行社有限公司、易飛網、ego、KKday 等旅遊平臺合作行銷推廣觀光相關活動。

4. 未來發展重點

- (1) 維護東海岸與綠島地區之整體自然景觀與人文資源，營造感動環境，促進資源永續發展。
- (2) 積極推廣部落、運動、藝術、生態四大觀光品牌，形塑東部海岸及綠島地區為漫遊、樂活之觀光旅遊天地。
- (3) 促進民間投資及觀光產業發展，增加地方就業機會，繁榮地方經濟。

1 部落觀光
Tribal tours

2 南竹湖部落工作假期
Nanzhuhu blog working holiday

3. Advertising and Promotion

- (1) Establish 4 theme tourism brands of tribe, sports, art and ecology. Make East Coast a destination full of surprises and numerous experiences.
- A. Tribe Tourism: with "Gadomayang loves dancing", "Tribe working holiday", "Huadong Guardian" and "I Heart Cycling and Sailing", the Tourism Bureau implemented "The Industrial Alliance of Indigenous Tribal Tours on East Coast" operation. Through travel agencies' tours, the tribe featured culture tourism is presented to the travelers by shuttles and bicycles.
- B. Sports Tourism: the Tourism Bureau has planned "East Coast International Cycling Self-Challenge Race and Excursion", "Changbing Double Waves Marathon", "Xiuguluan River Rafting Trithlon" 3 events on the basis of East Coast natural environment and recreational resources. The superior cycling environment is suitable for sports tourism. With peripheral tourism industry, it can be a sports LOHAS paradise.
- C. Art Tourism: the goal is to establish the Left Pacific coast Art Gallery. With art creation, fixed location performance, handmade markets, the connections of art studio and artists, music and picnic, under a natural background of Pacific Ocean, the East Coast has its own artistic culture.
- D. Ecology Tourism: 4 projects including guided ecology tours "Night Travel to Xiaoyehliu" and "A Tour of the Fishing Village in Chengong", "Ludao Ecological Low Carbon Tour Promotion" and "Chenggong Marine Environment Promotion" are created to contribute a sustainable East Coast tourism. By the establishment of ecology tourism promotion, environmental education, public participation and relevant mechanics, the Tourism Bureau continues to promote East Coast sustainable development.



- (2) The websites, Facebook Fan Page and East Coast App news publish local features, updates, and online events to keep in touch with the tourists. Total 935 info and news published in 2016, with 33,834 fans on Facebook and the App has kept an average of 4 stars and above reviews.
- (3) The 30th Hong Kong Travel Fair during 6/15-19, 2016 under the collaboration with Tourism Bureau Hong Kong Office; Singapore Fall Travel Fair during 8/19-21. Meanwhile, Tourism promotion events on Hong Kong Infinity Travel Services, TW365, Ezfly, ego and KKday.

4. Future Development

- (1) Preserve nature and human resources in the East Coast and Green Island to promote sustainable tourism.
- (2) Actively promote the 4 tourism brands: Tribe, Sports, Art and Ecology to build the East Coast and Ludao into a LOHAS tourism destination.
- (3) Encourage private sectors to invest tourism industry, which will increase the local job opportunities and flourish local economy.

3 秀姑巒溪泛舟鐵人三項
Xiuguluan River Rafting Trithlon

4 大地藝術節
Land art festival

(三) 花東縱谷國家風景區 <http://www.erv-nsa.gov.tw> East Rift Valley National Scenic Area



花東縱谷國家風景區位於中央山脈與海岸山脈間，是全國面積最大之國家風景區，廣達 13 萬 8,000 餘公頃，含括 15 個鄉鎮地區，因地處歐亞大陸板塊與菲律賓海板塊縫合帶，具有豐富的自然地質景觀及多元的人文景緻。105 年持續推動「重要觀光景點建設中程計畫(105-108 年)」項下「花東縱谷國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

(1) 國際及國內重要景點建設及維護

辦理鯉魚潭風景區、六十石山、鹿野龍田及花蓮、臺東原住民地區等各項軟硬體設施改善，提升轄內景點遊憩環境品質，強化遊憩功能。

(2) 營造風景區無障礙及友善旅遊環境

辦理鯉魚潭潭南周邊無障礙設施(停車場、步道、水岸步道)、瑞穗溫泉區無障礙步道等周邊公共服務設施改善及環境綠美化，打造友善的觀光遊憩場域。

(3) 優化「東部自行車路網」

辦理鯉魚潭潭東自行車道、鳳林及光復地區自行車道、瑞穗自行車道、玉富自行車道、池上牧野自行車道及鹿野鄉龍田自行車道等環境設施改善，提升遊客騎乘之安全性及可及性。

(4) 辦理前期規劃設計

辦理花東縱谷旅遊軸線景觀及服務空間規劃、鯉魚潭公共設施(潭北複合式商圈 BOT 可行性評估、水岸步道、水上自行車道、無障礙設施、潭西碼頭及管理站暨遊客中心【附設環教中心】)規劃、鳳林(國際慢城)慢城公園(含南北入口意象景觀、休憩環境及綠美化)整體規劃、變更鳳林遊憩區開發計畫、馬太鞍無障礙空間營造整體規劃、赤柯山地區觀光整體發展規劃、卑南遊客中心與利吉資訊站旅服設施改善規劃、林榮遊憩區及崙天遊憩區再發展評估等。



2. 經營管理

(1) 危險地區風險管理

針對轄區內評估具潛在危險區域，加強設施改善工作，並增加巡查頻率；另針對鯉魚潭風景區水域、鹿野龍田地區場域、利吉惡地、逢坂事件紀念碑、六口溫泉、天龍吊橋等地區，設立警告標示、增設阻絕設施等強化管制及巡查作為。

(2) 遊憩安全管理

A. 持續強化鯉魚潭腳踏船安全管理措施：建立乘船 SOP 機制、加強巡查及通報機制、水域安全巡守員輪值、加裝監視器、不定期緊急應變訓練等。

1 玉富自行車道及周邊公共設施改善
Improve the cycle paths and service facilities of Yufu

2 加強鯉魚潭水域安全救生演練
Life saving drill for enhancing the safety of the water of Liyutan

(III) East Rift Valley National Scenic Area <http://www.erv-nsa.gov.tw>

The East Rift Valley is a narrow valley flanked by the Central Mountain Range to the west and the Coastal Mountain Range to the east. Being the largest national scenic area, the area covers 15 administrative districts of 138 thousand hectares. This is where the Eurasian and the Philippine tectonic plates collide. Abundant natural landscapes and a variety of indigenous cultures are main tourism resources. In 2016 under the "Mid-term Plan for the Construction of Major Scenic Sites (2016- 2019)". The major progress are as follows:

1. Planning and Construction

(1) International and national attractions and aboriginal constructions

Carried out improvements of public facilities and surrounding in Liyutan Scenic Area, Liushi Stone Mountain, Luye Longtian, aboriginals in Hualian and Taidong. Enhance the quality of the area attractions and recreational environment, improve recreational function.

(2) An barrier-free scenic area and tourism friendly environment

Enhance barrier-free facilities (parking lot, trail, waterfront trail) at the south of Liyutan. Ruisui Hot spring barrier-free trail. The peripheral public service facility and greenery are enhanced for a tourism friendly destination.

(3) Improve "Eastern Taiwan Bikeway Network"

Liyutan East bike lane, Fenglin and Guangfu area bike lane, Ruisui bike lane, Yufu bike lane, Chishangmuye bike lane, and Luye Longtian bike lane, the facility enhancement allows the safety and accessibility to the cyclists.

(4) Beginning phase planning

The East Rift Valley tour area landscape and service planning, Liyutan public facility (evaluation for the feasibility of Lake North shopping mall complex BOT, waterfront trail, on-water bike lane, barrier-free facility, Lake West Pier and Management and Visitor Center) planning, Fenglin (Cittaslow International) cittaslow park (including North and South image view, recreational environment and greenery) overall planning, change for Fenglin recreation area development project, overall creation and design for Mataian barrier-free space, overall development plan for Chilesan tourism, Beinan Visitor Center and Liji information station traveler service facility improvement plan together with re-development evaluation for Linrong recreation area and Luntian recreation area.

2. Operation and Management

(1) Risk management of dangerous areas

Reinforcement on facility improvement for potential dangerous area within the territory, enhance patrol frequency; reinforcement of control and patrol by the establishment of warning signs and barriers for the water field of Liyutan scenic area, Luye Longtian area, Lijiedi, Osaka incident monument, Liukou Hotspring and Tianlong bridge.

(2) Recreation safety management

A. Continue on Liyutan boat riding safety management: establish riding SOP, patrol and report mechanics, water safety on shift patrol, monitors installation, contingency plan training from time to time.

B. Fly field safety management: study and discuss on non-powered flying sports industry development strategy for



B. 加強飛行運動場地安全管理：召集公、私單位研商無動力飛行運動觀光產業發展策略，並規劃辦理土地使用變更，配合臺東縣政府辦理聯合稽查，俾利協助推動永續的商業經營，並於加強活動前須提出申請並經審核通過，使用當日填報到離記錄，並派員巡查，落實回報機制。

(3) 遊憩設施活化利用

積極辦理轄內遊憩設施活化再利用，包括林榮休憩區、鯉魚潭露營區、鳳凰山莊、崙天遊憩區等促參案，及鯉魚潭賣店、鹿野高臺滑草場、池上休憩區、羅山遊客中心賣店等出租經營管理。

(4) 環境教育設施場所認證

105 年 12 月鯉魚潭風景區環教場域認證申請通過，並營造永續經營發展之培養環境學習社群教育及目的。

(5) 資訊系統建置強化管理效能

105 年完成「花東縱谷國家風景區管理處 GIS 地理資訊系統」功能改版作業，加強工程、設施基礎資料庫建置，提升系統功能便利性、完整性及管理效能。

(6) 提供有感服務措施

A. 廣續辦理配合活動、遊客中心服勤及隨團接待導覽解說服務推廣觀光業務。

B. 各遊客中心均提供明信片代寄、傳真代收、計程車代叫、嬰兒車、手搖車、輪椅、防蚊液等物品借用暨緊急汽車充電器、手機充電、打氣筒等服務。

3. 宣傳推廣

(1) 主協辦各類主題行銷活動

A. 主辦「鯉魚潭螢蝶生態之旅」、「夏至 235 系列活動—尋鄉覓寶趣」、「2016 臺灣自行車節—輪轉花東嘉年華縱谷野餐日」、「2016 台灣好湯—花東縱谷溫泉美食嘉年華」、「世界盃 2016 國際飛行傘巡迴賽臺灣分站賽」等大型主題活動，並設置專屬活動網站、召開記者會、邀請媒體及部落客參訪、透過網路及粉絲團等方式宣傳，並結合地區產業共同推廣。



B. 結合花蓮、臺東兩縣政府及地方單位共同推廣「洄瀾國際鐵人三項菁英賽」、太平洋燈會「鯉魚潭紅面鴨」、「2016 世紀飛天龍—鯉魚展競技—龍舟競渡嘉年華」、「國際熱氣球嘉年華」等活動。

(2) 提供便利旅遊

規劃「台灣好行—縱谷花蓮線」，強化交通接駁無縫隙服務旅遊的深度，藉無縫隙的運輸，提供遊客便利的旅遊體驗。

1 世界盃 2016 國際飛行傘巡迴賽臺灣分站賽
2016 PGAWC Taiwan station

2 2016 世紀飛天龍—鯉魚展競技·龍舟競渡嘉年華
2016 Dragon Boat Festival

tourism purpose between government and private units, land use change, joint inspection under Taidong County government's request, facilitate the sustainability of the business operation. Application and approval requested before the exercise, report on arrival and departure on the day of the exercise, patrol rounds to ensure full report.

(3) Recreational facility utilization

To make reuse of the recreational facility in the territory, areas including BOTs of Linrong rest area, Liyutan camping area, Fenghuang Village, Luntian recreation area, and the Liyutan shops, Luyegaotai grass gliding field, Chishang rest area, shops in the Luoshan Tourist Center are transferred for rent and operation under contract.

(4) Environmental education facility certification

In December 2016, Liyutan Scenic Area environmental education field has obtained the certificate and is on the direction of sustainable operation and development for the cultivation of environment learning social education.

(5) Strengthened management effectiveness on information system

In 2016 the function revision of the "East Rift Valley National Scenic Area Administration GIS" was complete and it has strengthened the database for construction and facility basics. The system function accessibility, completeness and management efficiency were upgraded through the revision.

(6) Sensible Service

A. Continue on promotion of tourism with service in visitor center, guides group by group and events.

B. Tourist center includes postcard delivery, fax reception, on-call taxi, baby carriages, hand cycles, wheelchairs, and mosquito repellent for borrow, other service such as car charger, hand phone charger, bicycle pump, etc.

3. Advertising and Promotion

(1) Marketing Events with Various Themes

A. Host of large-scale events such as "Liyutan Ecology Tour for Butterfly and Firefly Watching", "Taiwan Fun on the Tropic of Cancer Treasure Hunting", "2016 Taiwan Cycling Festival", "2016 Taiwan Hotspring-The East Rift Valley Hotspring Gourmet Carnival", "2016 PGAWC Taiwan station", exclusive website setup, media press, media and bloggers' visits, promotion through websites and fan page, regional industry collaboration.

B. Hualian County government, Taidong County government and local private sections co-host on "Huilan International Triathlon", "Pacific Lantern Festival", "2016 Dragon Boat Festival" and "International Balloon Festival".



3 2016 臺灣國際熱氣球嘉年華
2016 Taiwan International Balloon Festival

(3) 推動部落觀光

執行原住民族地區觀光推動計畫—「花東縱谷部落旅遊推廣計畫」，以具發展部落旅遊潛力之部落，由整體規劃導入部落參與部落旅遊發展，並採用發展戰略、整合行銷、遊程規劃、教育訓練，以及在地輔導的實施推動策略步驟，逐步發展以客群國際化、遊程深度化與產業在地化的花東縱谷部落旅遊，並藉此帶動部落自主經濟發展，間接促成部落青年返鄉發展。



4. 未來發展重點

- (1) 以「鯉躍水舞—遨翔縱谷」為花東縱谷整體發展主軸，打造花東縱谷為具水、陸、空多元遊憩活動之國際觀光渡假勝地。
- (2) 結合地質、地景、生態旅遊，推展自行車等綠色運具政策、建置轄內步道暨自行車道系統等，營造低碳友善的旅遊環境，在觀光發展與環境保護間尋求平衡，以達「永續觀光」的旅遊目的。
- (3) 持續改善及營造全區無障礙的旅遊空間，讓輪椅族及銀髮族享受輕鬆安全的旅遊環境。
- (4) 導入智慧觀光概念，藉由虛擬實境、擴增實境等現代科技，整合網路、臉書、官方網站、LINE 等工具，即時且有效的提供及回應遊客旅遊需求。

(四) 澎湖國家風景區 <http://www.penghu-nsa.gov.tw> Penghu National Scenic Area



澎湖國家風景區具有豐富海洋資源及玄武岩地質、歷史悠久的人文古蹟與傳統民俗文化資產，適於發展水上活動及海洋生態觀光遊程。澎湖國家風景區管理處 105 年持續推動「重要觀光景點建設中程計畫 (105-108 年)」項下「澎湖國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

(1) 開發新景點

於虎井嶼北回歸線軸線設立北回追日大道的景觀意象，步道上裝飾各國特有文化風俗標誌的彩色石板立體浮雕，並標示北回歸線經過全球 16 國地圖、國旗及國名。



(2) 景點添新妝

A. 針對隘門至林投公園步道新建木棧道及無障礙斜坡道、西嶼彈藥本庫設施新建塊石步道、菜園自行車道新設安全設施、貝貝嶼環島步道及舊有涼亭頂蓋整理、七美雙心石滬塊石步道改善、北寮奎壁山遊憩區道路鋪面改善，以及西嶼西臺遊客中心、大

(2) Convenient Travel

“Taiwan Tourist Shuttle – East Rift Valley” to provide seamless travel transportation and convenient travel experience.

(3) Indigenous Tribal Tours

The East Rift Valley tribal tourism project. Overall planning and guidance for potential tribal tour development. With strategy, integrated marketing, itinerary planning, trainings and local consultation, the project aims at international visitors, in-depth tourism, and localized industry development. The East Rift Valley tribal tour encourages independent economy development and provides motives for tribal youth to return to hometown for work.

4. Future Development

- (1) In light of the theme of developing “water recreational activities in Liyutang and air activities in the East Rift Valley”, will build a diverse tourist resort with recreational land, water and air activities at international level.
- (2) With the combination of geology, landscape, ecotourism, the development wishes to install bicycles and other green transportation policy. Through a low carbon environment friendly tourism, the development seeks for a balance between tourism and environment protection, and teaches sustainability tourism.
- (3) Continues improvement on barrier-free tour space, a wheelchair/seniors friendly tourism environment.
- (4) Introduction the concept of Smart Tourism. With virtual reality, augmented reality and other modern technology, the service unites Internet, Facebook, official website and LINE, provides effective and efficient responses to tourists needs.

(IV) Penghu National Scenic Area <http://www.penghu-nsa.gov.tw>

The Penghu Archipelago is rich in ocean resources and basalt geology, ancient cultural sites, and traditional folk culture resources. It can serve as a model for the promotion of water activities and maritime ecotourism. In 2016, the results of the “Penghu National Scenic Areas Development Plan” under the “Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)” were as follows:

1. Planning and Construction

(1) Developing New Tourist Attractions

The Tropic of Cancer Zhuiji Boulevard on Hujingyu is built on the location where the Tropic of Cancer passes. The scenic image is decorated with cultural relief from different countries, together with the 16 countries which Tropic of Cancer passes were marked with their maps, flags and names.

(2) Makeovers for Tourist Attractions

A. To enhance the service, the Tourism Bureau has added new wooden trestle and barrier-free path between Aimen to Lintou Park trail. New trail for Xiyu Danyaobenku, safety facility for Caiyuan bike lane, Yuanbeiyu Isle tour trail and kiosk renovation, Qimei Shuangxinshihhu trail improvement, Beiliaokuibishan recreational trail improvement, the parking space and stairs improvement in popular spots including Xiyuxitai Visitor Center, Large Pond and Small Pond, all recreational spots on Xiyu and Dashilongcheng Scenic Area.

B. Grass land and environment maintenance for Caiyuan recreation area, Xiyuxitai Visitor Center, Beiliaokuibishan Geopark and Guoye Park to provide a better greenery and updated scenic view.

池及小池、西嶼各遊憩據點、大獅龍埕風景區等熱門景點停車空間與階梯地坪改善，提供更完善、舒適及多元的服務功能。

B. 加強菜園遊憩區、西嶼西臺遊客中心、北寮奎壁山地質公園及菓葉公園草皮新植及環境維護，塑造整體綠美化環境與景觀風貌。

(3) 營造友善環境

A. 吉貝沙尾服務設施改善工程（第一期），新建多功能公廁、更衣室 1 棟，戶外景觀鋪面及沖淋區 1 處，半戶外出租平臺，遊客遊憩服務設施等。

B. 桶盤浮動碼頭全面性修繕及引橋整修，碼頭地坪、涼亭及候船區屋頂木構整修，增設警告告示牌。

C. 望安綠蠟龜保育中心改善景觀燈、涼亭基礎及遮陽設施，提供友善安全無礙之旅遊環境。

2. 經營管理

(1) 環境清新潔淨計畫

辦理「後寮濱海環境清新潔淨宣示活動」及辦理「北寮遊憩區周邊及濱海環境清新潔淨宣示活動」，參與人數約 400 人，清理海漂物及垃圾約 11.9 噸。

(2) 提升同仁及觀光產業人員技能訓練

辦理「105 年度浮潛指導員研習」、水上摩托車活動安全教育、「105 年度水上安全救生員訓練班」及游泳池救生員、水域救生員檢定；辦理「105 年災害防救 CPR + AED 訓練」，轄內 11 處遊客中心獲得「AED 安心場所認證」核可；辦理「緊急救護計畫規劃人員訓練」、「第一線救護人員訓練」及 105 年度消防自衛編組訓練。

(3) 促進民間投資案

辦理北寮旅遊資訊站服務設施、岐頭浮動碼頭船席位、岐頭遊客中心遊艇櫃檯、望安天臺山風景區販賣亭攤位、七美人塚遊憩服務設施攤位、七美雙心石滬遊憩服務設施攤位、七美大獅龍埕遊憩區攤位等出租案，並與民間自然人簽約，共收取租金 224 萬 9,831 元。

3. 宣傳推廣

(1) 跳島自行車活動

辦理「2016 澎湖自行車季」活動，推廣「單車領騎服務」，提供免費專業自行車領騎服務，105 年計服務 14 團共 382 人。辦理「澎湖跳島騎士團」行程，計 38 名騎士突破天候和運具接駁之困難，足跡遠至離島中的離島—吉貝嶼。元宵節辦理「2016 澎湖元宵乞龜祈福趴趴 go」活動，提供「騎自行車綠蠟龜公仔」及「肪片龜」。



1

(2) 季節推廣活動

夏日辦理「2016 臺灣夏至 235 ~ 相約澎湖漁翁島燈塔草地音樂會活動」，共有 400 多人參加；秋季以「光點鎖港 食樂嘉年華」為開場，展演「鎖港光雕開幕秀」，以光影交織堆疊在特殊的傳統廟宇工藝建築上；冬季則藉由尋找石敢當活動推廣淡季旅遊。

1 澎湖跳島騎士團
Penghu Isle to Isle cyclist

2 北寮遊憩區周邊及濱海環境清新潔淨宣示
Beiliao recreation area and coast area

(3) Tourism Friendly Environment

A. Jibeishawei facility improvement (Phase 1). New establishment of multifunctional public toilets, one building of changing room, outdoor pavement and shower area, semi-outdoor platform for rent, tourist recreational service facility.

B. Overall repair of floating pier, bridge renovation, wharf pavement, kiosk, waiting area roof repair and the addition of warning sign.

C. Wang-an Green Turtle Tourism and Conservation decoration lighting improvement, kiosk infrastructure and shades.

2. Operation and Management

(1) Environmental Improvement Plan

Environmental clean-up announcement activities at "Houliiao Coast" and "Beiliao recreation area and coast area". Around 400 participants and 11.9 tons of litters cleaned.

(2) Operation and Management

"2016 Snorkeling Instructor Study Course", Jet Skiing Safety Training, 2016 Lifeguard Training, certification for swimming pool lifeguard and open waters. "2016 CPR+AED training". 11 visitor centers obtained the certificate of AED. "Emergency and first aid program planners training" and "Frontline medical staff training". 2016 firefighting team buildup and training course.

(3) Promoted Private Investment

7 locations leased and signed contract with individual lessee. A total rent of 2,249,831 NTD received. The 7 locations are Beiliao tourism information service facility, Qitou floating pier boat parking spaces, Qitou Visitor Center yacht counter, Wang'an tiantai shan scenic area kiosk shops, Qimeiren grave recreational service stalls, Qimei shuangxin stone recreational service stalls and Qimei dashilongcheng recreation area stalls.



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3. Advertising and Promotion

(1) Isle to isle cycling

The "2016 Penghu Cycling Season" focused on bicycle delivery service. Free bike delivery service for professional cyclists. Total 14 groups, 382 users in 2016. The "Penghu Isle to Isle cyclist" was joined by 38 cyclists who overcame the difficulty on the weather and the transportation means and made it to the Jibei Isle. The "2016 Penghu Lantern Festival Qiqui Ceremony" has prepared Green Turtle dolls and turtle shaped offerings as souvenirs for the event.

(2) Seasonal Promotion

The "2016 Taiwan Fun on the Tropic of Cancer" music concert was joined by 400 audience. In the fall, a food carnival was set off to the closing ceremony of the wharf with projection mapping. Traditional temples were highlighted by the lighting effect. Through a Shigandang searching activity it promoted the off season tourism in Penghu.

(3) International Promotion on Penghu

"Taiwan's Penghu Islands", a TV program produced by Joseph Rosendo's Travelscope, PBS and Taiwan Tourism Bureau. The Emmy Award winner Joseph

3 水上摩托車活動安全教育
Jet Skiing Safety Training

(3) 國際宣傳澎湖之美

觀光局與美國公共電視網 (PBS) 知名旅遊節目《Joseph Rosendo's Travelscope》聯合製作《臺灣澎湖群島》(Taiwan's Penghu Islands) 特輯，由艾美獎金獎主持人羅森度 (Joseph Rosendo) 帶領北美觀眾遊覽寂寞星球推薦的世界秘島—澎湖。該特輯於 105 年 12 月在美加地區首播，再次讓國際看見臺灣之美。

(4) 強化兩岸觀光交流

辦理溫州市等參訪團，與澎湖旅遊業舉行交流座談會，並輔導澎湖縣旅行業者前往福州，參加第十八屆海峽兩岸經貿交易會及推介。另與澎湖縣工商發展投資策進會組團參加於廣州市舉辦「第十三屆中國國際中小企業博覽會」。

(5) 推動無障礙旅遊

辦理「澎湖國家風景區無障礙旅遊環境調查分析與輔導訓練規劃執行」案，並於 10 月 17 日舉辦無障礙旅遊環境設計座談。

4. 未來發展重點

澎管處以「最佳服務，即最佳行銷」之理念，所擬定行銷推廣面向包括：延長澎湖觀光季節、開發多元市場及旅遊產品、整合相關產業聯盟與行政資源，強化行銷及開發推廣深度旅遊，加強觀光從業人員專業素養及檢討更新旅遊服務系統等。

期許未來澎湖持續展現清新亮麗的景觀風貌、友善的便利服務環境與國際水準的觀光產業，成為一座碧海藍天、自然悠閒國際度假島嶼。

(五) 馬祖國家風景區 <http://www.matsu-nsa.gov.tw/> Matsu National Scenic Area



馬祖國家風景區範圍涵蓋馬祖列島全部陸域及部份海域，總面積 2 萬 5,052 公頃（陸域面積約 2,952 公頃，海域面積約 2 萬 2,100 公頃）；自民國 88 年 11 月 26 日成立以來，專責推動辦理該風景區各項開發建設與經營管理工作，105 年持續推動「重要觀光景點建設中程計畫 (105-108 年)」項下「馬祖國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

(1) 完成北竿地區整體景觀規劃案

整合北竿、大坵、亮島及高登島資源，因應國軍兵力精簡，活化利用釋出營區，串聯遊憩資源系統，形塑觀光吸引力。

(2) 東引遊憩設施改善

強化東引遊客中心資訊服務、輕食及地方名特產等相關服務，並辦理安東坑道、一線天、國之北疆、東引隊史館、東引燈塔步道、休憩區及周邊聯外道路等遊憩設施改善與復舊工程，提升遊客安全及舒適度。

(3) 莒光遊憩設施改善

辦理莒光山海一家主題裝修工程，將早期軍管時代情報人員工作之據點復舊，並委託民間機構經營旅宿設施，帶動地方經濟；另改造東莒遊客中心部分營舍為景觀餐飲空間，預計未來委託民間機構營運，提供遊客更多元之服務，並增加停留時間。

Rosendo as the host of the show brought the North Americans to the Lonely Planet recommended island "Penghu". The show was on air in December, 2016 in the US and Canada.

- (4) China Communication Reinforcement
Delegation from Wenzhou City and others, exchange forum with Penghu tourism industry, assist Penghu tourism industries for the journey to Fuzhou on participation of 18th Cross-straits Fair for Economy and Trade and introduction. In addition, Penghu Investment Strategy for Business Development has sent a team to the 13th CISMEF.



(5) Promotion of barrier-free tourism

Conducted "Penghu National Scenic Area Barrier-free Tourism Environmental Investigation Analysis and planning implementation of Counseling and training" case and on October 17 organized a Barrier - free tourism environment design discussion.

4. Future Development

Based on the concept of "best service is the best marketing", Penghu National Scenic Area Administration has drew up promotional aspects including: Penghu tourism season extension, diverse market and tourism commodity development, relevant industry alliance and administrative resource integration, marketing and in-depth tourism promotion and enhancement, and tourism professionals quality improvement and tourism service system update.

With the above projects, Penghu continues to shine with its scenic view. The friendly service provides the natural isle for vacation with international level tourism development.

(V) Matsu National Scenic Area <http://www.Matsu-nsa.gov.tw>

This Scenic Area covers all shore and parts of offshore territory of the Matsu Islands with a total of 25,052 hectares (onshore area: 2,952 hectares, and offshore area: 22,100 hectares.) The Matsu National Scenic Area Administration was founded on November 26, 1999 for the purpose of managing development, construction and administration. Implementation of the "Matsu National Scenic Area Development Plan" in accordance with the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)". The major results are as follows:

1. Planning and Construction

(1) Beigan section landscape planning

The resources of Beigan, Daqiu, Liangdao and Gaodengdao were integrated in response to the simplification of military force. The released spaces have been transformed into recreational purpose to become one of the many attractions.

(2) Dongyin recreational facility improvement

Dongyin Visitor Center service enhancement. Improving light meal, local specials. Improvement and renovation in the following locations: Andongkengdao, Yixiantian, Guozhibei Jiang, Dongyin Team History Museum, Dongyin Lighthouse Trail, recreation area and peripheral routes. The results have enhanced the safety and coziness of the tourists.

(3) Juguang recreational facility improvement

Theme decoration in Juguang Shanhaiyijia. The reviving of military governed intelligence agent working spot. Entrustment on private organized hotel operation for

(4) 南竿環境設施改善

辦理 86 據點聯外道路及邊坡改善整建工程，銅門據點聯外步道沿海部分至仁愛村部分區段重新施作，並增加 3 處觀景區塊，另完成媽祖宗教文化園區入口意象工程，以提供不同族群遊客之體驗。

(5) 北竿遊憩設施改善

北竿遊客中心完工，將提供遊客旅遊資訊、餐飲、購物、賞景等多項貼心之服務需求。規劃改善大沃山、尼姑山及坂里大宅工區等遊憩景點，並委由地方單位經營管理，未來將可吸引藝術家及民間社團進駐使用，並提供遊客參觀。

(6) 馬祖地區特色建築風貌改善補助計畫

自 99 年至 105 年辦理馬祖地區特色建築風貌改善補助計畫，民眾以自行僱工方式辦理，馬管處依相關規定補助修繕建造經費，並於現場實際丈量計算，現已完成北竿芹壁聚落保存區 25 戶、南竿津沙聚落保存區 20 戶、莒光福正聚落保存區 16 戶，鼓勵已完工申請戶經營特色民宿、餐飲店、特產店等，並提供社區發展協會使用，以帶動活化地區觀光產業，期能「延長執行期程，循序漸進推動」，以收整體聚落保存之成效。

2. 經營管理

(1) 閒置軍事營區活化再利用，帶動地方觀光產業並活絡既有景點

A. 完成「連江縣莒光鄉山海一家服務設施營運移轉案」、「連江縣南竿鄉四維村據點（86 據點）服務設施營運移轉案」促參報核作業，由交通部核准授權，依促參法辦理後續招商事宜。

B. 「連江縣南竿鄉下津沙據點（55 據點）服務設施營運移轉案」於 105 年 7 月 1 日起正式營運，主要規劃經營項目包括：住宿、餐飲、紀念品販售等遊客服務項目，及配合辦理有關觀光推展、旅遊諮詢、藝文展示等活動，除了促進公有財產有效開發使用，提升遊憩服務品質，導入民間創意並吸引馬祖在地青年返鄉服務。

(2) 馬祖地質公園經營管理之推動

持續辦理地質公園學齡學童環境教育深化教育交流，臺灣地質公園相關學校雲林草嶺國小，臺南市北門國小及高雄市金山國小於 4 月 9 日至 12 日蒞馬參訪交流，並由馬祖在地小小解說員對生活周遭地景及人文環境進行導覽解說，另於 5 月 27 日至 29 日由馬祖 9 所中小學赴臺回訪交流。於 5 月 21 日至 22 日率馬祖社區人員計 10 人赴香港地質公園參訪，透過參訪交流，學習世界地質公園於解說教育、遊程規劃及解說員培訓機制。6 月 27 日至 28 日辦理「馬祖地質公園國際旅遊講座」，邀請法國、德國、荷蘭專家專題演講，分享各國地景保育、生態旅遊之經驗，拓展馬祖地區人員國際觀光視野，與世界接軌。並完成「馬祖地質公園經營管理計畫書」初稿，整合地區資源，規劃馬祖四鄉五島共 9 處的地質公園景觀區，劃設核心區及緩衝區的範圍，提供地質公園地景保育、環境教育、地景旅遊及社區參與四大核心目標之相關建議及規劃。

(3) 首創走動式行動服務「愛趴 GO」，宣導遊客安全；另考量馬祖冬季嚴寒，於各遊客中心廁所建置溫水洗滌設備，避免遊客因嚴寒而造成身體不適，提供更全面之貼心旅遊服務。



1 南竿津沙聚落保存區
Jinsha Settlement Reservation in Nangan

2 連江縣南竿鄉下津沙據點
Nagan Countryside Jinsha Point of Lianjiang County

local economy boost. Reformation of partial Dongju Visitor Center into scenic dining area. The operation will be entrusted to private organization for diverse service and longer visits.

(4) Nangan environment facility improvement

The Spot 86 access routes and side slopes improvement. Reapplication of access route to Tongmen from coast area to Renai Village plus 3 additional scenic blocks. Matsu religious culture park entrance construction to suit diverse visitors.

(5) Beigan recreational facility improvement

Upon the completion of Beigan Visitor Center, it provides visitors with tourism information, dining, shopping, scenic view and other thoughtful service to suit diverse needs. The improvement and operation entrustment of recreational locations including Dawoshan, Nigushan and Banli Mansion working area to local sections. It is expected to draw artists and private association as a station as well as tourists' visits.

(6) Subsidy project of improvements to featured buildings in Matsu area

The expenditures of renovations were subsidized in accordance with related regulations. Renovations to 25 buildings in the Qinbi Settlement Reservation in Beigan, 20 buildings in Jinsha Settlement Reservation in Nangan, and 16 buildings in Fuzheng Settlement Reservation in Juguang were completed. In order to activate local tourism industry, applicants who had finished improvement work were encouraged to operate featured home stays, restaurants, special product shops, or provide places for the community development association.

2. Operation and Management

(1) Revive and reuse idle military bases for local tourism industry.

A. The completion of the report of The Transfer of Juguan Xiang Shanhaiyijia, Lianjiang County", "The Transfer of Siwei Village Spot Service Facility Operation, Nangan Xiang (Spot86), Lianjinag County" private investment project. Approval granted by Traffic Department and is out for lease according to the Act for Promotion of Private Participation in Infrastructure Projects.

B. "The Transfer of Xiajinsha Spot Service Facility Operation, Nangan Xiang (Spot55), Lianjinag County" is under operation on July 1st, 2016. The main operation includes: accommodation, dining, souvenir sales. Activities such as tourism promotion, travel information inquiry, art exhibition shall facilitate the effective development and application on public property. With the enhancement of recreational service quality, the introduction of public idea shall provide motives for Matsu youth to return to hometown for work. Photo 33. Xiajinsha Spot Nangan Xiang, Lianjinag County



(2) Matsu Geopark operation mans management promotion

Continues on in-depth geopark school children's environmental education exchange. The 3 Geopark schools, Yunlin Caoling Elementary School, Tainan City Beimen Elementary School and Kaohsiung Jinshan Elementary School, have conducted visits to Matsu in 4/9-4/12. The tours were guided and introduced by local children on the living environment and humanity culture. In 5/27-5/29, 9 junior and elementary schools in Matsu had exchange visits to Taiwan. In 5/31-5/22, 10 Matsu community personnel conducted a Geopark visit in Hong Kong to enhance the introduction,

3 地質公園學童環境教育深化交流
In-depth geopark school children's environmental education exchange

(4) 為突破人力困境，於臺北、南竿等地辦理志工培訓活動，善用馬管處臺籍志工及馬祖在地志工共計 33 位，105 年度服務總計 3 萬 7,845 人次。此外，透過與大專院校策略聯盟，募集國立師範大學、暨南大學及銘傳大學學生至馬祖進行走動式服務。

(5) 強化轄區旅遊安全措施

- A. 定期召開馬祖地區潛在危險據點旅遊安全管理會議，共同發掘馬祖地區具潛在危險地區及研擬提升遊客安全之措施。
- B. 與馬祖岸巡大隊合作建置救生衣出借服務，於部分岸巡安檢所設置出借救生衣燈箱，以提升遊客及當地從業人員從事沿海活動時之安全保障。
- C. 配合內政部辦理應變管理資訊雲端服務 (EMIC) 操作演練，並於連假期間確依馬管處連假交通疏運通報格式通報觀光局之 LINE 群組及線上疏運系統填報與緊急應變整備作業，此外參加縣府及軍方之年度民安 2 號演習，馬管處所辦「臺灣觀光年曆—生態賞鷗」，列入固定演習項目之一，透過模擬及實際演練活動船隻失火意外之緊急應變流程及機制，強化馬管處、廠商及地區相關單位動員順暢度。

(6) 改善各鄉地圖改版底圖如南竿以藍眼淚為背景 (加註警語)，增辦銀髮族專用摺頁，並完成中、英、日、韓 4 語道路指示牌、景點解說牌更新作業，讓遊客能快速瞭解景點資訊。

(7) 臉書粉絲團「馬祖愛趴 GO」按讚人數於 105 年底突破 1 萬 3,700 人次，較 104 年底人數 9,500 人次成長 4,200 人次，關注人數穩定成長中。

3. 宣傳推廣

(1) 105 年度辦理北海坑道夜賞藍眼淚活動，共有 2 萬 550 人次參與，較 104 年度 4,244 人次，成長 4.84 倍，大大提升馬祖知名度。辦理藍眼淚音樂饗宴，分別於南竿北海坑道內及南竿介壽堂舉辦音樂會，活動參與人次約為 1,200 人次。另安排街頭藝人並結合青年壯遊，於馬祖各遊客中心跳島演出，透過結合國內、外音樂表演，營造馬祖文藝意象，活動參與人次約 2,250 人次。

(2) 「2016 生態賞鷗暨海上看馬祖」自 105 年 6 月 22 日至 8 月 31 日與連江縣觀光局聯合辦理賞鷗航班，期間共完成 91 航次，活動辦理期間，經由各電視臺及旅遊媒體報導賞鷗行程，引起廣大迴響，並實際反映搭乘人次上，總計 1,104 人次參與。



(3) 105 年為強化地區旅遊特性及提供銀髮族遊客友善體驗，拍攝「銀髮族多元體驗式遊程攝製案」，以微電影故事將地區適合銀髮族遊憩及體驗串聯，並響應體驗旅遊政策，整合為完整遊程，並於 Facebook 官網上線，獲得 6 萬人次點閱，未來將於馬管處 YouTube 官方頻道正式上線。

(4) 為增加國際能見度，於 105 年 6 月 15 日至 6 月 19 日率領馬祖地區業者 20 餘人前往香港參加 2016 年香港旅展，推廣馬祖特色行程，並協助香港、中國大陸、韓國、日本、美國及泰國等國際媒體採訪馬祖行程，105 年國際遊客到訪人數達到 660 人次，中國大陸旅客亦突破 2 萬人。

explanation, tour planning, guide training on Geopark features. In 5/31-5/22, 10 Matsu community personnel conducted a Geopark visit in Hong Kong to enhance the introduction, explanation, tour planning, guide training on Geopark features. 6/27-28 the "International Tourism in Matsu Geopark" speech invited experts from France, Germany and the Netherlands to share their methods on landscape conservation, ecotourism, and broaden the internationality of Matsu staff. The completion of the first draft for Matsu Geopark operation and management project". It focuses on regional resource integration, 9 Geoparks across Matsu, core and buffer area draw-ups, the 4 key goals consultation and planning of landscape conservation, environmental education, geo tour and community participation.

(3) In accordance with "I-Pa-Go", the mobile services recently invented, patrols in scenic attractions to ensure the safety of tourists. To accommodate for the cold weather in the winter, warm water is supplied in each visitor center restrooms.

(4) In order to solve the problem of lack of manpower, the Tourism Bureau held volunteer training in Taipei and Nangan and recruited 33 people in Matsu Administration. Volunteer services were up to 37,845 times in 2016. Besides, National Normal University, Chi Nan University and Ming Chuan University students have visited Matsu through college strategic alliance and provided service by walking around.

(5) Area tourism safety measure reinforcement

A. Annual meeting for travel safety control in potentially dangerous scenic spots in Matsu Area to spot potentially dangerous areas and develop measures to ensure travel safety for tourists.

B. To enhance safety control for tourists and local people who engaged in coastal activities, the Tourism Bureau collaborated with the Matsu Coast Guard to install a light box for life vest rental service.

C. The Emergency Management Information Cloud drill with MOI. Reported the information and emergency response plan through the LINE group and online report system during holidays. In addition, the participation of annual drill Min'an 2 hosted by local government and the military, "Taiwan Tourism Calendar - seagull watching" by Matsu Scenic Area Administration, the two events are categorized as one of the regular drills. Through the simulation and rehearsal of boats catching on fire, the unit practices on the contingency and procedure for emergency and reinforce the manpower utilization across departments.

(6) Map revision such as blue tears as background for Nangan (with warning phrase), exclusive foldouts for seniors, 4 languages direction board of Chinese, English, Japanese, and Korean, attractions description signboard updates for better and efficient information for the tourists.

(7) The Facebook fan page "I-Pa-Go" has exceeded 13,700 likes, compared to the 9,500 likes at the end of 2015, the likes are 4,200 more and still growing.

3. Advertising and Promotion

(1) The "Beihai Kengdao Night Blue Tear Watching" in 2016 was joined by 20,550 people, 4.84 times more compared to the 4,244 participants in 2015. The publicity has risen greatly. The Blue Tear Music Concert at Nangan Beikengdao and Nangan Jieshou Hall were joined by 1,200 people. Others including street performers combined with youth tour on different isles' visitor center. Joined by 2,250 people, the events of international and domestic performers have enhanced the artistic image to Matsu.

(2) "2016 Seagull Watching & A View of Matsu from the Sea" was held from 6/22 to 8/31, 2016 co-hosted with Lianjiang County Tourism Bureau. The event was advertised on TV and tourism media and total 91 cruises were joined by 1,104 visitors.

(3) To enhance regional tourism feature and to provide seniors friendly environment, in 2016 a micro movie made to describe a series of fine experiences suitable for seniors was available on Facebook page with 60,000 views. In the future it will be also available on YouTube Matsu Administration official channel.

(5) 「點亮離離離島 東莒洛神赴」結合社區導覽小眾旅遊方式，推廣戰地島嶼生活的深度旅遊體驗，整合在地資源，開發社區特色旅遊行程、農漁加工體驗及行銷推廣活動，並運用現有資訊平臺上架，以達共產、共生、共享的理念，輔導在地觀光產業及從業人員多元發展，吸引青年返鄉，有效凝聚東莒在地居民向心力及社區意識，促進偏鄉就業機會，永續發展在地經濟。

(6) 105 年 11 月 5 日於南竿辦理「第二屆馬祖國際馬拉松賽」，吸引兩岸三地、外國等地選手參加，計 1,600 人參與。

4. 未來發展重點

(1) 塑造整體觀光優質環境，建設馬祖為「國際島嶼，幸福馬祖」。

(2) 發展特色旅遊，形塑海上桃花源結合獨特觀光資源，以「慢活」與「生態」為主軸，發展特色旅遊，將馬祖塑造為地質地景、生態旅遊、軍事體驗、慢活體驗及宗教文化之「國際級特色觀光與慢活之渡假列嶼」。



(3) 建立策略聯盟，導入優質服務，全面提升遊憩服務品質，並建置完善之旅遊服務設施網絡，以增加遊客蒞馬停留天數。

(4) 推動國際觀光重要景點建設，整合已具規模之國內觀光重要景點，串聯成為帶狀遊憩系統，提升成為具國際發展潛力之觀光景點，以擴大景點效能，藉以吸引國際觀光客，加速與國際接軌。

(六) 北海岸及觀音山國家風景區 <http://www.northguan-nsa.gov.tw> North Coast and Guanyinshan National Scenic Area



北海岸及觀音山國家風景區以遊客需求為導向，提供遊客「優質、生態、安全、人性、友善」之優質旅遊環境，致力各項遊憩設施與創新貼心服務，整合地質景觀、自然生態、人文風貌及海濱風情，塑造本風景區從穿越型遊憩區蛻變為「慢活、定點、深度」之目的型遊憩區，以吸引國內外觀光客。105 年持續推動「重要觀光景點建設中程計畫(105-108 年)」項下「北海岸及觀音山國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

(1) 完成基隆情人湖步道周邊景觀改善工程、基隆大武崙砲臺前停車場周邊景觀改善工程、金山獅頭山步道及萬里自行車道改善工程、白沙灣遊客中心周邊環境與多媒體室改善工程等國際景點建設，改善遊憩活動空間，提升遊憩品質。

(2) 完成石門海巡署下員坑廳舍及周邊環境景觀改善工程、觀音山遊客中心 AB 棟設施改善工程、北海岸自行車道(大田寮至八連溪)改善工程等國內景點建設，促進地方觀光發展。

(4) To increase international publicity, in 6/15 to 6/19, 2016, the Tourism Bureau organized a team of 20 traders from Matsu for promotion of Matsu tour in the 2016 Hong Kong Travel Fair. Journalists from Hong Kong, China, South Korea, Japan, the US and Thailand visited Matsu for local tourism. In 2016, international tourists hit 660 people and tourists from China were over 20,000 people.

(5) Community-guided-small-group tour is an introduction to the in-depth battlefield style life on the Lili isle. With local resources community feature tour, primary and process industries workshop, promotional events, information broadcast through existing channels, co-produce, co-exist and share, multiple development opportunities for local tourism industry and employees, providing motives for local youth to return to hometown for work, uniting Dongju residents, creating community based thinking, secure job opportunities, sustainable economy development.

(6) November 5, 2016, the Second Matsu International Marathon took place in Nangan, and has drawn many athletes from Hong Kong, Mainland China, America, Japan and Africa. Total 1,600 athletes participated in the race.

4. Future Development

(1) Create a high quality tourism environment and build Matsu as "International Island, Happy Matsu".

(2) Take advantage of the unique humane and natural resource to develop specialty tourism and feature "Slow Movement" and "Ecology". Develop geology tours, tern watching tours, military history tours, downshifting Zen meditation tours, and religious and cultural tours to build the international Special Tourism Resort Islands.

(3) Establish strategic alliance, supply high quality service network in all aspects to increase the length of tourist visit.

(4) International key attractions construction. To better accommodate international tourism needs, the Tourism Bureau has linked scalable attractions and expanded them into a connected recreational system for international tourists.

(VI) North Coast and Guanyinshan National Scenic Area <http://www.northguan-nsa.gov.tw>

The North Coast and Guanyinshan National Scenic Area has been constructed to provide a "premium, ecological, safe, humanity, and friendly" travel environment which would meet tourists' needs. Efforts were made to provide this area with various recreational facilities as well as innovative and considerate services, and integrate the geological landscapes with the natural ecology, humanity landscape, and coastal scenery. The Tourism Bureau aim at establishing this area a recreational resort which will attract domestic and international tourist to take a "downshifting, single-site, and in-depth" trip, instead of establishing a pass-through area. In 2016, the Tourism Bureau, MOTC continued to implement the North Coast and Guanyinshan section under the "Mid-term Plan for the Construction of Major Scenic Sites (2016-2019)". Major achievements are as follows:

1. Planning and Construction

(1) Qingren Lake's trail surrounding landscape improvement, International attractions enhancement including Keelung Dawulun fort front parking lot peripheral area improvement, Jinshan Shitoushan Trail and Wanli bike lane improvement, Baisha Bay Visitor Center area and multimedia room improvement, improving recreational space and quality.

2. 經營管理

- (1) 充實遊憩軟硬體設施，讓服務設施更為人性化及國際化，營造友善、安全的旅遊環境；全區遊客量 105 年 652 萬人次，達年度目標值 120.74%，其中以野柳地質公園 105 年遊客人次 286 萬人次為最高，占全區遊客量近 44%。

(2) 觀光資源維護

- A. 持續結合地方政府、社區、學校及公司行號辦理淨灘活動，迄今已邁入第 5 年。105 年開放淨山申請，並新增多處淨灘地點；全國學校及公司行號團體上網登記並參加「我愛淨灘·淨山活動」總計辦理淨灘 463 場，參與人數 2 萬 7,602 人次；淨山 28 場，參與人數 1,025 人次。
- B. 辦理「北海岸水中清道夫」活動，邀集 200 位具潛水資格證照的志工，在野柳海王星碼頭共同淨海。
- C. 執行環境清潔整頓及清淨家園與綠網計畫，落實遊憩設施安全暨清潔維護管理工作；「野柳地質公園售票口旁公廁」獲新北市 105 年公廁「觀光遊憩組」金質獎；「情人湖公園停車場旁男廁」、「和平島公園地質公園男廁」獲 105 年「基隆市列管公廁評鑑績優計畫」第 1 名、第 2 名。
- D. 鼓勵公私機構團體及個人認養轄管遊憩據點，透過設施出租以培養社區意識，減少公部門維護費用支出，同時活絡地方社區經濟。
- E. 辦理台 2 線沿線據點之停車空間改善，輔導民間經營行動式遊客服務站，並協助清潔維護景觀，減少公部門維護管理經費支出。



(3) 安全維護

- A. 建立防災作業計畫與災害防救通訊網，加強緊急意外事故之應變處置，並設置遊憩據點監視系統，隨時掌握遠端動態，提升整體安全防護功能。另落實安全教育宣導與訓練，透過提升員工緊急應變能力及專業技能之訓練，以採取風險管理危機預防之對策與天然災害應變措施，達成緊急救護計畫短、中、長期等各目標。
- B. 辦理北海岸水域安全救生計畫，組成北海岸防溺網，並配合水域遊憩活動管理，強化水域遊憩活動安全。
- C. 白沙灣為大臺北地區的熱門戲水區域，但易受漲退潮影響形成離岸流。藉由設置「白沙灣離岸流動態水工模型」，教育民眾近岸流的形成原因及影響，同時提醒民眾於白沙灣水域從事水上活動時，避開好發生離岸流的區域，注意自身安全；本案獲觀光局 105 年創新創意點子王競賽「創新獎」第 3 名。
- D. 持續推動通用設計之旅遊環境，提供遊客更友善安全的旅遊服務。

- (4) 推動有感措施：分別於 105 年 3 月 1 日至 5 月 31 日、10 月 1 日至 11 月 30 日實施「野柳地質公園團客總量管制方案」，達到分流效果，提高遊憩品質。

- (5) 「野柳地質公園智慧園區發展計畫」獲社團法人中華智慧運輸協會「2016 智慧運輸產業創新獎」。

- (2) National attractions enhancement including Shimen Coast Guard staff hall and peripheral environment improvement, Guanyinshan Visitor Center building AB improvement, North coast bike lane (Datianliao to Balianxi) improvement.

2. Operation and Management

- (1) Improved software and hardware facilities at recreation sites in order to create a humanity-based, international, safe and friendly environment. These areas received a total of 6.52 million visits in 2016, which is a 120.74% of annual target. Top visited attraction being Yeliu Geopark, with 2.86 million visitors in 2016, about 44% of total visitors.

(2) Tourism resource maintenance

- A. The 5th year of beach cleaning events joined by local government, communities, schools and private corporations. In 2016 the mountain cleaning was opened for application and more beach cleaning spots are opened as well. National schools and corporations have registered online for 463 beach cleaning activities with total 27,602 people; 28 times mountain cleaning with 1,025 people.
- B. The North Coast water field cleaning gathered 200 volunteers with diving certificates to clean Yeliu Haiwangxing Wharf.
- C. Hygiene and tidiness maintenance, the management of the safety and sanitation in the recreational facilities. "Yeliu Geopark public restroom near ticket booth" was selected golden quality of the 2016 New Taipei City public toilet "tourism and recreational group", the "Qingrenhu Park parking lot male restroom" and "Hoping Island Geopark male restroom" placed 1st and 2nd respectively in the 2016 "excellent public restroom evaluation program under Keelung City supervision".
- D. Encouraged public organizations, private organizations, and individuals to adopt and manage recreational spots to develop local community consciousness through the rental of facilities. The public burden of maintenance costs may also be eased and local economy may also be activated.
- E. Improved parking spaces along Provincial Highway 2 and assisted private sectors to maintain mobile service stations and appointed them the maintenance of landscape to reduce the public sector's expenditure for maintenance and management.

(3) Safety Maintenance

- A. Established the contingency operations plan and communication network in preparation for natural disasters and raised first-response capabilities. Safety education announcement and training, installation of surveillance systems in recreation spots to monitor status and ensure safety functionality. The Tourism Bureau improved staff emergency response and professional skills through training to achieve short, medium, and long-term goals for emergency response plans.
- B. North Coast water safety and rescue program, the North Coast drowning prevention network and the reinforcement of the safety of water leisure activity.
- C. One of the main cause for rip current is caused by tides, and it is a frequent phenomenon at Baisha Bay. A model created to demonstrate how a rip current is formed helps the visitors to be familiar with the cause and its impact. People who conduct water activities at Baisha Bay should avoid offshore current areas. The project won 3rd place of "Innovation Prize" in the innovation idea contest.
- D. Continues on universal design on tourism environment for better, safer, friendlier tourism service.

- (4) Recognizable Measures: Carried out the tour group volume management plan for the Yeliu Geopark from March 1 to May 31, and from October 1 to November 30, 2016, to stream tour group traffic and improve recreational quality.

- (5) "Yeliu Geopark Intelligent Park Development Plan" has won the ITS Taiwan's "2016 Wisdom Transport Industry Innovation Award".

3. 宣傳推廣

- (1) 印製「台灣好行—皇冠北海岸線」摺頁、編修「愛在幸福北觀」、製作基隆國家風景區簡介「優游山海間」DVD 及出版「觀音山探奇：觀音山生態之旅」解說專書等出版品，提供遊客完善之旅遊資訊。
- (2) 執行「2016 北觀國家風景區宣傳推廣計畫」，塑造「北部海岸旅遊線」為國內、外遊客心目中的旅遊勝地，以倍增觀光旅遊產業價值。
- (3) 105 年持續推動「台灣好行—皇冠北海岸線」，新增 1 處停靠站，自淡水捷運站到龜吼漁港站沿線共停靠 14 站觀光景點，規劃 5 款特色優惠套票及電子票券，並與「台灣好行—龍宮尋寶線」串聯，銜接至基隆火車站，最遠可延伸至瑞芳等東北角風景區，打造北台灣好行景點無縫接駁服務，增加國際自由行旅客，串聯好行觀光旅遊路網。

- (4) 擴大「幸福北海岸」形象宣傳，辦理「北海岸婚紗留倩影」、「2016 富貴臨門創意健走及臺灣極點燈塔活動」、「點亮村落—社區生態小旅行」遊程推廣及「北海岸聽海音樂節—湖海灣之夜」等活動，其中「北海岸聽海音樂節—湖海灣之夜」，售票所得全數捐給公益團體。另於轄區內三芝淺水灣、石門白沙灣、下員坑及婚紗廣場、金山中山堂停車場、野柳地質公園入口、基隆湖海灣等 7 個重要景點布置戶外燈飾光環境，營造節慶熱鬧氛圍，行銷北海岸夜間風情。



1

- (5) 辦理「北海岸溫泉美食嘉年華」、「2016 觀音·觀鷹」、「2016 石門風箏節」及參加「2016 台灣美食展」等觀光行銷活動。



2

- (6) 打造北海岸人文新據點「極北藍點」，將廢棄營區活化再利用，邀請在地藝術家舉辦藝文展覽，除了協助在地文創品牌發展，增進北海岸文創藝術的能見度之外，並可與周邊景點旅遊行程串聯，推廣當地觀光。



3

- (7) 舉辦年度活動記者會、發布活動新聞稿，並適時邀請轄區記者舉行參訪及座談，展現觀光建設成果。

4. 未來發展重點

- (1) 建構皇冠海岸：北海岸風景區形似皇冠，冀期改善台 2 線省道沿線景觀，藉以串聯沿線之遊憩據點形成皇冠上之珍珠與寶石，形塑北觀國家風景區成為皇冠般閃耀之海岸遊憩區。
- (2) 基隆情人湖、湖海灣與和平島等景點已於 103 年 12 月公告納入國家風景區範圍，特加強據點景觀、服務品質提升，並透過基隆地區完善的陸、海交通，形成北海岸國家風景區新門戶。

1 富貴臨門創意健走活動
Fugui Cape Creative Hiking activity

2 湖海灣光之夜
The Night of Huhai Bay

3. Advertising and Promotion

- (1) In order to provide tourist complete travel information, the Tourism Bureau has published the "Taiwan Tourist Shuttle – the Crown North Coast Line", edit of the DVD of Northguan National Scenic Area, the production of Keelung National Scenic Area's introduction DVD and an exclusive illustration book for Guanyin Mountain.
- (2) The implementation of "2016 The Promotional Plan for the North Coast and Guanyinshan National Scenic Area" to establish the north coast as a destination for domestic and international travelers and to maximize the value of the tourism industry.
- (3) Continue the promotion of "Taiwan Tourist Shuttle – the Crown North Coast Line". With an addition of a new stop, the 14 tourist attraction stops from Tamshui MRT station to Guihou Fishing Port are available with 5 featured combo ticket sets and electronic tickets. The "Crown North Coast Line" is connected to the "Keelung Shuttle Bus East Line", which links from Keelung Station up to Ruifang Station and Northeast Scenic Area, building a seamless service between different attractions. This measure not only increased the foreign free independent travelers (FIT) but also connected Taiwantrip's tourist shuttle routes.
- (4) To promote North Coast as an attraction of happiness, the Tourism Bureau has advertised events of "Wedding Photography Contest on the North Coast", "2016 Hiking and Extreme Point Lighthouse Trip", "Community Eco Trip", and "North Coast Ocean Music Festival—The Night of Huhai Bay". The earnings from the "The Night of Huhai Bay" event is donated completely to public benefit association. To promote evening tourism, lightings and decorations are placed in the 7 locations of Sanzhi Qianshui Bay, Shimen Baisha Bay, Xiayunkeng and wedding plaza, Jinshan Zhongshan Hall parking lot, Yeliu Geopark entrance, and Keelung Huhai Bay.
- (5) The implementation of "The North Coast Hot Spring and Culinary Carnival", the "2016 Hawk-watching on Guanyinshan", "2016 Shimen International Kite Festival", and the participation of "2016 Taiwan Culinary Promotion Campaign".

- (6) Create a new artistic spot in North Coast. The Extreme blue point reused the abandoned military base and invited local artists to organize exhibitions and to develop local brands. The publicity for North Coast artistic creation is elevated through peripheral tourism attractions.



4

- (7) Annual press conference, publish event news through press releases and media coverage. The press of the area was invited to the seminars for the presentation of tourism construction achievement.

4. Future Development

- (1) Improve the Crown North Coast Line: the shape of the North Coast Scenic Area resembles to a crown, and the Tourism Bureau will improve the landscape and integrate scenic sights to be like the pearls and gems along Provincial Highway 2 to transform the North Coast and Guanyinshan National Scenic Area into a crown-like shining recreation spots.
- (2) Lovers Lake, Huhai Bay, and Hoping Island had been announced as the scenic attractions within the national scenic area in December 2014. With the enhanced spots scenic view and service quality, the Tourism Bureau expect that the complete land and sea traffic network will make Lovers Lake and Huhai Bay new attractions for North

3 北海岸溫泉美食嘉年華
The North Coast Hot Spring and Culinary Carnival

4 極北藍點
The most north blue point

- (3) 四季皆可遊：規劃皇冠海岸之環境景觀改善，配合季節特色，推出春景、夏水、秋筍、冬湯等不同主題之遊憩活動，讓本區成為四季皆可遊的風景區。
- (4) 踏上國際舞臺：推動野柳地質公園朝聯合國教科文組織 (UNESCO) 所提倡之「地質公園 (Geopark)」的核心價值為努力標的。
- (5) 開發主題遊程：推動公益旅遊、銀髮族旅遊、無障礙旅遊，並配合轄區各遊憩據點特色擴大宣傳，使旅遊活動兼具深度與廣度。

(七) 參山國家風景區 <http://www.trimt-nsa.gov.tw> Tri-Mountain National Scenic Area



參山國家風景區所轄之獅頭山、梨山及八卦山風景區擁有豐富的高山資源，保存百年歷史古蹟及原住民、閩、客族群文化，深具觀光魅力。105 年持續推動「重要觀光景點建設中程計畫 (105-108 年)」項下「參山國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

- (1) 為改善獅頭山風景區各項遊憩服務設施，完成「獅頭山風景區峨眉湖步道通用旅遊環境及意象營造工程」、「獅頭山遊客中心周邊步道安全及遊憩服務設施改善工程」、「南庄鄉橫屏背賞魚步道及部落景觀改善工程」及「三灣鄉北埔公園休憩景觀設施改善工程委託規劃設計」等工程及規劃設計案計 4 項。
- (2) 為提升梨山風景區之旅遊環境，辦理「梨山賓館串接攬勝樓步道工程」、「梨山中正路停車場休憩景觀設施改善工程」及「梨山楓之谷秘密花園故事牆及周邊亮點延伸工程」等公共服務設施工程；另為重塑梨山新風貌並提供遊客多樣化之休閒體驗，辦理「梨山耶穌堂幸福廣場營造工程」、「梨山風景區環山部落紫藤山城意象營造工程」、「梨山新佳陽地區休憩展演廣場改善工程」及「臺中市和平區特色入口意象營造工程」公共遊憩設施規劃設計與建設案計 7 項。
- (3) 為打造八卦山風景區多元遊憩體驗，提供更完善優質之遊憩設施，完成「二水摸乳巷步道局部改線工程」、「彰化縣社頭鎮清水岩橋改建工程」、「八卦山隴頂古道玉意宮支線改善工程」、「松柏嶺遊憩區七星陣地公園遊憩設施活化改造工程」、「清水岩遊憩區公



1 獅頭山峨眉湖步道工程
Lion's Head Mountain Scenic Area Emei Lake Trail
Tourism Environment and Image Construction

2 梨山楓之谷秘密花園工程
Lishan Maple Valley Secret Garden Story Wall
and Peripheral Attraction Extension Construction

Coast National Scenic Area.

- (3) Year-round Travel: Improve the environment and landscape of the North Coast and launch recreational activities based on different seasonal themes in order to make the North Coast and Guanyinshan a year-round tourist area.
- (4) International stage: Spend a lot of efforts to promote the Yeliu Geopark to join the UNESCO Geopark network.
- (5) Develop themed itineraries: Implement charity tourism, senior citizen travel, and barrier-free travel and broaden the publicity of distinguished scenic spots to give breadth and depth to tourist activities.

(VII) Tri-Mountain National Scenic Area <http://www.trimt-nsa.gov.tw>

The Tri-Mountain National Scenic Area holds Lion's Head Mountain, Lishan, and Baguashan scenic areas. These areas contain a rich variety of alpine resources, century old historic sites, as well as aborigine, Fujianese, and Hakka cultures. In 2016, "Tri-Mountain National Scenic Area Development Plan" in accordance with the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)" produced the following major results:

1. Planning and Construction

- (1) In order to improve recreational facilities in the Lion's Head Mountain Scenic Area, the Tourism Bureau has completed 4 constructions and projects: "Lion's Head Mountain Scenic Area Emei Lake Trail Tourism Environment and Image Construction", "Lion's Head Mountain Visitor Center Peripheral Trail Safety and Recreation Service Improvement", "Nanzhuang Hengpingbei Fish Watching Trail and Tribal Scenic View Improvement" and "Sanwan Beipu Park Recreation Scenic Facility Improvement Construction Plan and Design Entrustment".
- (2) To enhance the tourism environment of Lishan Scenic Area, public service facility constructions are carried out including "Link Path Between Lishan Guesthouse and Lanshenglou", "Lishan Zhongzheng Road Parking Lot Recreation Scenic Facility Improvement" and "Lishan Maple Valley Secret Garden Story Wall and Peripheral Attraction Extension Construction"; to reform Lishan and provide the tourists with diverse leisure activities, 7 public recreation facility plans, design and construction proposals are carried out, including "Lishan Jesus Church Happiness Plaza Construction", "Lishan Scenic Area Mountain Tribe Ziteng Castle Image Construction", "Lishan New Jiayang Area Recreational Performing Plaza Improvement" and "Taichung Heping District Characteristic Entrance Image Construction".
- (3) To build diverse recreational experiences in Baguashan Scenic Area, the Tourism Bureau has provided 6 quality recreation facility construction proposals: "Ershui Narrow Alley Trail Partial Re-route", "Zhanghua County Shetou Qingshui Stone Bridge Reconstruction", "Baguashan Longding Ancient Path Yuyi Temple Branch Line Improvement", "Songboling Recreation Area Qixing Zhendi Park Recreation Facility Reviving Remodel", "Cingshuiyan Recreation Area Public Restroom Construction" and "Baguashan Scenic Area Bike Lane Friendly Sign Board Placement"



3 梨山賓館串接攬勝樓步道工程
Link Path Between Lishan Guesthouse

廁興建工程」及「八卦山風景區自行車道親和性指標牌示設置工程」等公共服務設施建設案計 6 項。

2. 經營管理

- (1) 辦理 105 年度八卦山風景區天空之橋事故緊急應變演練、劇烈天氣監測系統 QPESUMS 應用講習、AED + CPR 講習訓練及第一線人員消防暨救護演練。
- (2) 辦理 105 年度辦公廳舍周邊 50 公尺環境大掃除暨小黑蚊防治推廣研習課程。
- (3) 辦理 105 年觀光地區元旦、春節、228、清明節、端午節、中秋節暨雙十節等連續假期交通疏運計畫工作。
- (4) 辦理 105 年旅宿業無障礙友善旅遊接待輔導研習暨原住民族部落觀光產業輔導計畫。
- (5) 推動環境教育：協助「就是愛荔枝樂園」申辦環境教育設施場所認證，於 105 年 2 月 5 日取得認證；並於 105 年底前提出「灰面鵟鷹主題館」環境教育設施場所認證，預計 106 年底前取得環境教育設施場所認證。
- (6) 完成轄內 28 座吊橋專業安全檢測及聯合巡檢，全面提升旅遊安全。

- (7) 辦理轄內各遊憩據點民間參與投資公共建設委外經營、出租管理等案件，總收益達新臺幣 795 餘萬元，各案成果及效益概要如下：

A. 獅頭山風景區

- (A) 「南庄遊客中心停車場出租經營管理案」105 年度增加國庫收益新臺幣 237 萬 4,000 元。
- (B) 獅山遊客中心附設餐飲賣店（歇心茶樓）租賃契約案 105 年度增加國庫收益新臺幣 14 萬 1,000 元。

B. 梨山風景區：「民間參與臺中市梨山賓館委外經營管理案」105 年度增加國庫收益新臺幣 416 萬 4,166 元。

C. 八卦山風景區

- (A) 「彰化縣芬園休閒體健園區營運移轉案」（就是愛荔枝樂園）105 年度增加國庫收益新臺幣 68 萬 9,500 元。
- (B) 「猴探井遊憩區及八卦山脈生態遊客中心設置基地臺案」105 年度增加國庫收益新臺幣 58 萬 3,000 元整。
- (8) 辦理 105 年度國家風景特定區經營管理與安全維護督導考核暨轄區平時督檢工作，獲觀光局「105 年度國家風景特定區經營管理與安全維護督導考核」成績第 1 名。
- (9) 105 年度內辦理尼伯特、莫蘭蒂、馬勒卡、梅姬及艾利颱風緊急應變小組及意外事故緊急通報工作。
- (10) 105 年廣續取得處本部、梨山文物陳列館及各遊客中心等 8 處安心場所認證。

3. 觀光宣傳推廣

- (1) 舉辦觀光行銷活動：以「遇見幸福參山」吸引遊客拜訪參山、品味幸福，各風景區主題亮點活動，獅頭山「遇見桐花（藝桐來作客）」、「原來幸福」；梨山「遇見幸福巴士」、「浴見谷關湯饗」；八卦山「遇見騎跡」、「鷹揚八卦」，結合亮點升級及行銷宣傳，推動國際型旅遊路線。

1 遇見桐花（藝桐來作客）
Meet Aleurites Montana

2. Operation and Management

- (1) The 2016 Baguashan Scenic Area Sky Bridge Emergency Drill, Extreme Weather Monitor System QPESUMS Application Course, AED+CPR Training and Frontline Personnel Fire Fighting and Medical Assistance Drill.
- (2) 2016 Environment cleaning activities around office to promote mosquito prevention.
- (3) Traffic alleviation plans for tourist destinations on the Chinese New Year holidays, the 228 Memorial Holiday, the Tomb Sweeping Day, the Dragon Boat Festival, the Mid-autumn Festival and the Double Tenth Day in 2016.
- (4) The barrier-free service project for accommodation industry in Indigenous Tribal Tours area in 2016.
- (5) Environmental education: assisted "Alice's Garden" to apply certification for environmental education facility on February 5, 2016; the proposal by the end of 2016 of "Grey-faced Buzzard Exhibition Hall" environmental education facility location certification, which is expected to obtain by the end of 2017.
- (6) Professional security testing and joint patrols on 28 suspension bridges in the scenic area to enhance travel safety.
- (7) Private investments in public construction projects, rentals, and other projects in the scenic spots. These projects produced a total revenue of 7.95 million NTD. The results and benefits of each project were stated as follows:
 - A. The Lion's Head Mountain Scenic Area
 - (A) The "Nanzhuang Visitor Center Parking Lot OT Project" contributed NT\$2,374,000 to national revenue in 2016.
 - (B) The "Shitoushan Visitor Center café (Xiexin Teahouse) rental project" contributed NT\$141,000 to national revenue in 2016.
 - B. The Lishan Scenic Area: The "Lishan Guesthouse OT Project" contributed NT\$4,164,166 to national revenue in 2016.
 - C. The Baguashan Scenic Area
 - (A) The "Fen Yuan Leisure and Health Park (Alice's Garden) OT Project" contributed NT\$689,500 to national revenue in 2016.
 - (B) The "Houtanjing Recreation Area and Baguashan Ecology Visitor Center Cell Tower Construction Project" contributed NT\$583,000 to national revenue in 2016.
- (8) The implementation on the supervision and inspection on the management and maintenance in certain national scenic areas in 2016 and is placed 1st in "The 2016 supervision and inspection on the management and maintenance in certain national scenic areas" by Tourism Bureau.
- (9) Emergency squads and emergency notification system for Typhoon Nepartak, Meranti, Malakas, Megi and Typhoon Aere in 2016.
- (10) Consecutive AED certification obtained in Tri-Mountain Scenic Area Administration, Lishan Cultural Artifacts Exhibition Hall and each visitor center, a total of 8 places.

3. Tourism Advertising and Promotion

- (1) Tourism Promotion Activities: events to attract visitors to Tri-Mountain. Highlight activities in each scenic area: Lion's Head Mountain-"Meet Aleurites Montana", "the Happiness"; Lishan-"Happiness Bus", "Guguan Hot Spring"; Baguashan-"Riding Tour", "Bagua Eagle-Watching". International tour routes are promoted with the combination of upgraded attractions.



A. 獅頭山風景區：辦理「台灣好行獅山南庄線行銷案」—「藝桐來作客」等相關推廣竹苗地區台灣好行旅遊接駁服務行銷宣傳，並與南庄鄉公所及地方協會舉辦「南庄新夏泰客音樂會」、「巴斯達隘祭典」、「大桔大利峨眉環湖路跑」等。

B. 梨山風景區：辦理「梨山元旦升旗典禮」、「梨山幸福巴士跟著音樂去旅行」、「谷關端舞節」、「梨山原音 Style」、「梨山水蜜桃展售暨原風音樂季」、「谷關湯饗」、「谷關浪漫一夏—鹽續情緣」、「和平盛柿·盟訂五葉松」、「點亮谷關夜遊趣」及「梨山和平地區歲末迎新觀光推廣」等活動。

C. 八卦山風景區：辦理「鷹揚八卦—森林家族全民保育」、「鷹緣聚會—南投市賞鷹觀光季」、「八卦山台地馬拉松」、「八卦山甲蟲季—獨角仙藝術節」、「二水跑水節」、「八卦山脈美利達盃 & 單車自我挑戰」、及「彰化社頭織襪芭樂節」等活動。



(2) 推動部落觀光發展：以「遇見『原』來的幸福」為主題，辦理「獅頭山暨梨山原住民族部落觀光推廣活動」，包括「賽夏·泰雅—原來幸福」、「梨山原音 Style」、「谷關湯饗」等部落觀光旗艦活動，及賽夏巴斯達隘祭典、原住民手工技藝 DIY 體驗活動，發展 5 條部落觀光特色遊程，吸引國內、外遊客體驗原鄉之美。

(3) 文宣品設計製作：辦理「2016 參山國家風景區文宣品編製案」，內容包括：全區及分區摺頁增印、參山手札（梨山楓情）、紅包袋、經典照片授權、風景明信片萬用卡製作等。

(4) 辦理在地特色文創育成行銷：開發 3 個風景區在地特色文創宣導品，推廣文創伴手禮；配合鷹揚八卦、台灣好行、梨山幸福巴士、谷關湯饗及部落觀光等活動設計陸續推動。

(5) 配合觀光局規劃辦理「喔熊」產品開發及其行銷推廣活動：於 105 年至 106 年續約持續授權在地優質產業，開發授權 9 項「喔熊文創商品」，回饋銷售金額 5%，其中 2% 為權利金，3% 辦理喔熊行銷或公益形象推廣活動。此外，與 NISSAN 汽車等知名企業，共同舉辦社頭甲蟲季等活動，擴大行銷效益。

(6) 志工訓練：辦理共 8 場志工訓練及觀摩，並規劃「新聞寫作暨臉書及網路行銷」教育訓練等課程鼓勵志工參與。

(7) 配合觀光局於南庄遊客中心及谷關遊客中心建置各 1 條行動旅服路線。

(8) 推廣無障礙旅遊環境：105 年完成湖光山色行無障礙旅遊路線及 25 處以上無障礙設施景點改善，全面推廣無障礙旅遊友善環境。

(9) 網路行銷：105 年廣續辦理觀光資訊網維護管理，透過社群網站粉絲團行銷推廣，並提供線上申請導覽解說、留言版及首長信箱與政府資訊公開等觀光旅遊資訊服務。

4. 未來發展重點

有效整合各風景區特色觀光資源，推動各項觀光遊憩據點建設及公共遊憩服務設施之改善，並落實經營管理以提升整體觀光旅遊服務品質，達成轄區各風景區發展目標。

(1) 獅頭山風景區：串聯獅頭山古道巖洞式廟群、賽夏泰雅原住民文化等，規劃南庄及獅山遊客中心為服務核心，以台灣好行結合區內多元文化、精緻客家美食及優質民宿，未來

A. The Lion's Head Mountain Scenic Area: "Trip Shishan Mountain Nanzhuang Line Promotion"-Yitong Trip" to promote Xinzhu and Miaoli tourist shuttle service of Taiwan Trip. Joined with Nanzhuang authority and local association for the host of "Nanzhuang Atayal Summer Concert", "paSta'ay Festival", "Emei Lake Tour Running".

B. The Lishan Scenic Area: "Lishan New Year Flag raising ceremony", "Lishan Happiness Bus Traveling with Music", "Guguan Dancing to the Celebration of Dragon Boat Festival", "Lishan Original Voice Style", "Lishan Peach Exhibition and Sales with Aboriginal Music Festival", "Guguan Hot Spring", "Guguan Summer- Salt Festival", "Persimmon and Pinus morrissonicola Hayata Event", "Guguan Night Tour" and "Lishan Heping Area Year End Tour Promotion".

C. The Baguashan Scenic Area: The Tourism Bureau held the "Bagua Eagle-Watching", "Grey-faced Buzzard Watching in Nantou City", "Baguashan Hiell Marathon", "Bagua Fun Beetles", "Ershui Water Running Festival", "Baguashan Merida Cup & Bike Festival", and "Shetou Textiles and Guava Festival in Changhua".

(2) Promotion of Indigenous Tribal Tours: the Lion's Head and Lishan Aboriginal Tribe Tourism Promotion" is based on the topic of aboriginal and has held several flagship activities including "Saisiat & Atayal- Aboriginal Original", "Lishan Original Voice Style", "Guguan Hot Spring". The Saisiat paSta'ay Festival and Aboriginal Handcraft DIY Workshop included, total 5 tribal tourism itineraries are provided to experience the beauty of Aboriginal.

(3) Designed Promotional Materials: numerous publication in 2016 such as foldouts, Tri-Mountain Notebook (Lishan Maple View), red envelopes, classic photo authorization, scenery post cards and multipurpose cards.

(4) Marketing for Local Culture and Creative Industry: with events like "Surveyors of the Sky - Gray Faced Buzzard", "Taiwan Tourist Shuttles", "Lishan Happiness Bus", the "Guguan Hot Spring Tour", and the "Indigenous Tribal Tours".

(5) Development for OhBear and the Promotional Activities: developed 9 OhBear related products on the basis of local industry authorization in 2016. With 5% from the sales as the revenue, 2% of it being royalty, 3% used in OhBear marketing or Public Interest image promotion activity. In addition, the Tourism Bureau held Shetou Beetle Festival with NISSAN to expand marketing benefit.

(6) Organized the 8 volunteer training. Encourage volunteers to come to "News writing and Facebook and online marketing" training, etc.

(7) Followed Tourism Bureau and set up a mobile tourism service route in Nanzhuang Visitor Center and Guguan Visitor Center.

(8) Promotion of Barrier-free Travel Environment: Full promotion on barrier-free tourism friendly environment. In 2016 the completion of barrier-free tourism route and at least 25 barrier-free facility attraction improvement.

(9) Implemented Online Marketing: In 2016, the Tourism Bureau has continued to maintain the tourism website and promoted activities through social networks to provide services for tourism information such as online applications for guidance, message boards, email of the senior officials, and the government information.

4. Future Development

The Tourism Bureau will integrate Special Tourism resources and improve the facilities and services in all scenic areas. The Tourism Bureau has implemented management and maintenance to upgrade the quality of tourism service.

(1) The Lion's Head Mountain Scenic Area: The Tourism Bureau designed the travel network centered on the Nanzhuang Visitor Information Center and connected the cave temples along the Lion's Head Mountain and Historical Atayal and the Saisiat culture. This network would unite diverse culture, refined Hakka gourmet food, and high-quality B&Bto establish Lion's Head Mountain as a cittaslow tourism city with aboriginal tribe, culture, religion, and the beauty of Aleurites Montana.

將朝國際慢城、原住民聚落、文化宗教、桐花美景等慢活旅遊方向，發展慢城觀光，發展「獅頭山國際慢城藝桐來作客」。

- (2) 梨山風景區：藉由有效提升各項服務設施品質及整體服務水準，同時打造「楓之谷—1956 秘密花園」、「千櫻園」及「Lokah (羅卡斯) 勇士營地」等新景點，持續努力讓梨山風景區以高山生態、產業風情，以及浪漫幸福原味山城之旅遊方向持續發展，以期將梨山風景區打造成「梨山浪漫幸福原味山城」。
- (3) 八卦山風景區：結合灰面鵟鷹、甲蟲等生態資源、自行車體健活動及茶葉產業等主題特色，發展成為賞鷹、健行、自行車活動及環境教育的旅遊基地，未來將以環境教育及參與體驗小旅行為主題，持續打造八卦山風景區成為生態環教結合運動休閒的旅遊勝地，發展成為「八卦山環境教育參與體驗小旅行」。

(八) 日月潭國家風景區 <http://www.sunmoonlake.gov.tw/> Sun Moon Lake National Scenic Area



日月潭為臺灣第一大湖泊，其南側形如月弧，北側狀如日輪，以「高山湖泊」與「邵族文化」為主軸，結合水陸活動，發展為高品質、多樣化的休閒渡假遊憩體驗區。105 年持續推動「重要觀光景點建設中程計畫 (105-108 年)」項下「日月潭國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

- (1) 配合國家重要政策及永續發展目標，廣續辦理自然生態監測、中興停車場個案變更、向山觀光旅館 BOT 案等觀光遊憩設施促參可行性研究多項先期規劃案件。
- (2) 持續改善碼頭設施服務，包括水社右側浮排整建工程、玄光碼頭候船涼亭設施等，改善碼頭遊憩空間，並提升碼頭管理效率及遊客乘船之舒適性與安全性。
- (3) 持續建設日月潭人車分道系統，105 年完成「水社至九龍口自行車道整建工程」，並廣續更新日月潭北側建置為自行車道。
- (4) 原住民地區基礎公共服務設施及周邊景觀改善，包括部落地區擋土牆美化、花臺整修、景觀休憩平臺整建等。



2. 經營管理

- (1) 持續推動日月潭載客船舶電動化政策，105 年度新增「懷恩三號」、「日月星晨」、「金銀湖號」、「月影號」、「大粧三號」、「希望之星 6」及「希望之星 8」等 7 艘電動船下水啟航，日月潭自 101 年起累計迄今已有 18 艘電動船，逐步推向低碳綠能湖泊發展。
- (2) 為維護日月潭湖面美景，繼完成違規船屋、浮具清理後，105 年再清除拉魯島地區廢棄浮排計 23 座。

1 水社—九龍口自行車道
Shuishe to Jiulongkou Bike Lane

2 105 年電動船聯合啟航典禮
2016 United launch ceremony of electric boats

- (2) The Lishan Scenic Area: The Tourism Bureau improved the quality of facilities and service, and established new attractions such as "The Maple Valley – 1956 Secret Garden", "Cherry Blossom Garden", and "Lokah Camping Ground". The Tourism Bureau created special tourism attractions and to make Lishan Scenic Area features with high mountain ecology, industry scenery, and romantic original mountain city. The Tourism Bureau expects to build "Lishan Romantic Happy Aboriginal Mountain City" in the lively mountain.
- (3) The Baguashan Scenic Area: By connecting the ecology resource of grey-faced buzzards, cycling events, and the tea industry, The Tourism Bureau has developed this area to be a resort for eagle watching, hiking, and cycling in order to establish "Baguashan, the Green Base for Sports and Travel". In the future, it will be focused on the topic of environmental education and workshop micro tour, continues to build the sports leisure top choice combined with ecology environmental education and develop it into a Baguashan environmental education and workshop micro tour.

(VIII) Sun Moon Lake National Scenic Area <http://www.sunmoonlake.gov.tw>

With a southern portion that resembles a crescent moon and a northern side that looks like the disk of the sun, Sun Moon Lake is the largest lake in Taiwan. It is being developed around two cores: The "Alpine Lake" and the "Thao Culture". Combined with water and land activities, it provides a high quality and diversified resort area. In 2016, work on the "Sun Moon Lake National Scenic Area Development Plan" in accordance with the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)" produced the following major results:

1. Planning and Construction

- (1) In light of major national policies and the goal of sustainable development, the Tourism Bureau continued to implement initial projects such as the overall outline plans, renovations to the transportation environment, monitoring of the natural ecosystem, and the BOT project of Xiangshan tourist hotel.
- (2) Continue the improvement of facility and service in wharf including Shuishe right hand side floating mat reconstruction, Xuanguang Pier facility and pier recreation space. The Tourism Bureau also enhanced wharf management and the comfort and safety of the ships.
- (3) Continued to construct the separation system for pedestrians and vehicles. In 2016, the completion of "Shuishe to Jiulongkou Bike Lane Construction". The Tourism Bureau also improved Shuli Bicycle Station and trail around the lake and established bikeway on the north side of Sun Moon Lake.
- (4) Improvement of the infrastructures and landscape in indigenous area including renovation of retailing wall, flower stand and observation spot.

2. Operation and Management

- (1) The Tourism Bureau continued to promote electric passenger ships in Sun Moon Lake area. So far there are 18 electric boats marched to the goal of low-carbon lake in Sun Moon Lake, including the 7 new ones in 2016: "Huaien No. 3", "Riyue Xingchen", "Jinyinhu", "Yueying", "Dazhuang No. 3", "Xiwang Zhi Xing 6", and "Xiwang Zhi Xing 8".
- (2) In order to maintain the beautiful scenery at Sun Moon Lake, illegal buoyancy devices were cleared up after cleaning up the illegal boathouses. The Tourism Bureau has also completed the clearance of 23 idle floating mats around Lula Isle area in 2016.



- (3) 營造「低碳旅遊、智慧觀光」旅遊環境，積極推動跨部會合作「日月潭環湖電動巴士示範運行計畫」，為全國國家風景區首創打造3輛電動巴士、充電場站及相關動態資訊系統、日月潭電子旅遊套票等軟、硬體設施，示範運行日月潭遊湖路線。



- (4) 行動服務車進階創新變裝 2.0：配合例行性之步道巡查及維護設施品質工作，持續推動行動服務車加值服務，並配合節慶活動，創新變裝提升旅遊樂趣。

3. 宣傳推廣

- (1) 串聯日月潭伊達邵部落及信義鄉布農部落之觀光資源，推出「日月潭布邵原鄉一日遊、二日遊」套裝旅遊路線，突破深入原鄉之交通限制，帶領遊客一探布邵原鄉文化魅力。
- (2) 以「養生、樂活」為概念，推動樂齡低碳輕旅行，遊客可搭乘觀光導覽電動三輪車，品嚐桃米社區以在地特色農產品研發的養生餐飲，讓銀髮族、行動不便者或各式客群，都能恣意享受幸福遊程。
- (3) 營造系列主題活動一生態、運動及音樂嘉年華，如「2016 年日月潭金龍山迎曙光活動」、「櫻舞飛揚環湖路跑賽」、「2016 日月潭星光螢火季」、「國際花火音樂嘉年華」、「日月潭 Come! Bikeday 自行車嘉年華」等重要活動，營造春賞櫻、夏賞螢、秋賞樂、冬賞梅之四季主題活動。

4. 未來發展重點

- (1) 以「高山湖泊」與「多元文化」為二大發展主軸，構成「安全、永續、美觀、富文化氣息之 21 世紀湖畔休閒渡假區」。
- (2) 營造「低碳旅遊 智慧觀光」之優質旅遊環境，全面提升遊憩品質與服務水準。
- (3) 以吸引歐美、日本、中國大陸及生態旅遊之國際遊客為目標客源，透過農村休閒產業發展，吸引港、澳、星馬地區旅客從事農業體驗活動。
- (4) 因應新南向政策推動計畫，日月潭國家風景區管理處與國立暨南大學攜手合作，以協助培養未來在地的東南亞觀光導覽人才為方針。
- (5) 為推動智慧觀光，將運用網際網路結合行動裝置 (iBeacon、GPS) 技術與地理資訊系統，進行動態遊客行為調查與分析，建立遊客旅遊行為之大數據庫，並作為日後推動智慧旅遊之參考。

(九) 阿里山國家風景區 <http://www.ali-nsa.gov.tw> Alishan National Scenic Area

阿里山國家風景區素以日出、雲海、森林鐵路及鄒族文化馳名中外，秉持維護生態、低度開發方式進行規劃建設，並以特色觀光產業、深度多元遊程辦理行銷推廣，期能達成自然與觀光並存，產業與遊客共榮的目標。105 年度推動「重要觀光景點建設中程計畫 (105-108 年)」項下「阿里山國家風景區建設計畫」，重要工作項目如下：



1 日月潭遊湖電動巴士
Sun Moon Lake Round-the-lake Electric Bus

2 2016 櫻舞飛揚環湖路跑賽
Tour de Taiwan Sun Moon Lake Marathon

- (3) The first National Scenic Area to have three electronic buses, charge station and information station. The Tourism Bureau also released travel electronic packages to establish the "Low-carbon Travel, Smart Tourism" environment.
- (4) "Innovation of Mobile Service Vehicle 2.0": Mobile service vehicles are used to check the trail and preserve the quality. The Tourism Bureau will keep promoting value-adding service for holiday activities.

3. Advertising and Promotion

- (1) Provide the package tour route "One-day/two-day Thao aboriginal tribe tour" to bring tourists to explore the charm of the Yidashao Tribe and the Bunun Tribe by connecting tourism resources between the Yidashao Tribe and the Bunun Tribe.
- (2) To allow the seniors and the disabled enjoy the happiness of travel, the Tourism Bureau has promoted the low-carbon travel. Any tourist can ride electric tricycles with tourism guide. The Tourism Bureau also promoted farm products developed by local farmers.
- (3) Ecological, sports and music carnivals such as "2016 The First Dawn of the Year at Sun Moon Lake", "Tour de Taiwan Sun Moon Lake Marathon", "2016 Sun Moon Lake Firefly Season", "International Fireworks-Music Festival" and "Sun Moon Lake Come! Bikeday". Spring for blossom, Summer for Firefly, Autumn for Music, and Winter for Plum. You can visit Sun Moon Lake all the seasons.



4. Future Development

- (1) The Tourism Bureau chose "alpine lakeside" and "multi-culture" as two major development principals. The Tourism Bureau expects to turn this area into a 21st century lakeside resort centered on safety, sustainability, aesthetics, and rich cultural characteristics.
- (2) Establish "Low-carbon Travel, Smart Tourism" travel environment and continued to enhance the quality of recreation and service.
- (3) The target source markets are tourists from Europe, America, Japan, Mainland China and international tourists who are interested in eco tours. The Tourism Bureau will also develop the leisure agricultural industry to appeal to travelers from Hong Kong, Macau, Singapore, and Malaysia to provide them with farming experiences.
- (4) In accordance with New Southbound Policy Promotion Program, Sun Moon Lake National Scenic Area Administration has worked with National Chi Nan University on the incubation of local Southeast Asia tourism manpower for the future development.
- (5) To facilitate Wise Tourism, a dynamic tourist behavior big database investigation and analysis will be conducted using iBeacon, GPS and geographic information system for future intelligent tourism's reference.

(IX) Alishan National Scenic Area <http://www.ali-nsa.gov.tw>

The Alishan National Scenic Area, which is known for its beautiful sunrises, cloudy skies, forest railways, and famous tribal culture of the Tsou tribe. The area is being operated under the principles of ecological preservation and low-density development. Through marketing on specialty tourism and diversified travels, the Tourism Bureau expects to achieve the coexistence of nature and tourism. In 2016, "Alishan National Scenic Area Development Plan" in accordance with the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)" produced the following major results:

3 2016 日月潭金龍山迎曙光活動
2016 The First Dawn of the Year at Sun Moon Lake

1. 規劃建設

- (1) 國際觀光重要景點建設：為營造阿里山入口門戶及台 18 線旅遊路廊，完成觸口行政中心周邊排水及服務設施補強工程、台 18 線浪漫意象及二延平步道至隙頂之星入口步道銜接工程、石棹民宿社區櫻之道霧之道步道間聯繫工程、光華賞螢區遊憩步道串聯及整建工程等 4 項遊憩設施建設。



- (2) 國內觀光重要景點建設：為形塑鄒族部落風貌及串聯西北廊道遊憩景點，完成達邦及特富野地區遊憩服務設施工程、太平雲梯遊客中心、瑞里周邊遊憩服務設施工程、西北廊道系統地區（文峰、太興、太和）周邊景觀設施改善工程、龍眼碧湖及太平地區景觀及遊憩設施改善工程等 5 項遊憩設施建設。

2. 經營管理

- (1) 交通旅遊服務：105 年執行春節連續假期交通疏運計畫，於石棹至奮起湖辦理免費接駁服務，接駁人數計 3,426 人次；推動「台灣好行—阿里山線」，串聯嘉義高鐵、臺鐵、森鐵及奮起湖、阿里山森林遊樂區等無縫隙接駁旅遊服務，讓遊客旅行阿里山更方便，105 年搭乘人數：A 線（高鐵—阿里山）4 萬 1,066 人次、B 線（嘉義火車站—阿里山）21 萬 1,019 人次、B1 線（石棹—奮起湖）4 萬 2,965 人次。
- (2) 提升遊客安全：建置公共設施管理維護系統，強化現場安全巡查與管理，滾動式訂立 8 處潛在危險據點並建立安全管理機制，辦理緊急應變災害防救、聯合稽查、吊橋檢修等作業，並於觸口等 7 處遊客中心持續設置 AED（Automated External Defibrillator 自動體外心臟去顫器）、辦理急救訓練、投保轄區設施公共意外險及持續更新觀光旅遊地區緊急後送計畫。
- (3) 環境維護綠美化：辦理石棹、光華、達邦、里佳、文峰、仁壽、瑞里、瑞峰等地區之植栽及景觀美化工程，轄內觀光遊憩景點及旅遊線周邊環境整治清潔維護與設施維持工作。
- (4) 推動環境教育：105 年 3 月 31 日阿里山國家風景區環境教育中心，通過環保署環境場域認證並於 5 月 20 日掛牌營運，中心編製 6 套適合學生與成人之課程，並招募首批環境教育志工 40 人，辦理志工培訓，截至 105 年底計有 1,597 人次參與體驗課程。

3. 宣傳推廣

- (1) 產業輔導：辦理轄區茶產業輔導，如茶旅達人培訓、小小泡茶師培訓、茶藝研習（製茶工序、茶藝文化、茶染、茶點、茶餐），舉辦石棹秋日茶旅、瑞里秋日舞茶、瑞峰茶飄香、茶文化成果展、國際茶道交流等活動，以提升茶文化產業多元呈現與行銷能量。



- (2) 行銷推廣：辦理「2016 阿里山神木下婚禮」、「鄒族婚禮體驗遊程」、「2016 阿里山夏季草原音樂節」、「2016 年阿里山日出印象音樂會」、105 年 3 月至 5 月辦理「螢火蟲季」、「2016 部落觀光成果發表會」、「105 年部落鄒年慶等行銷推廣活動」，協助阿里山鄒族部落辦理傳統祭典及特色活動，推廣輕鬆樂活（銀髮族）、無障礙體驗，並針對不同客群推出 4 款優惠套票（奮起湖懷舊輕旅行、小資樂活無憂行、銀髮自在慢旅行、阿里山好

1 石棹休憩涼亭
Shizhao rest pavilion

2 秋日舞茶活動
Ruili Fall Tea Dance

1. Planning and Construction

- (1) International Tourist Attractions: In order to establish the gateway for Alishan and the tour corridor for Provincial Highway 18, the Tourism Bureau completed 4 recreation facility construction including Chukou Administration Center drainage and service facility re-enhancement, Provincial Highway 18 Romantic image and the connection between Eryanping Trail and Xiding Star trail entrance, the connection between Shizhao B&B community Cherry Blossom Path and Fog Path, the linking and reconstruction of Guanghua firefly watching area recreation trail.
- (2) National Tourist Attractions: In order to highlight the tribal features of the Tsou people and to connect the scenic attractions in the northwest corridor, the following 5 recreation facility construction are completed: Tabangu and Tfuya area recreation service facility construction, Taiping Yunti Visitor Center, Ruili peripheral recreation facility construction, northwest corridor system peripheral scenic facility improvement, Longyanbi Lake and Taiping area scenic and recreation facility improvement.

2. Operation and Management

- (1) Tourist Traffic Service: The Tourism Bureau executed traffic alleviation measures and provided free shuttle services between Shizhao and Fenci Lake during the Chinese New Year holidays in 2016. A total of 3,426 passengers were transported. The Tourism Bureau promoted Taiwan Tourist Shuttle – the Alishan Line, which connects the THSR Chiayi Station, Taiwan Railways, the Alishan Forest Railway, and seamless shuttle services in Fenci Lake and the Alishan National Forest Recreation Area to offer a convenient tour for visitors. In 2015, an estimated 41,066 people had taken A line (THSR – Alishan), 211,019 people had taken B line (Chiayi Station – Alishan) and 42,965 people had taken B1 line (Shizhao – Fenci Lake).
- (2) Enhanced Visitor Safety: The Tourism Bureau constructed maintenance systems for public facilities and enhanced on-site security patrol and management. The Tourism Bureau marked eight potentially dangerous spots in a roll planning method and established a security control mechanism. The Tourism Bureau also organized safety and emergency response mechanisms and carried out joint inspection and suspension bridge inspection and maintenance. The Tourism Bureau set AEDs (Automated External Defibrillator) in 7 visitor centers, first aid training, public accident insurance for the management area, continuous update on tourism area emergency patient referral plan.
- (3) The Tourism Bureau has organized the planting and landscaping projects in Shizhao, Guanghua, Dabang, Lijia, Wenfeng, Renshou, Ruili, and Ruifeng. The Tourism Bureau implemented environmental cleaning and facility maintenance along major traffic flows and around tourist attractions.
- (4) Environmental Education Promotion: on March 31, 2016, Alishan National Scenic Area Environmental Education Center has obtained EPA Environmental field certification and started operation on May 20. 6 programs are compiled suitable for both students and adults. First 40 environmental education volunteers are recruited and underwent trainings. By the end of 2017, total 1,597 people participated the experience programs.



3. Advertising and Promotion

- (1) Industry Training and Guidance: Tea industry consultation throughout the area. The courses included tea journey experts, little tea beverage maker, tea art study (Tea making process, tea culture, tea dyeing, tea dessert, and tea meal). Activities such as Shizhao Fall Tea Journey, Ruili Fall Tea Dance, Ruifeng Tea Fragrance, Tea Culture Achievement, and International Tea Rule Communication promoted the diverse presentation of the tea culture and its marketing energy.
- (2) Advertising and Promotion: The “2016 Alishan Wedding under the Divine Tree”, “Tsou Wedding Experience Journey”, “2016 Alishan Summer Grass Concert”, “2016

3 光華彩繪村
Guanghua Painted Village

森活)於網路販售，提供多元優惠選擇及購票便利性。

- (3) 文宣出版品：完成區域摺頁編印、製作「靚遊阿里山」全區宣導影片及「高山青 MV」宣傳影片。
- (4) 媒體宣傳：105 年度計有國內平面及網站媒體報導 790 則、國外媒體採訪報導 6 團，旅遊網站(中、英、日、韓版)瀏覽人次 434 萬 1,743 人、粉絲團 2 萬 739 人，有效宣傳阿里山觀光旅遊資訊及施政成果。



4. 未來發展重點

- (1) 以入口、延時、分流、融合發展策略，推動「資源永續、旅遊生態、產業文化」三大觀光主軸，建構「阿里山—臺 ONE 樂活山林」。
- (2) 營造阿里山入口門戶及台 18 線旅遊路廊，提供樂活旅遊體驗，並延長遊客駐留時間。
- (3) 分流並串聯西北廊道之生態旅遊與特色民宿產業，以及鄒族部落之原民文化與生活體驗等多元主題遊程。

(十) 雲嘉南濱海國家風景區 <http://www.swcoast-nsa.gov.tw> Southwest Coast National Scenic Area

雲嘉南濱海國家風景區擁有臺灣最大的沙洲、潟湖，特殊的宗教活動及漁鹽產業文化、開臺歷史古蹟、珍貴動植物等，觀光資源豐富且多樣。105 年配合推動「重要觀光景點建設中程計畫(105-108 年)」項下之「雲嘉南濱海國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

- (1) 以白色雲嘉南作為風景區行銷意象，營造地方特色景點。發展「漁村戶外美術館」主題，以「好美里 3D 海洋世界」、「洪通故居」作為起點，往北延伸至四湖蒞子寮，往南至將軍馬沙溝，串聯沿海漁村意象特色。
- (2) 吸引民間投資，105 年 6 月 6 日完成「臺南市北門觀光主題餐廳暨休閒體驗園區興建營運移轉案」簽約。



Alishan Sunrise Music Concert", "Firefly Season" from March to May, 2016, "2016 Indigenous Tribal Tours Achievement Presentation", and "2016 Tsou Annual Festival". Assis Alishan Tsou Tribe with their traditional Ceremony and other featured activities. The Tourism Bureau also promoted package tours such as happy LOHAS (for the seniors), barrier-free experience, released four kinds of packages (Fenci Lake reminiscent trip, Petty Happy Trip, the Seniors Easy Trip, Good Life of Alishan) to sell on the internet.

- (3) Promotional Materials and Publications: Regional foldouts compilation and printing. Alishan full area promotional video making and "Gaoshanqing MV" promotional Video making.
- (4) Media Advertising: The Tourism Bureau released 790 stories in domestic print media and Website media and received 6 foreign media interviews. Our website (providing Chinese, English, Japanese and Korean versions) has reached 4,341,743 views and fans number climbed up to 20,739. These are the results of promotion for Alishan tourism information.

4. Future Development

- (1) Establish "Alishan Tai One Forest Resort" by extension, streaming, and connection strategies to promote the three main tourism ideas of "Sustainable Resource, Eco-Tourism, and Industry Culture".
- (2) Establish the gateway for Alishan and the tour corridor for Provincial Highway 18 to provide a LOHAS travel experience and to extend the time tourists stay.
- (3) Stream and connect the Northwest corridor's ecological environment and special B&B industry and developed diversified theme itinerary about Tsou tribe culture and life experience.

(X) Southwest Coast National Scenic Area <http://www.swcoast-nsa.gov.tw>

The Southwest Coast National Scenic Area has rich and diverse tourism resources, including sandbars, lagoons, special religious activities, salt and fish farming industries, historical resources from Taiwan's early development, as well as precious plants and animals. In 2016, the Tourism Bureau, in conjunction with the government, continued to implement the Southwest Coast National Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)". Major achievements are as follows:

1. Planning and Construction

- (1) White Southwest as the marketing image for the scenic area. To develop specialty attractions such as "Fish Village Art Gallery" to establish "Haomeli 3D Ocean World" and "Hungtung Former Home". From Sihubozihliao to Jiangjun Mashagou, the decoration presented fishing village characteristics.
- (2) In order to encourage private investment, on June 6, 2016 the completion of "Tainan City Beimen Tourism Theme Restaurant and Recreation Experience Park ROT" contract.
- (3) Established "Haomeli 3D Ocean World" and renovation "Budai Coast Old Post" and "Budai Sea Park", the "Budai area Nanti Bike Lane Construction", "Cat Painting Construction" to add tourism resources for Budai area.



- (3) 打造「好美里 3D 海洋世界」，活化「布袋海巡舊哨所」、「布袋海景公園」及辦理「布袋地區南堤自行車道工程」、「喵星人彩繪」等景點建設，增添布袋地區觀光資源，形成完整豐富之旅遊區帶。
- (4) 豐富北門地區遊客休憩資源，「北門遊客中心景觀步道及周邊環境改善工程」、「北門洗滌鹽工場建築群修建工程」及「北門洗滌鹽工場消防設施工程」完成後，與北門出張所、錢來也雜貨店等景點建構北門鹽業觀光特色，並串聯北門婚紗美地、水晶教堂等，共同營造出婚紗景色氛圍。
- (5) 「七股遊客中心」與鹽業文化及環境生態結合，104 年辦理建物主體及裝修工作，105 年辦理「七股遊客中心冷凍空調工程」、「七股遊客中心景觀植栽」、「步道暨相關服務設施改善工程」、「七股遊客中心旁停車場改善工程」，未來持續擴充旅遊服務設施，連結七股鹽山、台灣鹽博物館等景點，為七股地區打造新興遊憩亮點。
- (6) 完成「口湖遊客中心整修工程」、「三條崙海水浴場清整工程」、「箔子寮地區彩繪工程」、「北門區石板步道開口契約工程」、「移動式廁所設施工程」及「自行車道指標新建設施」等建設，持續為遊客旅遊需求提供多元服務與友善、便利的旅遊環境。

2. 經營管理

- (1) 辦理轄區景點設施出租經營，計有井仔腳鹽田、馬沙溝濱海遊憩區、北門嶼餐廳、北門出張所、永華國小、口湖遊客中心、洗滌鹽工廠暨事務所、布袋舊海巡哨所、台灣鹽博物館、水晶教堂、高跟鞋教堂等 17 件出租案，提升轄區設施經營活力。
- (2) 派員定期巡查轄區遊憩據點，落實設施維護管理，並持續改善無障礙設施，完成井仔腳鹽田、口湖遊客中心、北門遊客中心、馬沙溝濱海遊憩區及台灣鹽博物館等據點周邊設施改善。
- (3) 「高跟鞋教堂」及「水晶教堂」成為熱門景點，為維護優質的旅遊服務環境，於 105 年農曆年與嘉義縣政府、臺南市政府及公所等加強環境整理及交通疏導。
- (4) 原有「布袋遊客中心及南布袋濕地」及「北門遊客中心暨井仔腳瓦盤鹽田」等 2 處環境教育設施場所，合併為「雲嘉南鹽田及濕地環境教育中心」，並於 105 年 7 月 22 日通過環境教育設施場所認證。

3. 宣傳推廣

- (1) 「台灣好行—鹽鄉濱海線」持續提供優質及通用旅遊服務，並延駛串聯故宮南院，推行郵輪式列車行駛方式，成為全臺首條以遊憩據點串聯為主的台灣好行路線，105 年全年搭乘人數為 8,618 人次，較 104 年成長 91%。
- (2) 105 年 4 月 6 日舉辦「高跟鞋教堂申請世界紀錄」見證會，現場邀請嘉義縣張花冠縣長及當地民眾共計 120 人參加見證；另於 105 年 7 月 22 日通過金氏紀錄官方通過認證為世界最大高跟鞋建築，並於當日晚間舉辦開園及夜間點燈音樂會。
- (3) 105 年 6 月 18 日「2016 一見雙雕藝術季」開展，以「海洋世界」為主題，並以 4D 互動方式進行創作，活動開展至 8 月 28 日，共計約有遊客 12 萬 9,000 人到訪。
- (4) 105 年 7 月 7 日邀請北門地區三慈國小、文山國小、北門國小、錦湖國小及仁德長興國小等 5 間中小學於北門出張所，共同發表舞獅、直笛、布袋戲、爵士鼓、



2 北門地區國小學童才藝表演
Talent show of elementary school students in Beimen Elementary School

- (4) In order to enrich recreational resources in Beimen, after finishing "Beimen Visitor Center Scenic Trail and Peripheral Improvement Construction", the restoration and re-utilization of Beimen Salt Washing Workshop, and "Beimen Washing Salt Workshop Fire Facility Construction", the Tourism Bureau will build up wedding attractions including Beimen Salt Factory Buildings, Beimen Branch, Money Coming Grocery Store, Beimen Wedding Wonderland, Crystal Church, etc.
- (5) Made Qigu Visitor Center a place connected with salt industry and environment by conducting main building construction and decoration in 2015, in 2016 "Qigu Visitor Center Freezer Air Conditioner Construction", "Qigu Visitor Center Scenic Greenery Construction", "Trail and Related Service Facility Improvement", and "Qigu Visitor Center Parking Lot Improvement", Qigu salt Mountain and Taiwan Salt Museum can be new recreation spots in Qigu area.
- (6) Completion of "Kouhu Visitor Center Renovation", "Santiaolun Beach Cleansing Construction", "Boziliao Area Painting Construction", "Beimen slate trail, portable toilets, bikeway and many new constructions to provide tourists a variety of services and friendly, convenient travel environment.

2. Operation and Management

- (1) In order to improve management of facilities, the Tourism Bureau held rental of attraction facilities such as Jingzaijiao Salt Fields, Masago Coastal Recreation Area, Beimen Restaurant, Beimen Branch, Yonghua Elementary School, Kouhu Visitor Center, Salt Washing Factory Office, Budai Coast Old Post, Taiwan Salt Museum, Chrystal Church, etc.
- (2) Management of facilities and improved barrier-free facilities. The Tourism Bureau has completed renovation of Jingzaijiao Salt Fields, Kouhu Visitor Center, Beimen Visitor Center, Mashagou Coastal Recreation Area, and Taiwan Salt Museum.
- (3) High-Heeled Shoe Church and Crystal Church have become popular destination. To preserve the service quality, in 2016 the environment maintenance and traffic control reinforcement were carried out with the effort from Jiayi County Government, Tainan City Government and its administration office.
- (4) The combination of "Budai Visitor Center and South Budai Wetland" and "Beimen Visitor Center and Jingzaijiao Tile-Paved Salt Fields" into "Yunlin, Chiayi and Tainan Area Salt Fields and Wetland Environmental education Center". Environmental education Center approved on July 22, 2016.

3. Advertising and Promotion

- (1) "Taiwan Tourist Shuttle – Southeast Coast Line" has continued to provide good services and universal design in tourism service. Connection to the South Branch of the National Palace Museum. The Cruise Style Train becomes the first Taiwan Tip Route that is based on the connection of recreation spots. In 2016, estimated 8,618 people have taken the route this year. It increased by 91% than 2015.
- (2) On April 6, 2016, the witness for "World Record Application for High-Heeled Church" by Jiayi County Mayor Zhang and 120 local residents; obtained Guinness Records for the world largest high heel construction on July 22, 2016, opening ceremony and evening concert at the same night.
- (3) The "2016 Salt & Sand Sculpture Art Festival" from June 18 to August 28, 2016, is a 4D interactive creation based on "Marine World". The event was joined by 129,000 visitors.
- (4) Art performance on July 7, 2016 by Sanci Elementary School, Wenshan Elementary, Beimen Elementary School, Jinhu Elementary School and Rende Changxing Elementary School. The interpretation of Lion-Dance, recorder concert, glove puppetry, jazz drums,



木箱鼓、直笛及舞蹈等各類才藝表演。臺南市香格里拉飯店更贊助當日活動所需餐點，回饋地方，為濱海地區的學童們鼓勵。

- (5) 105 年 11 月 5 日至 6 日舉辦「2016 臺灣國際觀鳥馬拉松活動」，共吸引國內外 25 組隊伍（含國際隊伍 5 組、共 6 個國家），共 93 人次參加，在鳥友精湛的鳥類辨認功力下，於 24 小時的觀鳥時間內，總共觀察紀錄到 237 種鳥類，較上屆 224 種多了 13 種。另於周末假日另行舉辦生態體驗活動共 9 梯次，共 132 人次參與。



- (6) 與東北角、北觀二友處及墾丁國家公園共同舉辦「2016 極點慢旅活動」，於 105 年 11 月 26 日另舉辦「燈風造極西遊記」系列活動，結合轄內產業推動七股生態自行車活動。
- (7) 105 年 12 月 31 日舉行北門井仔腳「白色送夕陽」活動，為臺南市跨年三部曲的首部曲，邀請民眾一起懷抱感恩告別 2016 年，迎向嶄新的 2017 年。當日約有 1 萬 4,500 人至現場參加活動。
- (8) 與嘉義縣政府合作辦理「2016 東石漁人碼頭東石海之夏祭」活動，於 105 年 7 月份舉辦 4 場大型演唱會，共計有超過 15 萬人次參加。
- (9) 補助臺南土城正統鹿耳門聖母廟舉辦「2016 年新春暨元宵嘉年華」活動、南鯤鯓代天府舉辦「2016 年平安鹽祭」，以結合公益方式辦理，活動吸引上萬人次參加，成功行銷雲嘉南濱海人文風貌，並帶動周邊經濟效益。
- (10) 積極推廣社群網路行銷，105 年 Facebook 粉絲團已達 16 萬 7,000 人按讚。105 年 12 月 31 日辦理社群網路活動及粉絲見面會，邀請粉絲蒞臨風景區參訪景點，加深與遊客粉絲之互動。

4. 未來發展重點

- (1) 擁有的沙洲、潟湖及濕地、多樣化的動植物資源，及國際矚目的黑面琵鷺等特色資源，以「國際觀鳥馬拉松」行銷活動來帶動生態永續發展為主軸的觀光。
- (2) 以「白色雲嘉南」作為推廣行銷主軸，用白色的色彩基調連結地方特色與浪漫幸福之元素，營造特色亮點，持續推動「漁村戶外美術館」概念主題。
- (3) 持續發展北門地區「婚紗美地」，並規劃打造將軍七股地區為雕塑彩繪之特色景點。

(十一) 西拉雅國家風景區 <http://www.siraya-nsa.gov.tw/> Siraya National Scenic Area

西拉雅國家風景區具有獨特的泥漿溫泉、月世界青灰岩地形、富饒的農特產、傳統的西拉雅公廨與獨特的夜祭活動，有發展為溫泉地景、農產生態及臺灣原鄉特色的國際旅遊基地之潛力。105 年度持續推動「重要觀光景點建設中程計畫（105-108 年）」項下「西拉雅國家風景區建設計畫」，重要工作項目如下：

1. 規劃建設

- (1) 秉持貼心五感的服務概念，以最在地的精神推廣鄉村旅遊，最愛惜這塊土地的心推動綠

1 2016 臺灣國際觀鳥馬拉松活動
2016 Taiwan International Bird
Watching Marathon Activity

2 燈風造極西遊記
Journey to the West Lantern Festival

cajon, recorder, and dancing. Shangri-La's Far Eastern Plaza Hotel has supported the meal of the day, contributed to the area and encouraged students.

- (5) "2016 Taiwan International Bird Watching Marathon Activity" was joined by 25 domestic and international teams (5 International teams from 6 countries). 93 participants have recognized 237 birds within 24 hours, which are 13 more compared to the 224 recognized birds of last year. Another 9 ecology experience events on the weekends are joined by 132 people.
- (6) The "2016 Light Up Taiwan" held by Northeast and Northguan Eryou Section and Kenting National Park, and the "Journey to the West Lantern Festival" on November 26, 2016 has combined the area's industry to the promotion of Qigu Ecology Cycling activity.
- (7) Held the "White Waving Farewell to the Sunset" activity on December 31, 2016. The Tourism Bureau invited local residents to this year-end concert to embrace the New Year. An estimated 14,500 people attended the activity.
- (8) "2016 Ocean Festival at Dongshi Fisherman's Wharf" held 4 concerts in July 2016. Total of 150,000 people joined the activity.
- (9) Subsidized Tainan Tucheng Orthodox Luermen Matsu Temple to hold 2016 New Spring Lantern Festival and Nan Kun Shen Dai Tain Temple to hold the "2016 Salt for Peace Festival". Those two activities are in cooperation with nonprofit organizations and attracted thousands of tourists.
- (10) Actively promoted social network marketing. Our Facebook fan page has reached 167,000 likes. On December 31, 2016 the Tourism Bureau held Internet campaign and fans meeting to ask fans to meet at scenic area spot. This campaign strengthened the interaction between fans.



4. Future Development

- (1) Sand bar, lagoon and wetland, diverse flora and fauna resource, Black-faced Spoonbill, the tourism based on sustainable ecological development is promoted with International Bird Watching Marathon.
- (2) "White Southwest" is the main image for marketing campaign. White can symbolize local features and romantic elements. The Tourism Bureau will keep pushing Romantic Avenue and Fish Village Art Gallery.
- (3) "Beimen Wedding Wonderland" and Qigu area as a special attraction of sculpture and painting.

(XI) Siraya National Scenic Area <http://www.siraya-nsa.gov.tw/>

Siraya National Scenic Area with its unique gray stone landscape nicknamed "the Moon World", geothermal geology, traditional Siraya tribal buildings, and the special Night Sacrifice ceremony, creates an international tourist destination that features hot springs, agro-ecology, and native Taiwanese characteristics. In 2016, the Tourism Bureau kept promoting the "Siraya National Scenic Area Development Plan" in accordance with the "Mid-term Plan for the Construction of Major Scenic Sites (2016 - 2019)" produced the following major results:

1. Planning and Construction

- (1) A considerate service concept and country tourism promotion with local spirit, the green tourism is elevated with the heart of a local loving spirit, intellectual and efficient

色觀光，並為效能兼顧而全面建置 e 化，落實深耕西拉雅、鄉村展風華，其為民服務成果更獲行政院國家發展委員會評鑑取得第八屆「政府服務品質獎」第一線服務機關。

- (2) 推動轄區觀光產業活化，促進觀光產業升級與多元增值，持續辦理「105 年度西拉雅國家風景區觀光產業培力計畫案」，輔導中埔鄉在地社區成立嘉義縣 135 觀光發展協會、推動產業聯盟平臺整合轄內產業資源，並以看見偏鄉生態體驗主題，輔導嘉義中埔社區開發特色遊程，讓成員能合作發揮加乘加值效果，進而提高遊客人數及觀光產值。

- (3) 積極籌辦西拉雅行政暨遊客中心，目前已完成全區規劃設計，陸續進行工程發包。另為有效活化閒置空間，拓展旅遊服務據點，積極辦理用地撥用，包括崎內國小轉型白河崎內藝術園區、中崙溫泉再造澗水溪溫泉公園等。另與嘉南農田水利會協調合作取得八田園區經營權，陸續進行園區建物修繕及辦理研討會培訓導覽等活動，建立臺日友好觀光平臺。



- (4) 持續進行國際及地方型景點工程建設，其中國際景點工程包括了：配合關子嶺火王爺祭打造夜間軸線廊道，營造節慶氣氛與祭典迎賓氛圍；關子嶺溫泉露頭公園周邊透過音樂的節奏與燈光的律動，打造跳舞森林的夜間風情；175 廊道蝴蝶特色意象景觀營造。地方景點工程則以舊場域活化再利用為主，包括了南化遊客中心周邊步道系統改善，及在地特色猴子與水果趣味拍照打卡點創作；中埔遊客中心幼兒園再利用，營造北站入口服務據點；大埔情人公園紅花園浪漫意象營造等。

2. 經營管理

- (1) 針對春節、和平紀念日、清明節等連續假期之交通疏運，與各單位建立群組通報機制，對易壅塞景點協請警察分局實施交通管制，以維持交通秩序。
- (2) 為轄區內之旅遊服務設施投保公共意外責任險，以求遊客遊憩活動期間之安全保障。
- (3) 持續進行巡查督導，建立清潔人員群組通報機制，即時掌握轄區內各項公共設施狀況、環境清潔情形，透過設施修繕開口契約進行維護作業；並定期完成相關消防安全設備檢修。
- (4) 與各水域管理機關定期召開水域安全會議，同時辦理水上安全救生訓練，提升水上自救技能，以共同維護水域安全。
- (5) 轄區內共計 6 處通過 AED 安心場所認證，並辦理基本救命急救訓練課程，以提升同仁與志工緊急救護能力。
- (6) 持續辦理紅葉公園蝴蝶生態調查監測，於夏季舉行蝴蝶遊樂園活動，推動輔導社區及國中小學參與。

3. 宣傳推廣

- (1) 辦理行銷推廣活動包含「關子嶺 FUN 輕鬆一夏一溫泉咖啡節」、「關子嶺蝴蝶遊樂園」、「西拉雅趣飛車」、「二寮迎曙光」、「官田樂遊趣」等活動，將產業品牌融入活動，為鄉村旅遊注入新活力，共吸引了約 23 萬人次，創造約 2 億 6,000 萬觀光產值。

1 南化遊客中心周邊景點營造
Constructions of surrounding scenic points of Nanhua Visitor Center

2 關子嶺溫泉露頭公園周邊的夜間風情
Surrounding night landscape of Guanziling Hot Springs Loutou Park

environment, Siraya culture development, the achievement on public service has won the 8th "Government Service Wuality Award" under the evaluation of National Development Council.

- (2) To upgrade tourism industry, the "Project to Develop Tourism Industry of Siraya National Scenic Area" continued in 2016. The establishment of Chiayi County 135 Tourism Development Association in Zhongpu Xiang community, integration of area industry resource over industry alliance platform, Chiayi Zhongpu community featured tour development based on remote area ecology experience topic. Through working together, it increases the value of tourism industry.
- (3) On the progress of Siraya Visitor Center preparation, the design and distribution of the area has been completed and is on the track of construction. Qinei Elementary School was transformed into Baihe Qinei Art Park, and Zhonglun Hot Spring into Yunshuixi Hot Spring Park, under the program of wasteland reuse. The obtainment of the operation right to the Hatta Yoichi Memorial Park was a collaboration with Taiwan Chia-Nan Irrigation Association. Park renovation and seminars on tour guide training plan is on the schedule to create a Taiwan-Japan friendly tourism platform.
- (4) International and local attraction development construction continues. For international locations there are night time corridor for Guanziling Fire Festival to cater the festival needs and atmosphere; dancing forest built around Guanziling Hot Springs Loutou Park reacting to the music and lighting; Corridor 175 butterfly image construction. For local ones it focuses on the reuse of existing area: peripheral trail improvement around Nanhua Visitor Center, a spot decorated with local monkeys and fruits for check-in on Facebook; reuse of nursery in the Zhongpu Visitor Center, North entrance service spot construction; red flower image construction in Dapu Lovers' Park.

2. Operation and Management

- (1) Traffic Alleviation Measures during long holidays such as Chinese New Year holidays, Peace Memorial Day, and Tomb-sweeping Day; coordination with local police stations for traffic controls at areas with high tourist volume and likely congestion bottlenecks.
- (2) Public liability insurance coverage plans on scenic area facilities to protect the personal safety of visitors.
- (3) Patrol and inspections continued. A cleaning team notification mechanism is set up to control the public facility status and environment maintenance of the area. The repair of the facility is conducted contract-based, and the maintenance of fire extinguishing equipment on a regular basis.
- (4) Regular meetings on water field safety with every water field administration and on water rescue training are conducted to enhance self-reduce skills.
- (5) 6 AED equipped locations in the area together with first aid training course to strengthen the medical ability among staff and volunteers.
- (6) The monitor and survey of butterfly ecology at Red Leaf Park continues. Butterfly festival in the summer and encouraged community participation.



3. Advertising and Promotion

- (1) Promotional activities including "Guanziling Hot Spring and Coffee Festival", "Guanziling Butterfly Park", "Siraya Go Crear", "Observing the First Sunrise in Erliao", and "Guantian Tour" which incorporated industrial brands into the functions have drawn 230,000 people and a revenue of 260 million NTD.



3 「走馬飛車」活動
"Horse flying bicycle" activity

4 台灣好行—關子嶺烏山頭線
The Taiwan Tourist Shuttle-Guanziling Wushantou Route

- (2) 辦理「台灣好行—關子嶺烏山頭線」開行，提供優質服務，統計全年度搭乘人數為 3,748 人次。
- (3) 設計開發紀念品，包含形象標誌及吉祥物之束口袋、手機擦拭貼、漁夫帽、圍巾、聲光及燈光明信片等紀念品，以多元的方式行銷西拉雅。
- (4) 全心投注於西拉雅自有品牌文創商品的開發，建置 i 購西拉雅的「西拉雅 fun 文創」；另全力輔導轄區內農特產品建立品牌，品牌識別中代表的是與農夫們站在同一個角度，創「心」感動，並集結梅嶺梅精、南化芒果乾與蜂蜜、東山咖啡、白河蓮藕粉等十大伴手禮，推出 i 購西拉雅的「西拉雅好伴手」。
- (5) 結合網路平臺 (Facebook 及電子報) 與客製化開發專屬行銷應用程式，提高活動資訊的曝光率及參與度，拉近使用者與活動的距離，聚攏轄區人氣，提升西拉雅知名度，並不定期舉辦小遊戲或好康活動，增加與遊客互動及隨時掌握民眾資訊，達宣傳之效益。目前臉書粉絲團人數約 5 萬 5,000 人。西拉雅 Facebook 粉絲專頁共上傳 90 支影音作品，按讚人數 2 萬 4,615 次，觀看人數達 32 萬 1,186 次。YouTube 影音平臺共上傳 25 支影音作品，觀看人數達 7,240 次。
- (6) 舉辦年度活動記者會、發布活動新聞稿，並邀請轄區記者舉行參訪及座談呈現觀光建設成果。其中關子嶺設置街燈下的祝福臨時裝置藝術，經東森旅遊新聞報導，於 1 星期內共創造 50 萬點閱人次。
- (7) 與社團法人台南市台日友好交流協會、國立成功大學日本研究中心及嘉南農田水利會於烏山頭水庫風景區內，舉辦一連串有關八田與一人文、歷史、觀光活動，辦理「烏山頭水庫與八田與一初中階志工培訓」、「烏山頭水庫與八田與一國際研討會」，邀請嘉南農田水利會技師、八田與一長孫等共同與會擔任與談人。
- (8) 為了整合西拉雅國家風景區轄內產業資源，推動觀光事業發展，邀集轄內觀光業者成立「西拉雅觀光產業策略聯盟」，希望運用政府政策支持，推動觀光異業產業結盟，建立異業間暢通無阻的交流平臺，達到服務相互分工、資訊共享交流、產品共同開發及活動共同行銷之目的，並創造新型態的觀光事業。

4. 未來發展重點

- (1) 強化觀光意象、推廣特色遊程
打造未來旗艦行政遊客服務中心及周邊增加旅遊景點的自明性及豐富度，並以關子嶺溫泉、咖啡美食、水庫水圳、西拉雅原鄉和農村文化等在地特色主題，持續開發具有溫泉美食、鄉村生態、運動觀光特色的小旅行遊程。
- (2) 建立友善氛圍、提升服務品質
完備旅遊服務設施，檢討改善轄區內友善通用設計，包括穆斯林、無障礙、樂齡等設施，讓不同年齡族群旅遊人口均能在轄區內放心充分體驗遊程。
- (3) 整合跨域合作、主題故事行銷
持續協同地方機關辦理業務聯繫及協調，並積極與周邊管理處進行跨域合作針對重點活動整合行銷，同時推動轄內相關觀光產業聯盟，以整合轄內產業資源，並透過更多元的平臺露出，將西拉雅最美的在地景觀、豐富的產業及最動人的文化故事呈現給遊客。

1 「關子嶺 FUN 鬆一夏」活動
“Guanzhiling FUN a summer” activity

- (2) The Taiwan Tourist Shuttle-Guanziling Wushantou Route has served 3,748 visitors throughout the year.
- (3) Souvenir including brand image or mascot draw string bags, hand phone screen wiper, hat, muffler, media postcard is developed for the publicity of Siraya.
- (4) Through the website “iGo Siraya” the Park has focuses on self-branded Siraya merchandises development; agricultural products of the area are branded on the basis of same direction with the farmers. Meling plum essence, Nanhua Dried Mango, Honey, Dongshan Coffee, and Baihe Lotus Powder are the Top 10 and can be purchased on iGo Siraya website.
- (5) Enhancing event publicity and participation through Internet campaigns on social media network (Facebook and E-paper), customized application to bring users closer to the events. To increase Siraya popularity, games, and giveaways help the interaction with visitors and keep people's information on the track. At the present there are 55,000 fans on Facebook, 90 videos on the Fan page with 24,615 likes and 321,186 views. Total 25 videos on YouTube viewed 7,240 times.
- (6) Annual press conference event, press release, press meeting with journalists of the area, visits and conference on the achievement of tourism construction. The installation of temporary “Blessing under the Street Light” at Guanziling appealed 500,000 views under the report of ETNEWS.
- (7) Series of tourism activity on the humanity and history of Yoichi Hatta in the Wusanto Reservoir Scenic Area hosted by Taiwan-Japan Friendship, the Japan Research Center of NCKU, and Taiwan Chia-Nan Irrigation Association including “Wusanto Reservoir and Yoichi Hatta basic to intermediate level volunteer trainings”, “Wusanto Reservoir and Yoichi Hatta International Seminar”. Technicians from Chia-Nan Irrigation Association and the oldest grand-son of Yoichi Hatta joined in the interview.
- (8) “Siraya Tourism Industry Strategy Alliance” was formed by the tourism industry of the area based on the concept of industry resource integration of the Scenic Area and the promotion of tourism business development. With the government policy and crossover cooperation marketing, it aims at work division, information sharing, mutual development on merchandises and cooperation marketing activities contributing a new form of tourism over an access-free exchange platform among industries.



4. Future Development

- (1) Tourism Image Enhancement, Featured Tour Promotion
Flagship Visitor Service Center, additional Self-evidence and richness on the surrounding attractions. Compact itineraries featuring hot spring, gourmet, country ecology and sports tourism developed according to local special themes: Guanziling Hot Spring, Coffee and Gourmet, Reservoir, Siraya aborigines and farm culture.
- (2) Friendly Atmosphere, Strengthened Quality Service
A complete tourism service facility including universal design improvement in the area for Muslim visitors, elders and the disabled allows visitors regardless of age or group enjoy the journey rest assured.
- (3) Cross-Area Collaboration, Theme Story Marketing
The administration contact and co-ordination among local authorities continue. Key activities integration and marketing with surrounding administration. Related tourism industry alliance promotion, the integration of industry resources of the area. Increasing publicity on different platforms, bringing the beautiful scenery, abundant industries and moving cultural histories to the Siraya visitors.

(十二) 茂林國家風景區 <http://www.maolin-nsa.gov.tw> Maolin National Scenic Area



茂林國家風景區涵蓋高雄市茂林區、桃源區、六龜區及屏東縣三地門鄉、霧臺鄉、瑪家鄉等 6 個區(鄉)，全區地形南北狹長，北以玉山國家公園、東以中央山脈西麓、西以十八羅漢山、南以瑪家鄉涼山瀑布為界，橫跨高雄、屏東兩縣，面積約為 5 萬 9,800 公頃，區內擁有極佳之縱谷景緻、特殊之環流丘地質環境、天然的溫泉資源、多樣的人文風情及豐富的動植物生態。105 年持續推動「重要觀光景點中程建設計畫(105-108 年)——茂林國家風景區建設計畫」，並配合莫拉克風災重建工作，擴大觀光建設及行銷推廣，將風景區營造為具有國際魅力之景點，重要工作項目如下：

1. 規劃建設

- (1) 完成桃源區拉阿魯哇族貝神祭儀場設施改善工程、桃源綜合運動場入口意象及桃源特色市集設施改善與整修工程、多納中央街道街景及周邊改善工程、多納勇士步道改善工程、三地門德萊公園及周邊服務設施改善工程、霧臺鄉霧臺部落公共廁所及周邊服務設施改善工程、霧臺鄉神山樟樹林遊憩據點及周邊環境改善工程、瑪家舊筏灣部落及周邊觀光遊憩服務設施工程、土壠灣船屋及周邊環境改善工程、茂林情人谷公廁及周邊環境整修工程、新威行政中心新建工程水土保持及新增聯外道路排水設施工程、新威行政中心周邊景觀設施工程及國內觀光景點建設工程。
- (2) 完成新威遊憩區開發計畫委託服務、茂林國家風景區據點空拍及多媒體視聽影片編修製作、地理資訊系統圖資(圖片庫及資料)及屬性資料更新維護案、方向指示牌規劃設計與二維條碼解說導覽建置規劃設計案、茂林國家風景區網站更新維護。
- (3) 全區各據點綠美化建設工程及設施環境維護。

2. 經營管理

- (1) 105 年度辦理「十八羅漢山服務區營運移轉(OT)案」，契約期間 105 年 11 月 4 日至 111 年 11 月 3 日，提升民眾觀光旅遊環境及品質，帶動轄區休閒產業經濟、加強觀光基礎服務設施與觀光產業發展，期望透過民間參與方式共同實現休閒產業與觀光結合永續經營、有效營運之目標。
- (2) 遊客中心急救措施及設施，取得安心場所認證
105 年 9 月 8 日取得安心場所認證；依衛生署需於轄區各遊客中心設置自動體外心臟電擊去顫器(AED)之規定，為增加轄區意外事件之遊客黃金救援時間，與立偉電子(股)公司簽訂 1 年期自動體外心臟電擊去顫器(AED)租賃契約，設置地點為賽嘉、瑪家、寶來、茂林等遊客中心及茂林 3D 紫蝶館心，共計 5 臺，且賽嘉、瑪家、寶來、茂林遊客中心於 105 年 9 月 8 日取得安心場所認證。於遊客中心服務臺掛置緊急災害應變通報流程圖，並於轄區救難、醫療相關單位聯繫電話及觀光局通報單擺放於服務臺。
- (3) 105 年辦理「105 年度轄區內各社區及部落觀光環境營造計畫代辦作業」，共計 23 個社區協會提出申請，於 12 月底完成社區環境整理及空間綠美化、街景及公共景觀美化、閒置空地環境整理及再運用、打造低碳社區，推動節能減碳(資源循環、節約能源、綠色環境)、廣場及休憩空間整理與改善、生態步道整修美化等代辦工作。



1

1 新發社區綠美化
Greenification and beautification of
Xinfu Community

(XII) Maolin National Scenic Area <http://www.maolin-nsa.gov.tw>

The Maolin National Scenic Area encompasses six districts and townships including the Maolin, Taoyuan, and Liugui areas of Kaohsiung City as well as the Sandimen, Wutai, and Majia areas of Pingtung County. This scenic area is an elongated shape, which runs north to south. To the north there is Yushan National Park, to the east is the western edge of the Central Mountain Range, to the west is Shihba Luohanshan, and Liangshan Falls marks the southern border. The area has rich rift valley scenery, gifted with hot springs and unique, meandering geology. The abundant plants and wildlife make the area suitable for adventurous outdoor activities. In 2016, the Tourism Bureau continued to implement the Maolin section of the "Midterm Plan for the Construction of Major Scenic Sites (2016 - 2019)", in conjunction with post-Typhoon Morakot reconstruction. Broad investments were made in tourism construction and marketing to effectively transform the scenic area into an international attraction. Major achievements are as follows:

1. Planning and Construction

- (1) The completion of international and domestic attraction constructions such as Hla'alua Miatungusu Ceremony field improvement in Taoyuan District, Taoyuan General Stadium Entrance image and Taoyuan featured market facility improvement, facility renovation, Duona center street view and surrounding improvement, Douna Warrior Trail improvement, Sandimen Laide Park and surrounding facility improvement, Wutai Tribe public restrooms and surrounding service facility improvement in Wutai County, Camphor tree Recreation Spot and surrounding facility improvement in Wutai County, Majia Old Fawan Tribe and surrounding tourism recreation service facility improvement, Tulongwan boat house and surrounding environment improvement, Maolin QIngren Valley public restrooms and surrounding environment renovation, Xinwei administration center construction and soil and water conservation cum drainage facilities for access roads, and Xinwei administration center surrounding scenic facility construction.
- (2) The completion of Xinwei Recreation Area development project entrust, Maolin National Scenic Area aerial photography and multimedia video work, geographic information system (picture database and data) and property data renewal and maintenance program, direction signboard designing and QR Code project for guide and description, and Maolin National Scenic Area website maintenance.
- (3) Construction landscaping and maintenance in every tourism spot of the area.

2. Operation and Management

- (1) The Shihba Luohanshan Service Area ROT in 2016 which is from November 4, 2016 to November 3, 2022, is set to elevate the tourism environment and travel quality, promote recreational industry economy of the area, reinforce the tourism infrastructure, and tourism industry development. The Tourism Bureau expected to realize the sustainable operation and effective business goal on the combination of leisure industry and tourism with civil participation
- (2) AED certified location, the first aid and medical facility in visitor center
September 8, 2016, the Visitor Centers are certified AED locations with the installation of AED. To react to incidents that required the use of AED to extend the golden window, a one-year rental contract to 5 AED equipment set up at Saijia, Majia, Baolai, Maolin Visitor Center, and Maolin 3D Purple Butterfly Valley. The previous mentioned 5 visitor centers are AED certified on September 8, 2016. The emergency disaster reaction and notification flowchart is declared at service counter of the visitor center together with medical contact list and the Tourism Bureau notification form.
- (3) In 2016, the "2016 Environment Construction Project for the Communities and Indigenous Tribal Tours of the Area" received 37 applications. The progress by the end of December included the environment arrangement and space greenery, street view and public scenery, recycle and reuse of wasteland, low carbon emission and energy saving community (resource reuse, energy saving, green environment), and plaza and recreation space improvement and ecology trail refinement.

(4) 自 103 年 3 月 18 日起至 104 年 5 月 31 日止 (180 日)，委託輔英科技大學辦理「茂林國家風景區環境教育設施場所整合運用規劃案」，以茂林 3D 紫蝶館為中心場域，規劃以高雄市茂林區為環境教育場域認證之場所。並於 105 年 2 月 5 日經行政院環境保護署 (105) 環署訓證字第 EC102005 號認證通過。

(5) 泛舟活動推動成果

泛舟活動自 6 月 1 至 9 月 21 日計 8,238 人次參加，帶動地方產值計 1,483 萬元。

(6) 轄內交通壅塞路段，即時發布交通轄區主要道路最新路況

105 年春節期間及 228 連續假日回報台 24 線三教寶宮往霧臺方向及 26.5K 處 (三德檢查哨) 交通壅塞，協請警廣電臺、公路總局利用所屬廣播、CMS、LED 電子看板公布訊息。

105 年 2 月 6 日至 14 日針對轄區鄰近地區因地制宜個別發送 2 萬則有關交管資訊及當地易壅塞簡訊。

105 年春節及和平紀念日連續假期透過旅行台灣 APP 推播及交通疏運系統回報轄內景點壅塞情形。

105 年春節配合霧臺鄉交通管制措施，製作「霧臺鄉境內停車空間已滿請勿進入」告示牌共 30 面，當霧臺鄉內停車空間不足時，放置三地門、瑪家及內埔鄉重要交通要道，通知民眾請勿入山。

(7) 推動有感措施

提供客製化明信片及提供原住民服飾供遊客拍照；另辦理地方座談會，邀請當地工藝、餐飲及文創產業等業者進行交流，積極協助業者升級產業或突破現況，並協助扶植「屏東縣藝文產業聯盟推廣協會」，推動屏北地區產業策略聯盟相關工作。

(8) 設置「茂林環境教育中心」，將維護生態環境與觀光連結，協助國人在觀光之餘，瞭解個人與社會環境相互依存關係，並教育民眾環境保育、生態平衡之重要性，進而帶動生態旅遊之新契機。

3. 宣傳推廣

(1) 辦理「2016 南島族群婚禮—情牽大武山」系列活動、「2016 荖濃溪泛舟」、「2016-2017 山城花語悠遊季」、「2016-2017 台灣茂林紫蝶幽谷·雙年賞蝶季」、「瘋山城～去你那裡，十八啦！部落假日藝術市集」等系列活動，推廣茂林國家風景區觀光資源，吸引旅遊人潮。

(2) 與其他單位共同推廣遊憩活動，帶動地方觀光產業發展，辦理「桃源拉阿魯哇族貝神祭」、「春意盎然—屏東部落藝術節活動」、「煌金傳騎」、「桃源櫻花小旅行」、「萬山勇士祭」、「茂林多納黑米祭」等活動。

(3) 為行銷地方觀光特色，配合高雄市政府與屏東縣政府協助行銷「高屏澎好玩卡」、共同參與「2016 高雄國際旅展」及「2016 臺中國際觀光旅展」推廣展出、另與中華郵政股份有限公司合作於高雄六龜寶來遊客中心設置「月光精靈—貓頭鷹」造型郵筒，供民眾投郵，共同行銷在地觀光產業。



1 2016-2017 雙年賞蝶開幕
Opening of 2016-2017 Taiwan Maolin Purple
Butterfly Valley Biennial Butterfly Beauty Festival

2 2016 南島婚禮
2016 Austronesian Wedding

(4) From March 18, 2014 to May 31, 2015 (180 days), the "Implementation of Environmental Education Facilities in Maolin National Scenic Area Project" entrusted to Fooyin University make a certified Maolin 3D Purple Butterfly Valley centered environmental education field in Maolin District, Kaohsiung. The certification is granted on February 5, 2016.

(5) Rafting promotion result

From June 1 to September 21, total 8,238 people attended rafting activity and generated a 14.83 million NTD revenue.

(6) Instant main road traffic update on easily congested routes

February 6 to 14, 2016, 20,000 messages of traffic control and easy congested routes delivered across the area based on needs.

Traffic congestion within attractions report on Tour Taiwan App and Traffic dispatching system during the spring vacation and the long weekend of 228 in 2016.

During the spring vacation of 2016, to follow the traffic control in Wutai Xiang, 30 "No Parking Space in Wutai Xiang. No Enter" signboards are produced when insufficient parking space and are displayed on the key routes at Sandimen, Majia, and Neipu Xiang to inform the public.

(7) Recognizable Measures

Customized postcard, aboriginal outfit for tourists taking photos; conference with local craftsman, dinning and culture industries, industry upgrade, business breakthrough, the foster of "Pingtung Indigenous Arts And Cultural Industry Association", the promotion of industrial strategy alliance in Pingbei area.

(8) The "Maolin Environmental education Center" installation connects ecology environment and tourism, make public familiar with the co-existence between individual and social environment. Deliver the idea of the critical importance of environmental conservation and ecological balance, an area for ecology tourism.



3. Advertising and Promotion

(1) Through activities of "Austronesian Wedding—Love in Dawu Mountain", "2016 Laonongxi Rafting", "2016-2017 Hot Spring Season of Whispering Flowers in Mountain Town", "2016-2017 Taiwan Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival", and "Linali and Shiba Luohanshan Tribal Holiday Artist Market", the attractions in Maolin National Scenic Area are promoted and it welcomes the public visits.

(2) Through cross-department collaboration, events including "Hla'alua miatungusu", "Pintung Tribe Art Festival", the "Huangjin (Mango) Legend", Taoyuan Sakura Trip, the "Wanshan Warrior Festival" and the "Tapakadrawane Festival" have promoted recreational exercises and increased local tourism industry development.

(3) "KPP Taiwan Pass", a pass developed by Kaohsiung City Government and Pingtung County Government to promote regional tourism. The exhibition on "Kaohsiung International Travel Fair" and "2016 International Travel Fair in Taichung", an owl-designed mailbox in Liugui Baolai Visitor Center co-designed by Chunghwa Post, projects and schemes are developed to promote local tourism industry.



(4) The importance of ecology conservation is presented through the following projects which combine ecology and tourism: "Training Sessions on Environmental Tour Guiding", "Outsourced Construction Project of a Database for Foreign Language Interpreters, and Tour Guides in the Maolin National Scenic Area (phase II)". Using

3 荖濃溪泛舟
2016 Laonongxi Rafting

4 山城花語悠遊季
Hot Spring Season of Whispering
Flowers in Mountain Town

- (4) 為宣導生態保育之重要性，與地方機關、學校、社團共同辦理「導覽解說人員專業知能培訓計畫」、「茂林國家風景區外語專業解說人力資料庫與導覽解說資料庫委託建置規劃案(第二期)」，希望結合生態與觀光，透過解說教育宣導紫斑蝶群聚越冬之特殊生態，喚醒國人的保育意識，以永續保護臺灣生態。
- (5) 為延續傳承原住民文化，輔導地方社團辦理文化教學，透過認識部落生活環境、傳統歌謠及手工藝品等研習訓練，期有效提升部落共識，永續營造部落、創造就業新契機，繼續推動部落文化觀光產業發展。

4. 未來發展重點

- (1) 輔導原住民產業、落實推動部落觀光、串聯各景點交通動線、提升遊憩服務設施品質，以達國際水準。
- (2) 建構本風景區為具溫泉休閒、原住民文化、冒險旅遊等元素之南臺灣旅遊勝地。推動溫泉、生態、宗教、原民文化等四大主軸活動，於轄區內持續舉辦南島族群婚禮、荖濃溪泛舟、雙年賞蝶、山城花語悠遊季等行銷宣傳活動。
- (3) 開發新威行政管理中心，建置園區生態步道及自行車道系統，完善公共服務設施，提升遊憩服務機能。
- (4) 在環境復育與重建開發兼籌並顧原則下，結合環境教育，推廣生態旅遊，達永續觀光發展。

(十三) 大鵬灣國家風景區 <http://www.dbnsa.gov.tw> Dapeng Bay National Scenic Area

大鵬灣國家風景區緊鄰高雄都會區，行政轄區橫跨屏東縣東港鎮、林邊鄉二鄉鎮及琉球鄉全鄉，擁有潟湖、紅樹林及珊瑚礁海岸之豐富自然人文景緻，為塑造生態旅遊環境及多樣化遊憩內容，105 年配合推動「重要觀光景點建設中程計畫(105-108 年)」項下之「大鵬灣國家風景區建設計畫」，重要工作項目如下：



1. 規劃建設

(1) 國際觀光重要景點建設

- A. 大鵬灣潮口航道浚渫。
- B. 大鵬灣環灣公車彎候車亭設施工程。
- C. 三孔橋水幕光雕、環灣綠帶周邊夜間光雕。
- D. 林邊至東港自行車道工程。
- E. 大鵬灣濕地遊憩安全設施。
- F. 遊二區部分遊憩設施整建。
- G. 青洲遊憩區污水處理設施改善。
- H. 性別友善設施：鵬村農場哺乳室、自行車道休憩平面步道鋪面等工程。



1 大鵬灣跨海大橋
Sea bridge of Dapeng Bay

2 林邊至東港自行車道工程
Bicycle Way Construction from Lingbian to Donggang

Euploea's gathering for living through the winter as a concept to remind the importance of sustainability and the environment protection.

- (5) In order to inherit aboriginal culture, the Tourism Bureau assisted local organizations to hold culture program. Through knowing about tribe style, traditional songs, handicrafts, the Tourism Bureau expected that tribal consensus might be improved and lifestyle might be preserved. Furthermore, job opportunities may be increased, thereby contributing to future development of the cultural tourism industry.

4. Future Development

- (1) Assist on aboriginal industry, implementation of Indigenous Tribal Tours and links among the area and other attractions to improving the service quality to international standards.
- (2) Maolin National Scenic Area as southern Taiwan resort of hot spring leisure, indigenous culture and adventure travel. The Tourism Bureau will carry out the promotions in four fields of hot spring, ecology, religion and indigenous culture. The Tourism Bureau continues to hold Austronesian Wedding, Laonongxi Rafting, Biennial Butterfly Watching Season, and Plum blossom & Mineral Spring, etc.
- (3) Xinwei Administration Management Center development, in-Park ecology trail and bike lane system, and public service facility to reinforce recreation service function.
- (4) By the two principals of environment restoration and reconstruction, ecology tourism and sustainable tourism development continues with the environmental education.

(XIII) Dapeng Bay National Scenic Area <http://www.dbnsa.gov.tw>

Dapeng Bay National Scenic Area is close to the Kaohsiung metropolis, Pingdong Donggang Town, Linbian Township, and the entire township of Liuqiu Township. This scenic area holds natural and cultural resources, including a lagoon, mangrove forests, and coral coastlines. The "Dapeng Bay National Scenic Area Development Plan" in accordance with "Midterm Plan for the Construction of Major Scenic Sites (2016 - 2019)" was implemented. The major achievements in 2016 are as follows:

1. Planning and Construction

(1) International Tourist Attractions

- A. Dapeng Bay dredging of the shipping channel at the tidal inlet.
- B. Dapeng Bay Round-the-bay bus stop.
- C. Sankong Bridge water lighting sculpture, round-the-bay green belt night time lighting sculpture.
- D. Bike lane from Lingian to Donggang.
- E. Dapeng Bay Wetland recreation safety facilities.
- F. Partial Youerqu recreation facility reconstruction.
- G. Qingzhou Recreation Area sewage treatment improvement.
- H. Gender friendly facility: Pengcun Farm nursery, bike lane rest area

(2) Domestic Tourist Attractions

- A. Liuqiu Shanfu Ecological Corridor view improvement.
- B. Shanzhugou attraction facility renovation.
- C. Liuqiu Scenic Area Tourism software and hardware construction.

(2) 國內觀光重要景點建設

- A. 小琉球杉福生態廊道景觀改善。
- B. 山豬溝景點設施整建。
- C. 琉球風景區觀光軟硬體建置。

2. 經營管理

- (1) 辦理大鵬灣國家風景區 BOT 案履約管理，進行年度目標及進度管控，目前賽車場、東方渡假酒店、Go-Kart 已進入營運階段。
- (2) 規劃琉球露營區、鵬村濕地服務區、扇形廣場、多功能遊客服務區、帆船基地局部設施出租等履約營運管理，增加服務據點，落實使用者付費精神，增加收益挹注國家財政。

(3) 推動有感措施

- A. 為強化遊客洽詢旅遊資訊方便性，協調商家成立借問站，提供多點即時之旅遊資訊服務。
- B. 積極推廣小琉球電動機車租賃，建立在地服務者與遊客低碳旅遊觀念，落實環境生態保育。

3. 宣傳推廣

- (1) 舉辦「2016 大鵬灣遊艇帆船系列活動」，協辦「大鵬灣星光路跑」、「三項鐵人」活動，行銷大鵬灣海陸玩樂旅遊。
- (2) 配合屏東縣政府辦理「2016 黑鮪魚文化觀光季」及「2016 四重溪溫泉季」。
- (3) 配合「恆春半島觀光產業聯盟」參與高雄、臺中、臺北三大國際旅展及與地方公、私部門合作參加韓國、中國廈門、日本推廣會，行銷宣傳「恆春半島旅遊線」。



- (4) 推出墾丁快線套裝行程推展旅遊活動。
- (5) 舉辦小琉球淨灘及海洋生態保育宣傳活動，行銷「小琉球風景特定區」。

4. 未來發展重點

- (1) 促進民間參與大鵬灣國家風景區開發，結合公部門共同開發大鵬灣為「國際級多功能複合式休閒渡假勝地」。
- (2) 營造濕地公園具生物多樣性棲息環境及辦理大鵬灣濕地群環境教育。
- (3) 營造濱灣公園成為灣區新亮點。
- (4) 發展小琉球為珊瑚礁生態學習島及低碳旅遊示範島，並藉由遊艇等海上活動串聯小琉球、大鵬灣、高雄都會區成為藍色遊憩帶。
- (5) 建構便捷觀光旅遊交通網，串聯大鵬灣、四重溪、墾丁成為「熱帶海岸渡假走廊」。

1 2016 大鵬灣遊艇帆船系列活動
Dapeng Bay National Windsurfing
Championship

2 2016 Garmin LAVA 年度冠軍賽鐵人三項系列賽
2016 Garmin LAVA Annual Championship Ironman
Triathlon Series Games

2. Operation and Management

- (1) The contract performance management for the Dapeng Bay National Scenic Area BOT project. The motor racetrack, Orient Resort Penbay Hotel, and Go-Kart have begun operating.
- (2) Liuqiu Camping Area, Pengcun wetland service area, fan-shape plaza, multi-functional visitor service area, sailor boat base partial facility on lease and other operation management, additional service spots, expanding national revenue by the implementation of user pays principal.
- (3) Recognizable Measures
 - A. Information stations in collaboration with retailer and merchants for better access of tourism information and instant multi-spots information service.
 - B. Liuqiu electric bike rental service to build a low-carbon tourism between local service providers and visitors and the implementation of environment protection

3. Advertising and Promotion

- (1) Tourism Bureau has introduced recreational activities in Dapeng Bay by organizing "Dapeng Bay National Windsurfing Championship", and as a supporter to "Dapeng Bay Galaxy Marathon" and "Triathlon".
- (2) Events cooperated with Pingtung County Government: "2016 Blue Fin Tuna Cultural Festival" and "2016 Sichongxi Hot Spring Season".
- (3) In order to promote "Hengchun Peninsula Package Tour Route", Tourism Bureau cooperated with the "Hengchun Peninsula Doubling Tourist Arrivals Industrial Alliance" on the participation in international travel fair in Kaohsiung, Taichung, and Taipei, and the promotion events in Korea, Xiamen, China, and Japan under the cooperation with local authorities and private sectors.
- (4) Launched package itineraries in cooperation with the Kenting Express Bus.
- (5) The beach cleaning and marine conservation activities on promoting "Liuqiu Designated Scenic Areas"



4. Future Development

- (1) The Tourism Bureau encourages private sectors to participate in Dapeng Bay National Scenic Area Development Project with governmental agencies to bring about joint developments. The Tourism Bureau expects to turn Dapeng Bay into an international multifunctional resort destination.
- (2) Establish wetlands, diversified biological habitat, and Dapeng Bay wetlands environmental education
- (3) Make the Coastal Park a new spotlight.
- (4) Develop Liuqiu into a Coral Reef Eco-Learning Isle as well as a low-carbon travel demonstration isle. Link yachting activities with the developments in Liuqiu, Dapeng Bay, and the Kaohsiung metropolitan area into a blue recreation area
- (5) A fast and easy tourism transportation network connecting Dapeng Bay, Sichongxi and Kenting to become a "tropical beach vacation corridor".

二、加強實地督導考核作業及成果

- (一) 為加強實地督導考核之公正，105 年度國家風景區經營管理與安全維護督導考核依「國家級風景特定區經營管理與安全維護督導考核作業要點(103 年 5 月 6 日修正)」，由考核小組、秘密客辦理實地查核(分數占 65% 及 35%)。考核小組由觀光局技術組組長擔任召集人，邀請上級機關及觀光局國民旅遊組、技術組擔任委員，於 4 月 21 日至 8 月 18 日赴實地督導檢查及評分各個國家風景區管理處。秘密客部分委託臺灣造園景觀學會辦理，自 3 月 27 日至 5 月 2 日、7 月 4 日至 9 月 23 日前往管理處經營據點實地考核。
- (二) 各管理處經營管理與督導考核總成績，依考核小組、秘密客及加扣分計算後，前 3 名為參山、阿里山、日月潭國家風景區管理處。在秘密客考評部分，以參山管理處的「提升遊客安全」項、阿里山管理處的「環境整潔美化」項、日月潭管理處的「設施維護管理」項表現最為優異。

第三節 觀光資源政策及法案之推動

一、打造「點亮村落」在地遊程

為落實「輔導旅遊產業多元發展，安定偏鄉社會結構」之施政理念，推出「體驗觀光·點亮村落」示範計畫，以整合地方資源，開發在地特色旅遊行程及產品，輔導在地旅遊產業人才多元發展，安定偏鄉就業機會，永續發展經營。特分由北、中、南、東、離島、以及離離離島不同區域、篩選出不同屬性的 6 個示範計畫；分別為「石門 fun 風趣 嵩山千歲米」計畫由北海岸及觀音山國家風景區管理處在新北市石門區推出的文化體驗、「怡客蓬萊 蔬活廚房」計畫由參山國家風景區管理處在苗栗縣南庄推出的慢食慢遊、「農趣中埔 GO」計畫由西拉雅國家風景區管理處在嘉義縣中埔鄉推出的平臺整合、「一起跳吧 南竹湖」計畫由東部海岸國家風景區管理處在臺東縣南竹湖部落推出的部落觀光、「南寮農情蜜 北寮嚐馨蠶」計畫由澎湖國家風景區管理處在湖西鄉推出的農漁體驗、以及「點亮離離離島東莒洛神赴」計畫由馬祖國家風景區管理處在東莒推出的戰地生活。

前揭 6 項示範計畫，管理處藉由人員培訓、解說訓練、邀請專業人士專題講座、交流學習、遊程產品規劃販售、輔導當地社區及行銷宣傳等方式，將遊程產品規劃結合在地商圈，積極推動，105 年共計 3,074 人次參與。

二、推展水域遊憩活動

- (一) 為推廣水域遊憩活動及保護遊客安全，每年均舉辦或補助辦理水域遊憩活動安全示範及體驗講習，至 105 年止已辦理 22 場次，總計參加人數達 1,768 人。課程包括認識法規、活動設計與



1 澎湖西湖鄉
Penghu County Huxi Township

2 蓬萊社區體驗觀光
Community experience tourism

II. Improved On-site Supervision, Evaluation and Results

- (I) In order to carry out a fair on-site supervision as well as assessment and grading in 2016, the operations management and security maintenance of national scenic areas were evaluated in light of "Key Points on Supervision and Assessment of Operation Management and Safety Maintenance at National Scenic Areas" (revised on May 6, 2014). On-site evaluation was conducted by the judge group and mystery visitors (whose scores accounted for 65% and 35%, respectively). The chief of Technical Division of the Tourism Bureau, who assumed the chairman of the judge group, invited authority at the next higher level as well as Domestic Tourism Division and Technical Division of Tourism Bureau under MOTC to take on the roles of judge members. The judge group implemented on-site supervision as well as inspection and grading in each national scenic administration from April 21 to August 18. Taiwan Institute of Landscape Architects was authorized to take up the responsibility of mystery visitors, who carried out on-site assessment in the spots managed by each national scenic area administration from March 27 to May 2 and July 4 to September 23.
- (II) Being graded by the judge group and secret guests, the results revealed that the top three were Tri-Mountain, Alishan and Sun Moon Lake National Scenic Area Administration. For the mystery visitors' evaluation, Tri-Mountain Administration received the highest rank in "Visitor Safety Improvement," Alishan Administration on the highest rank in "Environmental Cleaning and Landscaping" and Sun Moon Lake Administration in "Facility Maintenance and Management."

Section 3 Promotion of Policies and Acts on Tourism Resources

I. Localized tour packages

For the diversity of travel industry development and the far area society structure's stability, Tourism Bureau has been creating New Tourism Attractions and promoting Localized Travel Adventures". Through the implementation of the project, it helps on combining local resources and contributes to the advancement of local special tours and merchandise. Trainings for local tourism manpower to secure far area job opportunities and the sustainability. 6 demonstration areas are selected from north, center, south, east, offshore islands and Lili offshore islands: the Shimen Cultural Project organized by North Coast and Guanyinshan National Scenic Area Administration, the Nanzhuang Slow Life Project by Tri-Mountain National Scenic Area Administration, the Chiayi Zhongpu Platform Integration Project by Siraya National Scenic Area Administration, the Taitung Nanzhuhu Indigenous Tribal Tours Project by East Coast National Scenic Area Administration, the Huxi Xiang Farming and Fishing Project by Penghu National Scenic Area Administration, and the Dongju Wartime Experience Project by Matsu National Scenic Area Administration.

In order to incorporate the projects into local business, in 2016 there are total 3,074 people participated the project training and promotions.

II. Promotion of Water Recreation Activities

- (I) To promote water recreation activities and improve tourist safety, safety demonstrations, and experience workshops were held or subsidized annually. A total of 22 such events were held as of 2016, with over 1,768 participants. Topics included regulations, activity design and planning, weather at sea, activity and safety management. The main purposes were to foster management personnel, raise safety awareness, and reduce deaths and accidents. A "Safety Campaign for Water Recreation Activities on the Taiwan tourist information" was set up on

規劃、海上氣象、活動與安全管理等，藉以提升活動安全認知，減少意外傷亡事件；另於臺灣觀光資訊網設置「水域遊憩活動安全宣導」專區，供民眾查詢政府相關法規及注意事項等資訊外，並建置各種水域遊憩活動種類操作安全宣導短片，期能達到更完整之安全宣導。

- (二) 訂定潛水、泛舟、水上摩托車、獨木舟等活動注意事項範例，交由各該管理機關依現有活動管理需要予以公告，提醒遊客注意自身活動安全；責請各直轄市、縣（市）政府，加強水域遊憩活動違規行為之勸導、告發工作，並於水域遊憩活動主要區域設置告示牌；協請行政院海岸巡防署落實執行船潛活動之安檢查核，並協助違規事件之移送、通報處置，漁業署配合加強船潛規範之宣導。另為加強落實國家風景區水域遊憩活動安全管理，訂定「國家風景區設施維護暨水域遊憩活動安全管理工作須知」，做為執行水域遊憩活動安全巡查之準則，並將執行成效列入年度督導考核評比項目。

- (三) 修正發布「水域遊憩活動管理辦法」與「發展觀光條例裁罰標準」

配合 104 年 2 月 4 日總統公布之發展觀光條例部分修正條文，105 年 3 月 18 日修正發布旨揭法令：增列中央主管機關交通部歷年認定之橡皮艇、拖曳浮胎、水上腳踏車等活動；修正管理機關名稱為水域遊憩活動管理機關；擴大水域遊憩活動經營者身分為帶客從事水域遊憩活動或提供場地、器材，供遊客從事水域遊憩活動者；增訂帶客從事水域遊憩活動具營利性質者，應投保責任保險及為遊客投保傷害保險；增訂活動安全教育之相關規定；刪除與其他法令之規定有競合之情形者；發展觀光條例裁罰標準亦配合增訂或修正相關裁罰基準。

三、推動無障礙及銀髮族旅遊

觀光局於 101 年 8 月成立「無障礙旅遊環境推動小組」，推動改善風景區、觀光旅館、旅館、民宿無障礙設施，以建構國內無障礙友善旅遊環境，讓身心障礙者及銀髮族等都能走出戶外自在通行旅遊。105 年辦理情形如下：

- (一) 所屬 13 個國家風景區管理處均以旅遊路線之概念、通用設計之手法，辦理無障礙旅遊環境改善工作，105 年規劃完成 46 條「國家風景區無障礙旅遊路線」，以利銀髮族、身心障礙者等行動不方便之民眾參訪。
- (二) 輔導旅行業包裝行銷銀髮族旅遊優質遊程。105 年推出國家風景區自由行套票 8 種及團體旅遊行程 6 種，供民眾選購。

四、鼓勵離島遊客租賃電動機車

行政院為推動電動機車發展，修正「智慧電動車輛發展策略與行動方案」，以推動離島旅遊租賃電動機車為策略，規劃統合各離島補助標準，包含經濟部之全國性購車補助、環保署之離島購

the Taiwan tourism information website to allow the public to consult related regulations, limitations, prohibitions and other cautions. Short education videos on operation safety at various types of water recreation activities were produced as well to provide comprehensive safety guidance.

- (II) Stipulated cautionary points of consideration for activities such as scuba diving, rafting, jet skiing, and canoeing for regulatory institutions to publicize as necessary according to existing management requirements to remind travelers to pay attention to personal safety. Various local government bodies were reminded to reinforce guidance for water recreation safety violations and set up signage at main water recreation areas. The Coast Guard Administration was asked to inspect boating and scuba diving activities for safety compliance and follow-up on violations. The Fisheries Agency was asked to reinforce education on boating and scuba diving regulations. To reinforce the safety management of water recreation activities at national scenic areas, the "Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities" was produced as a criterion for safety inspections. Results of safety inspections will be listed in annual supervision and evaluation assessments.
- (III) The amendment for "Regulations Governing Water Recreation Activities" and the "Schedule of Penalties Applicable under the Tourism Development Act".

According to the partial amendment of the Statute for the Development of Tourism declared on February 4, 2015 by the President, Tourism Bureau has announced following amendment: 3 additional recognized water recreation activities by the authority: rubber dinghying, towable tubing, and water bicycling; an update the name of the department to "water recreation activities management authorities"; anyone who takes customers to engage in water recreation activities or provides sites or equipment for tourists to engage in water recreation activities are categorized as Water Recreation Activities service providers; anyone who takes customers to engage in water recreation activities if in a profit-seeking manner shall obtain liability insurance and shall obtain personal injury insurance for the tourists; the addition of conducting safety instruction in the activity for the tourists; the deletion of other articles which are in conflict with the rest of the Act; the Schedule of Penalties Applicable under the Tourism Development Act has been updated as well.

III. Promotion of Barrier-free Travel

In August, 2012, the Tourism Bureau established a group to promote barrier-free travel environment in national scenic areas, tourism hotels, hotels, B&B to ensure the disabled and the seniors can travel outdoor freely and easily. The measures taken in 2016 were as follow:

- (I) Improved the barrier-free travel environment by the universal design in the 13 National Scenic Areas. In 2016, kept completing the 46 barrier-free travel routes to make the senior citizen and disabled more convenient to visit these places.
- (II) Assist the travel agencies to promote good package tours for senior citizens. Published 8 free independent travel tickets in National Scenic Areas and 6 group tour packages in 2016.

VI. Encouraged Off-Island Tourists to Rent Electric Motorcycles

In order to promote electric motorcycles, the Executive Yuan amended the action plans and development strategies for intelligent electric vehicles. Based on the strategy of promoting electric motorcycle rentals, criteria for subsidies to each offshore island was set. The Ministry of Economic Affairs offers subsidies on the purchase of electric motorbikes to residents nationwide, the Environmental Protection Administration raised the subsidies to offshore island residents only, and the MOTC provides subsidies for electric motorcycle rentals. Electric motorcycles made in our country were introduced into the tourism rental markets on offshore islands to develop viable business models on closed offshore islands. The results of the implementation will be taken into consideration in expanding the business mode to Taiwan proper and overseas markets.

In conjunction with the policies, the Tourism Bureau, MOTC announced "Directions on Subsidies for Electric Motorcycle Rentals on Offshore Islands" to encourage tourists use the electric vehicles. However, related county administrations expected to simplify the procedure of subsidy, raise incentives, and issue advance payment. The Tourism Bureau took the suggestion from



1 水域活動研習會
Water Activities Seminar

2 無障礙旅遊
Accessible tour

3 觀光局銀髮族旅遊發表會
Senior Citizen Tourism Presentation
Conference of Tourism Bureau

車加碼補助及交通部之離島觀光客租車費用補助，將國產電動機車導入離島旅遊租賃市場，運用離島封閉場域特性，發展試煉可行之商業營運模式，推行一段時間取得具體成效後，再研究擴大推廣於臺灣本島，並拓銷海外市場。

觀光局配合政策，於 103 年 10 月 14 日發布「補助離島遊客租賃電動機車實施要點」，鼓勵赴離島旅遊之遊客以電動機車為代步工具。因相關縣政府反映，期能「簡化補助申請程序」、「提高誘因」及「核撥預付款」等，案經觀光局蒐集相關縣市政府及電動機車租賃業者意見後，於 104 年 12 月 10 日觀技字第 10409258301 號令修正「交通部觀光局補助離島遊客租賃電動機車實施要點」，並自 105 年 1 月 1 日生效實施。105 年補助 2 萬 2,125 日次。

五、觀光遊憩溫泉資源管理

因應 94 年 7 月 1 日起正式施行溫泉法，觀光局積極輔導業者依法改善相關設施，並協助取得溫泉標章，將溫泉導入永續經營的正軌。相關措施如下：

(一) 協(補)助地方政府擬訂溫泉區管理計畫

至 105 年已輔導 13 個縣市政府擬訂計畫，其中臺北市、新北市、新竹縣、苗栗縣、臺中市、南投縣、嘉義縣、臺南市、宜蘭縣、花蓮縣、屏東縣、臺東縣及高雄市政府等 13 縣市已完成計畫審查及核定公告程序。

(二) 建立溫泉檢驗單位審查認可機制

截至 105 年，溫泉使用事業可至觀光局認可之 12 家溫泉檢驗機關(構)、團體辦理溫泉泉質之檢驗。

(三) 訂定「地方政府溫泉管理執行注意事項」

100 年訂定「地方政府溫泉管理執行注意事項」，並於 100 年 3 月函請各縣市政府，根據所附「溫泉消費安全管理規範手冊」光碟，特別注意消費者泡湯之潛在危險(滑倒、跌倒、踩傷、感染、中毒、缺氧、燙傷、溺水等)，以及建物硬體設施(如構造、照明、通風、消防、逃生避難設施、地面材質、防滑設施等)。此外，若有違反建管、消防、衛生、工安、營業場所管理、消費者保護等事項，須確實依據各該目的事業主管法規查辦，並按「地方政府溫泉管理執行注意事項」規定，輔導業者改善辦理。105 年 8 月 25 日檢送各縣市政府「使用溫泉之禁忌及注意事項」英、日、韓文翻譯版，並於觀光局行政資訊網公布，持續於活動及網路上加強宣導泡湯注意事項。

(四) 輔導溫泉標章申辦作業

自 102 年 6 月 30 日溫泉法緩衝期屆滿以來，觀光局即持續督導各縣市政府積極輔導業者取得溫泉標章再提供溫泉泡湯，明確告知業者違規之相關罰則，並請各縣市政府依法取締轄內無標章營業溫泉之業者。並於 105 年 9 月 20 日至 11 月 3 日配合水利署參與現地查核(5 場)及現場抽查(3 場)工作，受查核對象包括新竹縣、南投縣、臺南市、高雄市及花蓮縣等 5 個直轄市、縣(市)，稽查縣市政府辦理溫泉業者取得合法登記並申辦溫泉標章情形，持續要求各縣市輔導業者取得溫泉標章。

county administrations and electric motor rental businesses into consideration and amended the "Key points on implementation of Tourism Bureau, MOTC Subsidies to Tourists for the Leasing of Electric Scooters on Outlying Islands" act which implement on January 1, 2016. In 2016, a subsidy of 22,125NTD per day per time was granted.

V. Hot Spring Resource Management

In compliance with the Hot Spring Act that came into effect on July 1, 2005, the Tourism Bureau, MOTC encouraged businesses to make necessary improvements and obtain hot spring certificate in an effort to ensure the sustainability of hot spring industry. Related measures are as follows:

(I) Assisted and Subsidized Local Governments in Formulating Hot Spring Area Management Plans

Assisted and subsidize local governments in formulating hot spring area management plans. As of 2016, 13 local governments received assistance in formulating hot spring management plans. The following 13 local governments have completed the planning, review, and public announcement process: Taipei City, New Taipei City, Hsinchu County, Miaoli County, Taichung City, Nantou County, Chiayi County, Tainan City, Yilan County, Hualien County, Pingtung County, Taitung County, and Kaohsiung City.

(II) Established the Hot Spring Inspection Unit and Review Mechanism

As of 2016, a total of 12 hot springs obtained certification from the inspection unit.

(III) Established Notices for Hot Spring Management by Local Governments

According to notices for hot spring management by local governments stipulated in 2011, in 2011 March, municipal governments were reminded that potential dangers such as slipping, falling, stepping on objects which may cause injury, infection, poison, asphyxiation, scalding, and drowning, as well as items relating to structure including lighting, ventilation, fire control, emergency escape facilities, flooring material, anti-slippage facilities etc. Besides, any behavior which violates construction, fire safety, sanitation, work safety, business operation management, and consumer protection should be investigated according to relevant regulations and the notices for hot spring operation as outlined in the consumer safety management handbook, and help the operator to improve unsafe situation. On August 25, 2016, Tourism Bureau has produced the "Guidelines When Using Hot Spring Bath" in English, Japanese and Korean version and has the content delivered to local governments. The information can be found on Tourism Bureau's Executive Information System so as for the reinforcement.

(IV) Provided Hot Spring Certificate Application Assistance

Since the expiration of the cushion period of Hot Spring Act on June 30, 2013, the Tourism Bureau has maintained supervising and guiding county and city governments to assist businesses in obtaining hot spring certification, to notify relative penalties for violating behaviors, and to ask county and city governments to clamp down on hot spring businesses without certification within their jurisdiction. Between September 20 to November 3, 2016, to comply with the annual inspection (held by Water Resources Agency of Economy Affairs) on hot spring management, the Tourism Bureau had 5 on-spot inspections and 3 random inspections in Xinzhu County, Nantou County, Tainan City, Kaohsiung City and Hualien County for the status of local governments on organizing legal hot spring operation registration and application for hot spring certificate, and continued to require that governments of counties and cities should assist businesses in obtaining hot spring certificate.



第 5 章 Accommodation in Taiwan

住宿在臺灣

富源國家森林遊樂區

Fuyuan National Forest Recreation Area

Guidance and Administration of the Tourism Industry



Section 1 Travel Agencies

I. Current Status

By the end of 2016, there were a total of 2,913 headquarters and 852 branch offices of travel agencies: 136 headquarters and 467 branch offices of consolidated travel agencies; 2,545 headquarters and 382 branch offices of class-A travel agencies; 232 headquarters and 3 branch offices of class-B travel agencies.

年度 Year	綜合旅行社 Consolidated		甲種旅行社 Class-A		乙種旅行社 Class-B		總計 Total	
	總公司 H Q	分公司 Branch	總公司 H Q	分公司 Branch	總公司 H Q	分公司 Branch	總公司 H Q	分公司 Branch
103	124	422	2,322	375	210	4	2,656	801
104	130	453	2,433	382	216	2	2,779	837
105	136	467	2,545	382	232	3	2,913	852

II. Assisted Travel Agencies in Increasing Competitiveness

- (I) To boost the transformation as well as upgrading of the traditional travel industry and encourage branding operation, the Tourism Bureau continued to promote "Incentive Directions Governing Awards of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies". The Tourism Bureau has subsidized 40 travel agencies (including 27 consolidated travel agencies and 13 Class-A travel agencies). The total subsidy was up to NT\$ 1,970,000. Two agencies were granted subsidies amounting to NT\$113,632 on the interest of loans for establishing brands. As for premium itineraries, the Tourism Bureau has subsidized one case for NT\$ 76,000. As for the seniors and the barrier-free travel, the Tourism Bureau has subsidized 264 cases for NT\$ 5,031,503. Besides, the Tourism Bureau also assisted travel agencies to maintain business through Internet and E-commerce, the Tourism Bureau subsidized 10 cases for NT\$500,000. In the future, the Tourism Bureau will continue to assist travel industry to develop branding and create additional value to increase international competitiveness and upgrade industry.
- (II) Travel Quality Assurance Association was subsidized to organize Golden Award selection event. Through the selection event, premium itineraries would be introduced to tourist consumers; and by tourist consumers' participation and recognition, the travel industry would be encouraged to design and sell premium itineraries. Thus, the goal of optimizing both the quantity and quality of tourism in Taiwan would be reached. Besides, an exclusive website for Golden Award was established for the Internet tribes. Through the website, propaganda would be promoted all the year, and itineraries awarded Golden Award were introduced and

觀光產業之輔導與管理

第一節 旅行業

一、經營現況

105 年度旅行社家數計有總公司 2,913 家，分公司 852 家；其中綜合旅行社總公司 136 家，分公司 467 家；甲種旅行社總公司 2,545 家，分公司 382 家；乙種旅行社總公司 232 家，分公司 3 家。

二、輔導旅行業提升競爭力

- (一) 為促進傳統旅行產業轉型升級，輔導旅行業朝向品牌化經營，依據「交通部觀光局輔導建立品牌旅行業獎勵補助要點」廣續推動，其中財務報表查核簽證費用補助部分，105 年核定補助 40 家旅行業（含綜合 27 家、甲種 13 家）共 197 萬元；旅行業因建立品牌之貸款利息補助部分，累計補助 2 家旅行業計 11 萬 3,632 元；推廣金質旅遊行程部分，合計補助 1 件計 7 萬 6,000 元；推動銀髮族或無障礙旅遊部分，合計補助 264 件計 503 萬 1,503 元；另外輔導旅行業以網際網路經營業務，推動電子商務部分，合計補助 10 件計 50 萬元。未來持續輔導旅行業發展優質品牌，創新產業附加價值，以提升國際競爭優勢，促進產業優化轉型升級。
- (二) 補助中華民國旅行業品質保障協會辦理金質旅遊行程選拔活動，透過甄選方式將優質行程介紹給旅遊消費者，並藉由旅遊消費者的參與及肯定，鼓勵旅行業設計及販售優質行程，以達到優

化觀光提升質量的目的。另特別針對網路族群部分，設置金質行程專屬網站，進行全年度宣導作業，除介紹金質旅遊行程、連結至各得獎行程，以引導旅遊消費者選擇優質及安全的行程外，同時宣導旅遊相關常識，並教育消費者正確消保觀念，以保障旅遊權益。

- (三) 由觀光局自行辦理或補助各旅行公會辦理從業人員及領團人員訓練，透過旅遊發展趨勢、行程規劃、消費行為、旅遊政策及法規等課程安排，使旅行從業人員掌握目前國內旅遊產業轉型變化趨勢，並提升對於臺灣觀光資源面與市場面等優勢之瞭解，作為專業領域之參考與改進，進而提升產業競爭優勢。105 年總計辦理旅行業從業人員訓練 6 場次，領團人員訓練 8 場次。

三、持續落實旅行業交易安全查核，維護消費者權益

為維護交易安全，保障旅客權益，觀光局依據「旅行業交易安全查核作業要點」，定期召開「旅行業交易安全查核會報」。透過提案討論、資訊交流方式，取得維護交易安全之共識及方針，並與相關旅行業公會組成「旅行業交易安全查核小組」，實地稽查營運異常者，防範旅行業倒閉。主要辦理事項如下：

- (一) 透過臺灣票據交換所每日監看 1,500 家旅行業票據資訊，取得旅行業退票即時資訊，主動發掘旅行業財務問題，立即派員進行安全查核。
- (二) 篩選及查訪有不良紀錄之旅行業（如跳票或債信不良、大量低價促銷廣告、刷卡量爆增、從業人員異動頻繁等），預先發現營業異常現象，以降低危害交易安全事件之發生機率。
- (三) 輔導中華民國旅行業品質保障協會成立平面媒體及網路廣告監看小組，有效掌握異常訊息。
- (四) 於觀光局行政資訊系統「消保事項專區」，揭示及宣導完整旅遊消費保護資訊，並依法公告具法定公告事由之旅行業（包括：保證金被法院扣押或執行者、受停業處分或廢止旅行業執照者、自行停業者、解散者、經票據交換所公告為拒絕往來戶者、未依發展觀光條例第 31 條規定辦理履約保證或責任保險者），維護旅行業交易安全。

四、加強稽查旅行業務，維護旅遊市場競爭秩序

為維護旅遊消費者權益，杜絕不法情事及保障合法業者經營權利，除派員赴旅行社營業處所瞭解執業情形，輔導旅行業者依法經營旅行業務外，並定期或不定期加強取締非法旅行業、無照導遊及領隊。105 年辦理旅行業查核計 43 件，取締違法經營旅行業務計 19 件，於機場及主要觀光景點稽查導遊人員計 24 人次、領隊人員 22 人次。



五、強化消費者權益保障教育及宣導

- (一) 為落實消費者保護法有關協調處理消費爭議及提供消費者諮詢服務之規定，提供消費者申訴調處服務。105 年受理案件（含旅遊糾紛申訴案件、輔導中華民國旅行業品質保障協會受理調處該會會員之旅遊糾紛申訴案件）共計 1,089 件，和解件數 705 件，和解率達 6 成以上。
- (二) 於觀光局網站建置「消保事項專區」，公告合法旅行業基本資料及保險資訊，共分為「旅遊消費」、「旅遊安全」、「具法定公告事由之旅行業」及「其他宣導事項」四大項，俾確保旅遊交

linked; consumers would not only be guided to select quality and safe itineraries but also be given knowledge regarding traveling and consumer protection to safeguard their rights and interests.

- (III) Travel agency associations were subsidized to organize training courses for workers and tour managers engaged in the travel industry. Through the courses, which cover the trend of tourism development, itinerary planning, consumer behavior, travel policy, and so on, the travel industry workers are expected to grasp the current trend of the transformation of domestic tourism, to master the advantages of resources and markets of tourism in Taiwan, to improve their profession, and then to exalt the competitiveness of the tourism industry. In 2016, a total of 6 training courses were offered for workers engaged in the travel industry, and 8 training courses for tour managers.

III. Implemented the Auditing of Travel Transaction Security to Protect the Rights of Consumers

In order to ensure transaction security and protect tourists' rights and interests, regular meetings for "auditing of travel transaction security" were held in light of "Directions for Implementation of Auditing of Travel Transaction Security". Through discussions on proposals and information exchange, consensus of travel transaction security was reached and policy was made. Furthermore, a "Travel Transaction Security Audit Committee" was formed in collaboration with related travel industry associations to implement on-site inspections to prevent abnormal operation or bankruptcy. The major work of the audit committee was as follows:

- (I) Utilizing notifications from the Taiwan Clearing House on returned checks from 1,500 travel agencies, the Bureau receives the data simultaneously and uses it for early identification of travel agencies with financial problems. Inspectors were then sent to the agencies for safety audit.
- (II) Travel agencies with bad records (including bounced checks or defaults on loans, massive low-priced advertising, explosive increases in card consumption, and frequent workers changes) were screened and visited with the aim of making early discovery of abnormal operations and reducing the occurrence of incidents that threatened transaction security.
- (III) The Travel Quality Assurance Association and Taipei Association of Travel Agents were assisted in organizing a print media and online advertising monitoring committee in charge of abnormal situations.
- (IV) On the "consumer protection" page of the Tourism Bureau, MOTC website, complete information regarding tourists / consumers' protection, and travel agencies involved in legal pronouncements are announced. (Travel agencies are announced on the page for their earnest money being sequestered or executed by the court, their business operation being suspended by a disciplinary action or their licenses being abolished, stopping business by themselves, being disbanded, being announced by the clearing house as dishonored accounts, not having escrow or liability insurance according to the 31st statement of "Statute for the Development of Tourism".)

IV. Intensification of Travel Agencies Auditing to Maintain Orderly Competition in the Travel Market

In order to protect the rights and interests of consumers and eliminate illegal affairs and safeguard the rights for legal agencies, personnel were sent to the agencies to inspect their operations. Routine and casual enforcement was carried out against illegal travel agencies as well as unlicensed tour guides and tour managers. In 2016, a total of 43 agencies were inspected, 19 cases of illegal operations were put down. A total of 24 tour guides and 22 tour managers were investigated at airports and major tourist spots.

易安全，提供消費者充分與正確之旅行業資訊；另可即時查詢合法領隊、導遊及旅行業從業人員，避免未任職旅行業，但以靠行或其他方式非法執行旅行業務，侵害消費者權益。

第二節 旅宿業

一、經營現況

- (一) 105 年觀光旅館共計 119 家，客房數 27,724 間。其中國際觀光旅館 75 家，客房數 2 萬 1,454 間；一般觀光旅館 44 家，客房數 6,270 間。合法之一般旅館 3,149 家，客房數 148,211 間；民宿 7,044 家，客房數 28,465 間。合計旅宿業總客房數 204,400 間。
- (二) 105 年核准籌設之觀光旅館計有 5 家，客房數為 1,802 間，總投資金額為新臺幣 138.09 億元；另經查驗合格並取得觀光旅館營業執照者計有 2 家，增加之客房數計為 150 間。
- (三) 依「發展觀光條例」規定，督導地方政府辦理民宿申請登記作業，並籌辦研習活動，強化民宿經營理念與品質，105 年計輔導 1,048 家民宿核准登記。



二、落實管理

(一) 觀光旅館定期與不定期檢查

105 年共辦理 55 家觀光旅館定期檢查，另再邀集各縣市政府建管、消防及衛生單位辦理 10 場、22 家次觀光旅館不定期聯合檢查，以促使觀光旅館落實平時自主檢查管理，並加強服務品質。



(二) 旅館及民宿稽查督導

105 年度地方政府稽查旅館業計 2,855 家次，稽查民宿計 1,775 家次。

三、提升軟硬體品質

- (一) 為鼓勵觀光旅館業及旅館業提升服務品質，提供國內外旅客優質住宿環境，依「交通部觀光局獎勵觀光旅館業及旅館業品質提升補助要點」，105 年協助 7 家觀光旅館改善其無障礙硬體設施，提供更友善的旅客住宿環境。
- (二) 為提升一般旅館品質，105 年計提供 2 家旅館業者觀光產業升級優惠貸款利息補貼，核准利息補貼貸款總貸款新臺幣 1.175 億元（補貼年利率 1.5%）。另同年 2 月 22 日發布修正「交通部觀光局獎勵觀光旅館業及旅館業品質提升補助要點」，105 年計補助 8 家旅館業者。

1 致力督導民宿辦理申請登記作業
Strictly inspect private lodging to conduct application registration operations

2 不定期聯合檢查觀光旅館
Jointly inspect tourist hotels irregularly

V. Intensification of Consumer Protection Information and Educational Publicity

- (I) In conformity with the provisions of the "Consumer Protection Act" regarding the resolution of consumer disputes and the provision of information services to consumers, offering consumer complaint mediation, In 2016 a total of 1,089 cases were received (including travel disputes and appeals, and cases involving guiding members of the "Travel Quality Assurance Association, R.O.C."), with 705 settled, attaining a conciliation rate of 60%.
- (II) A "Consumer Protection" page was set up on the Tourism Bureau website. On this page it has declared some basic information about legal travel agencies and their insurance provisions. Information is divided into four sections: "Travel Consumption", "Travel Safety", "Travel Agencies Involved in Legal Pronouncements" and "Announcements". The provision is to assure the security of travel transactions and offer consumers a sufficient and correct information. Besides, the function of searching for legal tour managers, tour guides, and travel industry workers engaged in travel agencies was also given to avoid unassigned workers illegally executing the business of travel agencies or infringement the rights of consumers.

Section 2 Hotels and Homestays

I. Current Status

- (I) In 2016, there were 119 tourist hotels with 27,724 rooms in Taiwan. International tourist hotels accounted for 75 hotels with 21,454 hotel rooms, and 44 regular tourist hotels with 6,270 rooms. 3,149 legal regular hotels with 148,211 hotel rooms; 7,044 homestays with 28,465 rooms. Total 204,400 rooms.
- (II) In 2016, applications of 5 new tourist hotels with 1,802 rooms and a total of NT\$13.8 billion of investment were approved. Additionally, 2 tourist hotels passed the inspection and were issued tourist hotel industry business licenses, and a total of 150 hotel rooms increased.
- (III) Reinforce homestay business registration in cities and counties according to the "Statute for the Development of Tourism". Study courses to enhance Homestay quality and the business concept. In 2016, total 1,048 Homestays registered.

II. Management Implementation

(I) Unscheduled and Routine Inspections for Tourism Hotels

In 2016, total 55 tourist hotels received routine inspection. Tourist hotels are inspected 22 times during the 10 unscheduled joint examination conducted by local government building administration, fire department and health department to urge businesses on the self-management and service quality.

(II) Hotels and Homestays audit

In 2016, total 2,855 times of audit for hotels and 1,775 times for Homestays by local governments.

III. Service Quality

- (I) In order to encourage tourist hotel industry to upgrade service quality and offer an excellent lodging environment for domestic and oversea travelers, the Tourism Bureau subsidized businesses to improve barrier-free hardware facility according to the Tourism Bureau's subsidy regulations for tourist hotels. 7 tourist hotels were subsidized in 2016.
- (II) To better the quality of regular hotels, in 2016 there are total 2 hotels received subsidies of a total 117.5 million NTD (1.5% interest rate subsidy); February 22, 2016, the amendment for "the Tourism Bureau's subsidy regulations for tourist hotels" was announced and 8 hotels have received subsidies in the same year.

(三)為提升觀光旅館服務品質並與國際接軌，截至 105 年底，計有 71 家觀光旅館加入星級旅館。並以「加入星級，成為星鮮人」和「不只要星，更要成為各星」等 Super Star 為主題，辦理 2 場座談會，共計 319 人參加，以促使各界對星級旅館評鑑能有更多的認識，同時分享如何創造屬於不可取代的品牌價值。

四、輔導認證

105 年輔導 25 家旅宿業取得 HACCP、溫泉標章及防火標章等國內政府機關或受其委託單位核發驗證補助，補助金額約新臺幣 116 萬 3,216 元。

五、維護消費權益

為維護消費者權益，觀光局會同有關機關於各類旅展辦理觀光旅館業商品（服務）禮券檢查，105 年共計檢查 80 家次。

第三節 觀光遊樂業

一、現況

105 年領有觀光遊樂業執照業者總計 26 家，屬重大投資案之觀光遊樂業者計 24 家，非屬重大投資案之觀光遊樂業者 2 家，僱用員工共約計 4,434 人；另停業中 2 家（八仙海岸於 104 年 6 月 30 日停止營業、神去村於 105 年 7 月 1 日停止營業。）

二、設立審查

為避免觀光遊樂業經核定興辦事業計畫後一再變更開發期程，致久懸未決無法管控，爰觀光局於 105 年 5 月 4 日邀集交通部法規會、路政司、專家學者、轄管觀光遊樂業之縣市政府、台灣觀光遊樂區協會、觀光遊樂業代表及經核准籌設或核定之興辦事業計畫開發業者等，開會研商獲致修法共識，增訂經核定興辦事業計畫之開發期程變更，以 2 次為限及未於核定開發期程內完成開發原核定之興辦事業計畫及籌設核准均失效之法律效果，以加速開發並利於興辦事業計畫之審查。

三、經營管理

(一)為提升觀光遊樂業之遊樂設施品質，依「觀光遊樂業管理規則」暨「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」規定，強化業者自主檢查、地方政府落實定期與不定期檢查，及中央相關權責主管機關全面加強督導考核。另為加強觀光遊樂業安全管理機制，滾動式檢討修正相關管理法規如下：

1. 考量園區營業區域範圍圖常係業者對外行銷宣傳廣告媒介，為保障消費者權益暨提供正確消費資訊，觀光局推動修正觀光遊樂業管理規則第 19 條第 1 項規定，增訂園區對外宣傳營業區域範圍應公告於售票處、進口處、設有網站者之網頁及其他適當明顯處所；另為加強行政監督，以確保園區公告資訊正確性，另於同條文第 2 項增訂營業區域範圍圖應報請地方主管機關備查，俾保障消費者權益。
2. 為強化觀光遊樂設施管理機制，觀光局於 105 年 3 月 30 日召會研商，檢討修正「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」，納入觀光遊樂業管理規則第 6

(III) In order to raise the service quality of tourist hotels and to meet the international standards, by the end of 2016, total 71 tourist hotels granted Hotel Star-Rating. 2 conferences on the theme of Star Hotels Enhancement were joined by 319 people. The event introduced the Hotel Star-Rating, and shared the information on how to create irreplaceable brand value.

IV. Assistance in Obtaining Certifications

In 2016, 25 hotels and Homestays obtained HACCP, hot spring certificate and fire proof certificate. The related certification departments or the entrusted units received 1,163,216 NTD subsidy.

V. Consumer Rights

To protect consumer rights, the Tourism Bureau and related government offices held inspections on vouchers and coupons issued by tourist hotels. In 2016, a total of 80 inspections were carried out.

Section 3 Tourist Amusement Enterprises

I. Current Status

In 2016, there were a total of 26 amusement parks, which were licensed and carrying on business. 24 of them were classified as major investment projects, and the others were classified as minor investment project. These amusement parks employed a total of 4,434 employees; 2 suspended (Formosa Fun Coast closed by the 30 of June, 2015, Shenquncun by the 1st of July, 2016.)

II. Evaluation Establishment

For the Tourist amusement enterprise, to prevent prolonged construction schedules changes after the approval of the establishment as to be out of control, on May 4, 2016, meetings and discussions among the Legal Affairs Committee, Ministry of Transportation and Communications, Department of Railways and Highways, scholars, experts, county and city governments of the Jurisdiction of Tourism And Leisure Industry, Taiwan Tourism and Recreation Area Association, the developers of newly approved business. Upon the consensus, as to expedite the process of development case inspection, the development schedule is allowed of changes for up to 2 times and if a development failed to fulfill the timetable will be regarded as not legal. The enlarged edition is expected to expedite the development and the process of inspection for new founded business.

III. Operation and Management

(I) To improve the facility quality of amusement park enterprises in accordance with “Tourism Amusement Park Management Regulations” and “Key Points on Supervision and Assessment of Operation Management and Safety Maintenance of Tourist Amusement Park Enterprises”, the amusement park operators should reinforce self-inspection; municipalities, county, and city governments which have jurisdiction over the operators need to conduct regular or unscheduled inspection; the Tourism Bureau, MOTC and related central government agencies need to enhance overall supervision and management. To reinforce tourism recreation safety management mechanics, the Rolling Review of the relevant regulations amendment is as follows:

1. The scale map of business area of the park is often used in an advertisement by the vendors. To ensure proper information and consumers' rights, the Tourism Bureau has proposed the amendment for the first paragraph of article 19 in the Tourism Amusement Park Management Regulations by demanding the announcement of business area towards the public at ticket booths, entrances, on the webpage of the official websites if there is any, as well as other locations with prominent declaration. To reinforce administrative supervision of the correctness of the announced information, also under the second paragraph of the same article, the addition of the business area map to be reported to local authority for reference, so as to protect the consumers' rights.

條規定之相關檢查項目，並依與會單位意見及會議結論，擬具修正草案條文，業經交通部 105 年 5 月 19 日交路（一）字第 10582001702 號令修正發布施行，俾強化督導考核機制，並落實三級管理機制。

3. 為提升旅遊安全與遊憩品質，並維護消費者安全及加強水域遊憩設施管理，觀光局研擬「觀光遊樂業水域遊樂設施檢查項目及檢查基準注意事項」草案，明訂觀光遊樂業所營設施，除符合游泳池管理規定所稱游泳池，依該規範規定外，其他水域遊樂設施，應遵守本檢查基準注意事項規定，重要規範事項包括明訂救生員或專責人員配置人數及應設置之救生器材種類、數量；另明訂業者應就環境衛生、設施檢查及水質、空氣品質及噪音管理等項目，訂定自主檢查管理計畫，並依計畫實施檢查，作成紀錄填報地方主管機關等注意事項。前開注意事項業經交通部 105 年 9 月 14 日交路（一）字第 10582003542 號令發布，俾便業者遵行。

- (二) 於 105 年 7 月 7 日至 8 月 16 日，分 11 梯次辦理 23 家觀光遊樂業者督導考核競賽作業，經考評特優者為六福村主題遊樂園、遠雄海洋公園、小人國主題樂園、劍湖山世界、九族文化村、麗寶樂園、杉林溪森林生態渡假園區、西湖渡假村、頑皮世界、泰雅渡假村及尖山埤江南渡假村等 11 家；優等為義大世界、小叮嚀科學主題樂園、野柳海洋世界、香格里拉樂園、小墾丁渡假村及大路觀主題樂園等 6 家；餘不列等。
- (三) 輔導各觀光遊樂業辦理環境教育推廣，以迎合綠色消費之旅遊趨勢並達寓教於樂永續觀光目標，辦理「觀光遊樂業校外教學品質提升及環境教育場所認證輔導與宣導」案，輔導業者參與並落實環境教育，邀集有關政府機關、團體或人士辦理推廣環境教育座談會，以提高取得環境教育設施場所之家數，並協助已通過環境教育設施場所認證之觀光遊樂業擴展環境教育市場，以及製作環境教育課程方案之內容及設計技巧，創造新商機。

四、輔導認證

- (一) 截至 105 年底共輔導杉林溪森林生態渡假園區、東勢林場遊樂區、雲仙樂園、西湖渡假村、九族文化村、小人國主題樂園、劍湖山世界、小叮嚀科學主題樂園等 8 家觀光遊樂業取得環境教育場域認證。為持續輔導業者取得認證，於 105 年度委託財團法人國語日報社，分於 105 年 8 月 16 日及 17 日，假九芎湖環境教育園區及小叮嚀科學主題樂園辦理「觀光遊樂業環教觀摩講習」，以轉導業者申辦環境教育設施場所認證。
- (二) 在吸引穆斯林國際觀光客之回教餐廳認證部分，共計已有小人國主題樂園、六福村主題遊樂園、西湖渡假村、遠雄海洋公園、劍湖山世界及九族文化村等 6 家業者取得，加強園區國際客源及促進二次消費。
- (三) 在國際知名旅遊景點部分，輔導九族文化村及小人國分獲米其林綠色指南 2 星及 1 星推薦，增加臺灣主題樂園國際知名度並帶動產業發展。

五、從業人員訓練

輔導觀光遊樂業加強經營管理及提升品質，辦理 2 場相關產業發展及專業訓練，分別為 105 年 6 月 29 日、30 日辦理基層人員教育訓練：「觀光遊樂業機械遊樂設施安全及緊急救護種子教練培訓研習會」訓練課程，加強安全教育宣導，共計 75 人參加；另於 105 年 6 月 2 日、3 日辦理中高階人才教育訓練：「觀光遊樂業優質化教育訓練」課程，共計 99 人參加。



1 觀光遊樂業優質化教育訓練
Optimized education & training of tourist entertainment industry

2. To enhance tourism and amusement facilities management mechanism, on March 30, 2016 the Tourism Bureau conducted conference to study on the Key Points on Supervision and Assessment of Operation Management and Safety Maintenance of Tourist Amusement Park Enterprises. The sixth clause of Tourism Amusement Park Management Regulations is incorporated to conduct the mentioned inspections. Based on the conclusion of the conference, the amendment is announced on May 19, 2016, as to enhance the supervision and evaluation, as well as the implementation of Three-level management mechanism.
3. For the travel safety and recreation quality improvement, the safety of consumers and Water Recreation facility management, Tourism Bureau has produced a draft for "Tourist Amusement Enterprise Water Recreation Facility Inspection Items and Standard Inspection Notice", which explicitly states that all facilities operated by tourism recreation industry, except for swimming pool qualified under Swimming pool management practices should follow the practices, otherwise should follow the here mentioned regulation and conduct examination accordingly. Key items include the number of lifeguard or specialist, the life-saving equipment types and its quantity; a self-check management plan which includes environment hygiene, facility, water quality, air quality, noise management, etc. The records of the inspection should be kept and submitted to the local authority. The here mentioned regulation is announced on September 15, 2016 by MOTC for industry to follow.

- (II) From July 7 to August 16, 2016, 11 series of inspections were carried out among 23 theme parks. Licensed amusement park enterprises that conformed to the required qualifications were evaluated by rankings. A total of 11 enterprises were evaluated as "Outstanding" in 2016: Leofoo Village Theme Park, Farglory Ocean Park, Window on China Theme Park, Janfusun Fancy World, Formosan Aboriginal Culture Village, Lihpao Land, Sunlinsea Forest Recreational Area, West Lake Resortopia, Wanpi World Safari Zoo, Atayal Resort and Jianshanpi Jiangnan Resort. Another 6 enterprises were evaluated as "Excellent": E-DA World, Little Ding-Dong Science Park, Yeliou Ocean World, Shangrila Paradise, Kentington Resort, and Dalukuan Amusement Park. Others were not rated.
- (III) Assist tourism industry on environmental education promotion in achieving the green travel and sustainable tourism. The "Improvement of Quality of Teaching and Teaching in the Field of Tourism and Recreation and the Guidance and Guidance of Environmental Education" project was carried out to assist businesses' participation in environmental education. The Tourism Bureau has invited related government offices, groups, and people to hold seminars on environmental education to help increase the number of businesses obtaining environmental education facility certification. The amusement parks, which had been certified environmental education facility and locations, were assisted in developing program and content to create new markets.

IV. Assistance in Obtaining Certifications

- (I) By the end of 2016, the Tourism Bureau had assisted Sunlinsea Forest Recreational Area, Dongshi Forest Garden, Yun Hsien Holiday Resort, West Lake Resortopia, Formosa Aboriginal Culture Village, Window on China Theme Park, Janfusun Fancy World and Little Ding-Dong Science Park to get the certificate of environmental education facility and field. In order to encourage tourism and amusement park businesses to apply for the certificate of environmental education facility and field, the Tourism Bureau has appointed Mandarin Daily News to hold a "Tourist Amusement Enterprises Environmental Education observation Course" on August 16th and 17th of 2016 at Jiuqionghu Environmental Education Park and Little Ding-Dong Science Park respectively.
- (II) To attract Muslims and repeat international visitors, the Tourism Bureau assisted four amusement park businesses in providing Halal-certified restaurants. These parks are Window on China Theme Park, Leofoo Village Theme Park, West Lake Resortopia, Farglory Ocean Park, Janfusun Fancy World and Formosa Aboriginal Culture Village.
- (III) As for international well-known tourist attractions, the Formosan Aboriginal Culture Village and Window on China Theme Park were assisted in obtaining two stars and one star in Michelin's "Green Guide, Taiwan" respectively. This can promote the international popularity and development of tourism in Taiwan.

六、整合性行銷

針對國民旅遊市場辦理「2016 觀光遊樂業整體年度行銷宣傳案」，除寒暑假期間辦理 2 場整體行銷活動外，並於 4 月至 5 月、9 月至 10 月辦理 2 場淡季行銷活動，同時於連續假期發布新聞稿廣為宣導。另針對國際推廣辦理「2016 觀光遊樂業異業合作暨行銷宣傳案」，針對目標市場（中國大陸）邀請 12 家業者赴當地辦理 2 場展覽交流會，邀請國內觀光接待旅行社於國內北、中、南等地辦理 3 場異業合作洽談會，並於新加坡及馬來西亞等國進行媒體宣傳，105 年度國際觀光客較 104 年度成長 10%。

第四節 觀光產業教育訓練及人才整備

培訓觀光產業人才，增進觀光從業人員專業知能，強化經營管理行銷，以全面提升旅遊服務品質。

一、培訓觀光從業人員

- (一) 為確保旅遊服務品質，配合考選部 105 年「專門職業及技術人員普通考試領隊人員、導遊人員考試」，105 年 7 月至 12 月分別於北、中、南、東 4 區辦理領隊、導遊人員職前訓練；至 105 年底完成導遊人員訓練計 2,076 人（外語 535 人、華語 1,541 人）；領隊人員訓練計領隊 3,294 人（外語 1,421 人、華語 1,873 人）。
- (二) 為加強旅行業經營管理人員之品德素養、法規知識、專業知能等，旅行業專業經理人於就職前必須參加 21 門實用課程訓練，強化旅行業經理人之專業知識，提升臺灣旅行業素質。105 年分北、中、南 3 區辦理旅行業經理人訓練共 6 期，取得結業證書之合格經理人共 469 人。

二、增進觀光從業人員專業知能

- (一) 為提升導遊人員之專業職能及服務品質，輔導中華民國觀光導遊協會依現職導遊實務需求，每月辦理以觀光景點主題研習為主、實務導覽為輔之在職訓練。訓練內容包括：旅遊購物糾紛處理與技巧、緊急事故處理方式與流程、接團準備與結團報帳作業實務、郵輪團體實務操作流程，及導遊、司機、領隊相處之道等專題課程，105 年計訓練 4,528 人次。
- (二) 為加強觀光旅館從業人員所需之管理技巧、溝通能力、人力規劃等專業技能，以使服務品質能與國際接軌，並提升部門主管所需之管理營運操作技巧等專業知能，分別於北中南東辦理 8 場次旅館中階經理人訓練課程，共培訓 401 人；另為加強星級旅館擔任訓練員工之幹部及主管所需之訓練規劃與執行技巧，委請臺北君悅酒店協助辦理「星級旅館從業人員訓練訓練員研習班」，計訓練 33 人。以上課程 105 年共訓練 434 人。



1 105 年度領隊人員職前訓練
2016 Orientation training of tourism leaders

2 導遊人員職前訓練
Orientation training of tour guides

V. Training of tourism industry

To assist amusement park enterprises in enhancing management and promoting quality, two sessions regarding related industry development and professional training were conducted: 75 people attended to the basic staff trainings "The Safety of Mechanical Facilities in Tourism and Amusement Industry and Emergency Medical Seeds Coach Training Session" on June 29 and 30 of 2016 for primary workers; June 2 and 3 of 2016, 99 people attended to the high levels manpower training "Quality Upgrading of Tourist Amusement Enterprises".

VI. Integrated Marketing

For Taiwan's Domestic Travel Market, "Tourism Amusement Industry Overall Annual Marketing Project" was carried out in the winter vacation and summer vacation. During the low season from April to May, September to October, 2 low-season promotions together with press release during long weekends, also the "2016 Tourism and leisure industry business cooperation and marketing publicity project" aiming at international market has conducted 2 exchange fairs in China joined by 12 Taiwanese travel agencies. 3 domestic marketing cooperation held across northern, central and southern Taiwan among the tourism industry and hospitality industries; media promotion in Singapore and Malaysia. 10% growth of international tourists in 2016 compared to 2015.



Section 4 Educational Training and Talent Cultivation for the Tourism Industry

In order to enhance the overall quality of travel service, educational training was offered to cultivate talents for the tourism industry to improve workers' professional skills and marketing management.

I. Tourism Professionals Trainings

- (I) To ensure the quality of travel services and coordinate with the Ministry of Examination's "2016 General Test for Professional and Technical Personnel – Tour Managers and Tour Guides", the Tourism Bureau, MOTC organized pre-employment training for tour managers and tour guides in northern, central, southern and eastern Taiwan from July to December 2016. A total of 2,076 trainees (535 foreign language tour guides and 1,541 mandarin-speaking tour guides) completed tour guide training, and 3,294 trainees (1,421 foreign language tour managers and 1,873 mandarin-speaking tour managers) completed tour manager training by the end of 2016.
- (II) In order to enhance the managerial personnel's virtue, knowledge of laws and regulations, and professional skills, professional managers in tourism industry are required to take 21 practical pre-employment training courses. In 2016, six training courses for managerial personnel in tourism industry were held in northern, central, and southern regions. A total of 469 trainees were certified professional tourism managers.

II. Increasing Tourism Professionals Skill

- (I) In order to enhance tour guides' professional competence and service quality, the Tourist Guides Association, ROC was assisted – to meet the demands of current tour guides in organizing monthly seminars primarily on tourist attractions and accompanied with on-job training. The training included interpretation and marketing language applied to major scenic

3 旅行業團體訓練
The group training of travel agencies

4 寒假辦理整體行銷活動
Conduct overall marketing activities in winter vacation

(三)為提升旅館業人力素質及改善其整體服務水準，105 年舉辦高階經理人研習，參訓學員計 69 人，並協助 16 縣市旅館商業同業公會辦理「旅館業基層從業人員教育訓練」共 22 場次，參訓學員計 2,480 人。

三、培育觀光產業關鍵人才國際化

為加強觀光從業人員專業素質、服務水準及國際交流能力，汲取國外觀光產業最新之經營概念及成功案例，且鑑於觀光服務業之核心競爭優勢源自於人才、管理、制度，觀光局遂辦理「觀光產業關鍵人才培育計畫」，並訂定「甄選觀光關鍵人才赴國外交流訓練補助要點」，針對觀光業界人才培訓需求及拓展國際視野，執行相關甄選及受訓事宜，以人才優化為目標，提升觀光產業人才素質並接軌國際。

105 年高階主管養成部分，分別選送旅行業 19 名赴日本東京參訪 HIS 旅行社及樂天旅遊；旅館業及觀光旅館業 29 名赴美國洛杉磯、拉斯維加斯及聖地牙哥之 16 家國際品牌酒店及特色旅館；觀光遊樂業 20 名赴美國洛杉磯、聖地牙哥參訪 6 家主題樂園，另有 1 名自行規劃訓練計畫至日本東京，共計 69 名赴國外訓練，強化國際觀光人才專業素質與國際視野，提升觀光產業國際競爭力。中階主管培訓亦達 667 人次，透過系統化的人才培育訓練，提升觀光產業接待國際旅客的服務品質及國際競爭力。

四、加強新南向人才培育

為蓄積東南亞語導遊人員接待服務能力，鼓勵具東南亞地區語言優勢來臺新住民、僑(外)生，投入導遊人力市場，以補足新南向市場接待能量，提升接待服務品質，觀光局辦理下列事項：

- (一)105 年 10 月發布「東南亞語隨團導遊或翻譯人員補助要點」，以補助經費方式鼓勵旅行社派遣新手導遊或翻譯人員隨團服務。
- (二)辦理「稀少語別導遊輔導考照班」，輔導高中職以上畢業之新住民、僑(外)生參加考選部舉辦之「專門職業及技術人員普通考試導遊人員考試」順利取得執業證，投入導遊人力市場。105 年補助中華民國觀光導遊協會辦理「稀少語別導遊輔導考照班」，分北、中、南 3 區開辦 8 班，共 127 人應試 106 年導遊人員考試，共 32 人錄取。



1 觀光遊樂業團體訓練
Group training of tourist entertainment industry

2 旅館業及觀光旅館業團體訓練
Group training of hotel industry and tour hotel industry

attractions in Taiwan, emergency management process, pre-tour preparations, rendering of accounts, and courses on how to get along with bus drivers and tour managers. A total of 4,528 people took the training courses in 2016.

- (II) In order to strengthen the management skill, communication skill and manpower planning for tourist hotel workers to meet international standards of service quality, the Bureau conducted 8 hotel intermediate level manager training courses throughout northern, central, southern and eastern Taiwan. 401 attendees received trainings. Besides, the annual "Hotel Star-Rating Trainer Training Seminar" in collaboration with Grand Hyatt Hotel Taipei provides training skills for leaders and supervisors serving in hotels with Hotel Star-Rating. The seminar has trained 33 people. Total 434 participants attended above courses in 2016.
- (III) In order to improve the quality of manpower and the overall service level, a training course for senior managers was held in 2016. A total of 69 trainees took the course. Besides, the Tourism Bureau assisted hotel associations in 16 counties and cities to conduct 22 "Educational Trainings for the Primary Workers Engaged in Hotel Industry". A total of 2,480 people received the training.

III. Cultivating International Tourism Professionals

In order to enhance the professionalism of tourism workers, the service quality and international communication ability, the Tourism Bureau referred to worldwide successful cases and the latest business concept. In order to improve personnel competency, the management and the system of tourism, Key Tourism Personnel Cultivation Plan was implemented together with regulations of subsidizing tourism professionals for abroad training to cultivate and improve Taiwan tourism professionals' capability.

The Tourism Bureau has sent 19 travel industry talents to Tokyo for the visits to HIS travel agency and Rakuten travel agency; for tourist hotel industry, 29 people conducted visits to 16 themed hotels and international brand hotels in LA, Las Vegas and San Diego of the US; a group of 20 from tourism recreation industry visited 6 theme parks in LA and San Diego of the US, one self-organized trainings in Tokyo, Japan. Total 69 people attended trainings abroad. The result is to reinforce international tourism manpower, improve the professionalism and the overall internationalism. 667 intermediate-level management personnel received trainings as well. Only through talents cultivation can the Tourism Bureau improve quality and global competitiveness of Taiwan tourism industry.



IV. Strengthening Personnel Development for the New Southbound Policy

To build capacity for tour guides to receive and serve Southeast Asian visitors in their own languages, and to encourage new immigrants and Overseas Chinese or foreign students with proficiency in Southeast Asian languages to join the pool of tour guides, and enable Taiwan to cater to more visitors from Southeast Asia and provide them with better reception service, the Tourism Bureau adopted the following measures:

- (I) Promulgation in October 2016 of the Directions on Subsidies for Tour Accompaniment by Southeast Asian Language Speaking Guides or Translators, offering subsidies to encourage travel agencies to dispatch novice tour guides or translators to accompany groups of Southeast Asian tourists.
- (II) Arranged certification courses for less-common-language tour guides, to help prepare new immigrants and Overseas Chinese and foreign students who are graduates of senior or vocational high school or above to sit the Junior Professional and Technical Examinations for Tour Guide Personnel by the Ministry of Examination, obtain professional certification, and join Taiwan's tour guide manpower pool. In 2016 the Tourism Bureau provided subsidies for the ROC Tourist Guide Association to conduct eight training courses in northern, central, and southern Taiwan, preparing a total of 127 people to take the tour guide exam in 2017, of whom 32 passed the exam.

3 105 年旅館高階經理人研習訓練
2016 Tour Hotel High-class Manager Training

4 旅行業者赴東京參訪 HIS 旅行社
Travel service providers go to Tokyo for visiting HIS travel agent



第 6 章 Wandering in Taiwan

漫遊在臺灣

福隆海域

Fulong Beach



1

觀光資訊及安全服務

第一節 旅遊資訊服務

一、公私協力推廣借問站旅遊服務

- (一) 為營造友善旅遊環境，除持續提升既有 3 層級共 107 處 I-center 旅服據點服務品質外，輔導在地特產店、民宿飯店、旅行社、觀光工廠、博物館以及派出所等公私立單位發揮「相借問」的臺式熱情，推廣設置「借問站」提供在地化旅遊資訊及簡易旅遊諮詢服務，積極擴大友善旅遊服務涵蓋層面。
- (二) 105 年全臺累積設置 200 處借問站，免費提供 Wi-Fi 上網及中、英、日文版行動網站，方便各國自由行旅客下載借問站周邊散步地圖，並整合當地交通資訊查詢入口和旅遊 APP，成為最在地的旅遊資訊平臺，提供智慧化友善旅遊服務。
- (三) 旅遊服務中心提供多元化觀光旅遊諮詢服務，除以全年無休、定點人員服務方式，結合文宣出版品與網際網路資訊服務外，整合民間觀光業界及政府相關部門之各項旅遊資訊，為國內外旅客提供便捷而周全的旅遊諮詢服務及各項旅遊資料。另結合民間企業成立 365 天、24 小時、中英日韓語之免付費旅遊諮詢熱線「Call Center」，為國內外旅客營造安全而友善的旅遊環境。並設置觀光旅遊圖書館，蒐集陳列各類旅遊圖書、觀光法規、統計、研究調查報告以及影帶、光碟、海報等旅遊資料，免費供社會大眾閱覽。105 年旅遊服務中心共服務 247 萬 3,197 人次，提供旅遊資料 26 萬 215 份。

1 高雄國際機場旅客服務中心
Kaohsiung International Airport Tourist
Service Centers

2 105 年 I-center 旅遊服務體系服務品質提升成果發表會
2016 I-center tourism service system service quality
improvement achievement presentation conference

Tourism Information and Safety Services

Section 1 Travel Information Services

I. Joint Public and Private Promotion of Travel Service Information Stations

- (I) To establish a friendly travel environment, the Tourism Bureau has enhanced the service quality of all 107 I-center spots in three levels, and assisted public and private organizations including local stores, home stays, hotels, travel agencies, tourism factories, museums and police stations to set up information stations to provide local travel information and easy query service, expanding friendly travel services.
- (II) By the end of 2016, the Tourism Bureau has set up 200 information stations, which provide free Wi-Fi to allow travelers to access tourism websites in Chinese, English and Japanese. This is especially useful to independent travelers because they can download local guide maps from the website. The Tourism Bureau also organized local traffic information and travel apps, and that's expected to provide smart and friendly travel service through a local travel information platform.
- (III) Visitor information centers provide diverse tourism services. In addition to being open all year and being staffed with personnel, they also provide printed materials, and online information in fixed locations all year round. It also integrates travel information gathered from the private tourism industry and related government departments to offer convenient and complete information service. The Tourism Bureau collaborated with private tourism sectors to set up "Call Centers", a toll free travel hot line available in Chinese, English, Japanese and Korean, to provide 24-hour information service all year round and create a safe and friendly travel environment for domestic and foreign tourists. The Travel Information Library has been set up to offer various travel books, tourism industry regulations, statistics, reports, investigations, videos, discs, and posters free of charge. In 2016, a total of 2,473,197 visitors were serviced by visitor information centers, and 260,215 copies of travel information material were given to visitors.

Section 2 Front-line Services at International Gateways

I. International Airport Visitor Information Center

To service tourist arrivals, the Visitor Information Center in the arrival lobbies at Taiwan Taoyuan and Kaohsiung international airports provide year-round services available in Chinese, English, and Japanese. Specific details are as follows:

- (I) Provided travel information, answered questions regarding inbound and outbound travel, flight information, hotel and accommodation information, transportation information, as well as guidance to reach airport administration agencies.

3 105 年度「借問站最佳站長」頒獎記者會
2016 "Best information station chief"
award press conference



2



3

第二節 國際門戶第一線服務

一、國際機場旅客服務中心

觀光局為服務來臺旅客，於桃園國際機場及高雄國際機場入境大廳設置旅客服務中心，提供旅客中、英、日等外語諮詢服務，服務臺同仁全年無休，服務項目內容包括：

- (一) 旅遊資訊提供、答詢機場入出境問題、班機航情、代洽旅館、交通工具及機場各單位之聯繫指引。
- (二) 協助接待受邀來臺貴賓及團體、中國大陸地區人民來臺觀光通報及其他有關旅客服務事項。
- (三) 針對國外自助背包旅客提供參考遊程，並利用網路搜尋，提供旅客便捷完整之觀光資訊。
- (四) 於航站出境大廳及通道牆面設置觀光宣傳圖片燈箱及旅遊資訊陳列架，備有導覽地圖、美食、購物等旅遊宣傳摺頁供旅客自由索取。

105 年度桃園國際機場旅客服務中心計服務旅客 86 萬 3,364 人次，提供旅遊資料 211 萬 4,275 份，並免費提供外籍過境旅客半日遊 6,426 人次；105 年度高雄國際機場旅客服務中心計服務旅客 25 萬 2,530 人次，提供旅遊資訊 45 萬 8,065 份。



二、松山機場、臺中機場及金門水頭碼頭服務臺

旅遊服務中心於民國 99 年 10 月 30 日起，配合松山機場日本羽田機場航線啟用，於松山機場國際航廈設置服務櫃檯，提供中英日韓旅遊資訊。另配合中國大陸觀光團體來臺旅遊，於臺中機場航站、金門水頭碼頭設置服務櫃檯，提供相關旅遊資訊。

105 年旅遊服務中心上述 3 處共提供旅遊諮詢服務 5 萬 1,362 人次，提供旅遊資料 38 萬 6,514 份。

第三節 科技技術服務運用

考量民眾出遊多聚焦於吃喝玩樂及住宿相關資訊，且隨著行動設備日益普及，「臺灣觀光資訊網」亦提供中、英、日、西文版之行動版網頁，將持續提供東南亞等稀少語言版之行動版網頁，便利國內外旅客可透過行動設備取得資訊。

另為提升網站整體觀光意象，臺灣觀光資訊網自 104 年起重新改版，以 RWD 技術製作，讓網站適用於各種尺寸之瀏覽裝置，帶給國內外遊客友善的操作介面。

另建置「臺灣觀光資訊資料庫」，蒐集全臺（縣市政府、各部會及所屬國家風景區管理處）景點、住宿、餐飲、活動資訊，將可提供完整之觀光 GIS 基礎資料超過 1 萬 7,000 筆資料，以免費、免申請、開放格式等原則，提供業者進行加值應用，並透過資料加值應用，提供遊客正確、即時、跨區域之觀光資訊，達到無縫隙旅遊的資訊服務目標。

為提供智慧觀光服務，開發「旅行台灣 APP」，提供超過 6 萬筆之適地性定位服務（Location Based Service），包括觀光景點、住宿、餐飲、旅服中心、警察局、醫院、停車場、公廁、加油站、

- (II) Assisted in receiving guests and groups who were invited to Taiwan, announcing tourists from Mainland China, and other travel-related services.
- (III) Provided information service especially for foreign backpackers, and offered a variety of online services to a comprehensive access to tourism information.
- (IV) Promotional images and travel information stands on the pathway walls and departure lobby of airport terminals. Free guide maps and foldout material with information on fine dining, shopping, etc. are provided.

In 2016, the Tourist Service Center at Taiwan Taoyuan International Airport received 863,364 travelers and gave out 2,114,275 copies of tourism information, while 6,426 foreigner passengers in transit benefited from the free half-day trip; the Kaohsiung International Airport Tourist Service Center received 252,530 travelers and gave out 458,065 copies of tourism information.

II. Information Counters at Taipei Songshan Airport, Taichung Airport and Kinmen Shuitou Wharf

In accordance with the inauguration of flights between Taipei Songshan Airport and Tokyo Haneda International Airport, the Tourism Bureau has established an information counter in the terminal of Taipei Songshan Airport, offering travel information available in Chinese, English, Japanese, and Korean. Information counters in the terminals of Taichung Airport and Shuitou Wharf in Kinmen also have been established to provide related travel information for tour groups from Mainland China.

In 2016, the three information counters mentioned above received a total of 51,362 tourists and gave out 386,514 copies of tourism information.

Section 3 Implementation of Tech-based Services

Since most tourists focus on information about food and beverage, entertainment and accommodations, and due to the progress of mobile devices, the Tourism Bureau established the "Taiwan Tourist Information" mobile website available in Chinese, English, Japanese, and Spanish; the project of the mobile version of Southeast Asian language supported webpages continues, enabling domestic and foreign travelers to access information through mobile devices.

In order to enhance the image of our official website, the Tourism Bureau revised the website by RWD techniques in 2015. This not only makes the website be able to fit all kinds of screen sizes, but also gives users a friendlier interface.

The Tourism Information Database, which collects information about scenic attractions (which are administered by county governments, city governments, or National Scenic Area Administrations), accommodations, restaurants, and activities in Taiwan, has been established. It is expected to offer more than 17,000 items of tourism information in Geographic Information System (GIS). With the principal of non-charged, free of application, open format, the information database is available for tourism industry businesses to offer tourists accurate, prompt, and cross-field travel information; and will thus reach the goal of providing seamless information service.

In order to provide Smart Tourism service, the Tourism Bureau has developed a "Tour Taiwan" application for mobile devices, supplying more than 60,000 items of location-based service, such as tourist attractions, accommodations, restaurants, travel service centers, police stations, hospitals, parking lots, public restrooms, gas stations, train stations and other transportation spots, meeting the public's needs when they travel. During extended holidays, the Tour Taiwan APP can transmit instant notifications to users about important travel information on every National Scenic Area, such as areas closed, roads blocked or closed, or parking lots jammed.

For the implementation of smart innovative amusement park and the elevation of service quality, the solution to the queuing problem to the amusement park facilities, events, restaurants and service, "Top Quality Tourism" and "Smart Tourism" projects have incorporated queuing service in the amusement park. With "On-spot Queuing Appointment" and "In-Advance Notification", big data on the amusement park visitors' behavior combined with Beacon distribution, the location is heading toward a smart tourism future.

火車站及其他運輸場站等旅遊隨身資訊，以滿足民眾外出旅遊需要。同時亦配合於連假期間透過「旅行台灣 APP」推播觀光局各國家風景區重要旅遊即時訊息，如景區封閉、重要路段阻塞或封閉、停車場壅塞等訊息。

為落實智慧創新遊樂園區方案，提升國內遊樂園服務品質，希望有效解決國內遊樂園區內設施、活動、餐廳及服務之「排隊問題」，爰以「優質觀光」與「智慧觀光」之執行計畫為目標，提出遊樂園區「園區排隊服務」創新服務方案，希望以主動式服務提供「現場即時預約」、「提前通知」等服務，並計畫透過利用 Beacon 佈署計畫，結合大數據分析遊客於遊樂園之行為軌跡，做為打造智慧觀光旅遊應用。

後續持續推動觀光資訊建立及擴大觀光資訊應用效益，提供更多國內外遊客以不同方式獲得觀光資訊，已建置觀光影音多媒體資料庫，並透過資料加值應用，提供臺灣觀光影音多媒體資訊服務。



第四節 旅遊安全及意外因應

一、國家級風景特定區經營管理與安全維護督導考核

觀光局為加強國家級風景特定區經營管理及安全維護工作，提升遊憩品質及服務水準，訂定「國家級風景特定區經營管理與安全維護督導考核作業要點」。督導考核項目分為：提升遊客安全、設施維護管理、環境整潔美化、善用社會資源、提升服務品質、行銷推廣、公共關係、特殊項目等 8 類項目，規定各國家風景區管理處，每年檢討並研訂經營管理與安全維護年度執行計畫，每個月進行平時檢查，每季報請觀光局查核。

二、觀光遊樂業督導考核

依據「觀光遊樂業管理規則」及「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」規定，邀請各機關與專家學者（包括警政、消防、衛生、環境保護、建築管理、勞動安全檢查、消費者保護等領域）組成考核小組，辦理觀光遊樂業經營管理與安全維護督導考核競賽作業。各縣市政府亦辦理定期檢查，並將檢查結果送交觀光局備查。



三、旅遊安全：「公共安全管理白皮書」實施計畫（觀光地區遊樂設施安全管理）督導計畫辦理情形

為加強維護公共安全，行政院災害防救委員會於 93 年 6 月 9 日頒布「公共安全管理白皮書」實施計畫，選定 16 項重大公共安全管理項目，包含交通運輸、建築消防及各類場所等範圍，其中就「觀光地區遊樂設施安全管理」項目，提出「落實安全管理」、「落實安全教育宣導與訓練」、「強化機械遊樂設施安全」、「提升緊急救護能力」等 4 項實施策略，由各權責主管機關持續辦理。

另由觀光局訂定督導計畫，要求各權責部會（教育部、經濟部水利署、內政部營建署、行政院農委會林務局、行政院退輔會及觀光局）及各直轄市、縣市政府確實執行公共安全管理，並於

Tourism information construction and application will continue to expand in accommodating diverse needs from international and local visitors, aiming at Taiwan tourism multimedia information add-value application service.

Section 4 Travel Safety and Accident Policy

I. Supervision and Assessment of National Scenic Areas Management and Safety

In order to strengthen the management, safety control, tour quality and services in national scenic areas, the Tourism Bureau established the "Key Points on Supervision and Assessment of Operation Management and Safety Maintenance at National Scenic Areas". These eight categories of items are listed below: Tourist safety enhancement, facility maintenance and management, environmental sanitation, optimization of social resources, improvement of service quality, promotion and popularization, public relationship management, and particular items. Each National Scenic Area Administration is required to carry out a yearly performance review as well as make annual executive plans for management and safety maintenance, implement monthly inspections, and report to the Tourism Bureau for quarterly inspections.

II. Supervision and Assessment of Tourist Amusement Parks

According to the "Tourism Amusement Park Management Regulations" and "Key Points on Supervision and Assessment of Operation Management and Safety Maintenance of Tourist Amusement Park Enterprises", local government offices and experts (including police, fire agencies, environmental protection, construction management, labor safety, and consumer protection) were invited by the Tourism Bureau to form an assessment group. This special group is entitled to supervise and inspect the operation management and safety maintenance of tourist amusement park enterprises. All government administrations were also required to implement regular inspections and report the results to the Tourism Bureau for future reference.

III. Travel Safety: Supervision over the Implementation of the "White Paper on Public Safety Management" (Safety Management of the Amusement Facilities in Tourist Areas)

To enhance public safety maintenance, the Executive Yuan announced the implementation plan for the "White Paper on Public Safety Management" on June 9, 2004. It selected 16 items, including transportation and fire safety, as major items of public safety management. In terms of "Safety Management of Amusement Facilities in Tourist Areas", 4 implementation strategies, namely, "Implementing Safety Management", "Implementing Safety Education and Training", "Strengthening Safety of Amusement Facilities", and "Enhancing Emergence Response", were raised for competent authorities to implement.

A supervision plan was made by the Tourism Bureau to require competent authorities of the central government (including the Ministry of Education, the Water Resources Agency under the Ministry of Economic Affairs, the Construction and Planning Agency under the Ministry of the Interior, the Forestry Bureau under the Council of Agriculture, Executive Yuan, the Veterans Affairs Council and the Tourism Bureau), municipalities directly under the jurisdiction of the central government, and governments of counties and cities to carry out public safety management. The results of their supervision are required to be reported yearly to the Tourism Bureau each June and December. They will be collected, organized by the Tourism Bureau and then delivered to the Committee of Disaster Reduction, Executive Yuan (which is now converted into Central Disaster Prevention and Response Office, Executive Yuan) for reference. The Tourism Bureau hopes that management and safety maintenance in each tourism area will be strengthened so that the Tourism Bureau will provide tourists quality and safe travel environments.

每年 6 月及 12 月填報督導成果表，由觀光局彙整後送交行政院災害防救委員會（現已改制為行政院災害防救辦公室）備查，期望達到強化各觀光地區經營管理及安全維護工作，提供民眾優質、安全之旅遊環境。

四、國人旅遊安全維護措施

為保障旅客旅遊安全之消費權益，觀光局業就旅遊安全，從法規制度面、宣導面及執行面等，建立相關管理規範及預防機制，以強化旅行業、隨團服務人員及導遊意外事件之處理與通報，期能達到事前預防、事中應變，事後控制之效。關於旅遊團之交通安全，茲就「法規制度面」、「宣導面」及「執行面」說明如下：



（一）法規制度面

研修增列「旅行業管理規則」第 37 條第 9 款規定，規範旅行業及其所派遣之隨團服務人員，均應遵守「辦理國內觀光團體旅遊及接待國外、香港、澳門或大陸地區觀光團體旅客旅遊業務，應實施遊覽車逃生安全解說及示範」之規定；另亦研修「導遊人員管理規則」第 27 條第 15 款，增列導遊人員不得有「未實施遊覽車逃生安全解說及示範」之規定。

（二）宣導面

1. 觀光局業將公路總局 103 年及 105 年完成評鑑作業之連續兩期評鑑成績優等及丙、丁等遊覽車業者名單，函請旅行業公會轉知旅行業者作為選擇租用之參據，並於觀光行政資訊系統中發布供各界參考。
2. 訂定「旅遊安全維護及緊急意外事故處理作業手冊」，並置於觀光局網站之消保事項專區供參閱。
3. 輔導旅行業公會將緊急意外事故應變處理納入從業人員教育訓練課程，並利用會員大會加強宣導旅遊安全，及建立緊急事故處理體系，以強化應變處理能力。
4. 印發旅客旅遊安全錦囊，提供旅客參加安全遊程等注意事項。

（三）執行面

1. 觀光局將加強輔導旅行社明確標示其遊程中使用之遊覽車名稱及其評鑑等第，以資訊揭露之方式逐步汰除劣質遊覽車公司。
2. 為落實前揭旅行業管理規則及導遊人員管理規則相關規定，觀光局將列為觀光團體稽查重點項目，並依旅行業管理規則第 25 條規定，要求旅行業應將該檢查紀錄表保留 1 年，備供查核。
3. 加強輔導節慶觀光活動主辦單位依據大型群聚活動安全管理要點暨消防法、消費者保護法、建築法、各縣市政府搭建臨時建築管理作業要點及辦理各項活動作業要點等相關規定，加強場地選定及器材使用、交通管控、人員動線暨管控、安全防護暨緊急救護措施及其他特殊考量等安全事項管理，以落實活動安全管理，並強化宣導改以爆竹音效取代實際燃放爆竹煙火。



1 觀光局強化各觀光地區經營管理及安全維護工作
Tourism Bureau strengthens management and safety maintenance in each tourism area.

2 加強輔導旅行社的遊覽車評鑑
Focus on assisting travel agent to implement tour bus grading

IV. Measures to Safeguard Citizens' Travel Safety

The Tourism Bureau instituted regulatory measures, publicity and promotion measures, and administrative measures for protecting travel safety consumer rights, with the establishment of attendant management rules and preventive mechanisms to enhance the handling and reporting of accidents by travel agencies and by tour-accompanying service personnel and guides, with the aim of achieving effective prevention of accidents, effective response to accidents, and effective control after accidents. Details of the respective regulatory, publicity and promotion, and administrative measures relating to tour group transport safety are as follows:

（I）Regulation

Article 37, Subparagraph 9 of the Regulations Governing Travel Agencies was amended to add the stipulation that travel agencies and the service personnel assigned by them to accompany tour groups must comply with the requirement to explain and demonstrate safe tour bus evacuation when conducting tour bus travel by domestic tour groups or receiving and conducting travel by groups of foreign tourists or tourists from the Hong Kong, Macau, or Mainland China Areas. Also, Article 27, Subparagraph 15 of the Regulations Governing Tour Guides was amended to add the stipulation that tour guides must not fail to carry out explanation and demonstration of safe tour bus evacuation.

（II）Publicity & Promotion

1. The Tourism Bureau sent an official notice to associations of travel agents requiring them to pass on notification to their member travel agencies that tour bus hiring selection should be based on referral to the lists of A-graded and B-graded tour bus operators compiled by the Directorate General of Highways from its assessments carried out in 2014 and 2016, and published the lists for universal reference on the Tourism Executive Information System.
2. The Bureau compiled an Operational Manual on Maintaining Travel Safety and Handling Emergencies and Accidents, and posted it for reference in the Consumer Affairs section of the Bureau's website.
3. The Bureau assisted associations of travel agents to incorporate emergency and accident response into education and training courses for industry personnel, to use major assemblies of members to bolster promotion of travel safety awareness, and to establish emergency and accident handling systems in order to enhance their capabilities for responding and dealing with such occurrences.
4. The Bureau printed and distributed travel safety handouts to remind travelers of matters to which they should pay attention in making safe tour choices.

（III）Administration

1. The Tourism Bureau accentuated guidance to travel agencies on clearly indicating the names and assessment grades of the tour buses used in their tours, with the aim of using information disclosure to gradually eliminate poor-quality tour bus operators.
2. To ensure effective implementation of the aforementioned provisions of the Regulations Governing Travel Agencies and Regulations Governing Tour Guides, the Tourism Bureau listed them as key items of inspection for tourism groups and, under the provisions of Article 25 of the Regulations Governing Travel Agencies, required travel agencies to keep records of such inspections for one year, ready to be provided for examination.
3. The Tourism Bureau bolstered assistance to festival and tourism event organizers in complying with the Directions on Safety Management for Large-Gathering Events as well as the Fire Services Act, Consumer Protection Act, Building Act, operational directions decreed by local governments on administering the erection of temporary constructions and the holding of all kinds of events and activities, and other relevant regulations, in enhancing site selection and use of equipment and materials, traffic controls, people flow-lines and controls, safety precaution and emergency medical measures, and other special considerations of safety management, in order to ensure the full and effective safety management of events. In addition, the Bureau stepped up promotion of the use of firework and firecracker sound effects instead of setting off real fireworks and firecrackers.



第 7 章 Lohas in Taiwan

樂活在臺灣

苗栗南庄

Miaoli County Nanzhuang Township

Plans for 2017

Section 1 Launching the “Tourism 2020: Taiwan Sustainable Tourism Development Strategy”, to achieve the vision of establishing Taiwan as a main Asian tourism destination

The UN World Tourism Organization (UNWTO) has named 2017 the International Year of Sustainable Tourism for Development, stressing the environmental, social and economic aspects of tourism development. In keeping with this, while giving balanced weight to the Taiwan tourism industry's ongoing meeting of development trends in globalization, digitization and localization, and also responding to the challenges of a large shift in Taiwan's visitor sources and the region's intense travel competition, the Tourism Bureau has set three core goals and mapped out a framework of five major action plans, as the means of putting the President's tourism policy into effect. The three core goals are: to stress innovation and sustainability in creating tourism services that deliver benefits locally; to promote diversity of market development, for the creation of tourism added value; and to ensure that travel and tourism are safe and free from worry, with full attainment of the travel industry's social responsibilities. The action plans focus respectively on developing diverse markets, pepping up domestic tourism, helping the industry to transform, developing smart tourism, and promoting experiential tourism. With these initiatives continuing to bolster the foundations of Taiwan's tourism industry and expand its international markets, the Bureau hopes to be able to shape Taiwan into a main Asian tourism destination that is “friendly, smart and full of great experiences.” The execution strategies are as follows:

I. Developing diverse markets: Consolidating global positioning, using innovative methods of publicity and promotion, creating novel tourist products, and invigorating inbound travel and tourism

- (I) Adopting a strategy of primarily targeting Japan and Korea, deepening promotion in Europe and North America, reaching out to countries south of Taiwan, and holding onto the mainland China market, with promotion tailored to different customer segments in each target market, more overseas offices established, visa procedures simplified, innovative marketing methods employed, and attractive incentive measures devised, in order to increase visitor volume and accentuate the brand image of Taiwan tourism.
- (II) Utilizing regional cooperation platforms, and joining hands with local tourism services to create a friendly welcoming environment, and to develop travel and tourism products with greater depth, diversity, distinctiveness and creativity, as means of drawing international visitors to localities and creating local prosperity, while also increasing the satisfaction level, repeat visits, and consumption level of visitors to Taiwan.
- (III) Promoting emerging modes of travel and tourism, and tapping into the “new blue ocean” of welcoming cruise ship tourists, using tourism as a means for developing industries, enticing cruise passengers to purchase agricultural specialty products as well as cultural and entertainment products, and building Taiwan into an Asian cruise ship hub.



展望 106 年

第一節 推動「Tourism 2020：臺灣永續觀光發展策略」，實現「亞洲旅遊重要目的地」之願景

為落實總統觀光政策，並衡酌我國觀光產業持續面臨全球化、數位化、在地化之發展趨勢，以及來臺客源市場大幅變動、區域旅遊競爭激烈等挑戰，鑒於聯合國世界觀光組織 (United Nations World Tourism Organization，以下簡稱 UNWTO) 將 2017 年訂為「國際永續觀光發展年 (International Year of Sustainable Tourism Development)」，強調環境面、社會面及經濟面之永續發展，爰觀光局秉「創新永續，打造在地幸福產業」、「多元開拓，創造觀光附加價值」、「安全安心，落實旅遊社會責任」為核心目標，透過「開拓多元市場、活絡國民旅遊、輔導產業轉型、發展智慧觀光及推廣體驗觀光」五大行動計畫綱領，持續厚植國旅基礎及開拓國際市場，期能形塑臺灣成為「友善、智慧、體驗」之亞洲重要旅遊目的地。執行策略分述如下：

一、開拓多元市場：鞏固全球布局，創新宣傳手法與遊程產品，活化來臺旅遊能量

- (一) 採「日韓主攻、歐美深化、南進布局、大陸為守」等戰略，針對各目標市場分眾行銷，透過增設駐點、簡化來臺簽證、創新行銷手法、研訂獎勵優惠措施等方式，提升來客規模及深化臺灣觀光品牌印象。

- (二) 透過區域合作平臺，與地方攜手營造友善接待環境，開發深度、多元、特色、創意等旅遊產品，將國際旅客導入地方，創造在地共榮，並提高來臺旅客滿意度、重遊率及消費力。
- (三) 推動新興旅遊模式，迎向郵輪觀光新藍海，以觀光為用，產業發展為本，帶動農特產、文化、娛樂等品牌登船，建構亞洲郵輪中心。

二、活絡國民旅遊：厚植國旅基礎，強化城市行銷與年會節慶，旅遊安全持續升級

- (一) 輔導地方政府營造特色觀光亮點，推動特色觀光活動，吸引跨夜旅遊，擴大國旅消費規模，帶動觀光及周邊相關產業發展。
- (二) 強化旅遊安全內部控制及滾動檢討機制，優化產業管理與旅客教育宣導制度。

三、輔導產業轉型：落實獎優汰劣，提升產業品牌力、創新力、競爭力與附加價值

- (一) 調整產業結構，優化服務品質，輔導產業品牌化及電商化。
- (二) 強化旅遊資訊公開、評鑑機制及取締非法等管理制度。
- (三) 觀光產業人才培育，加強稀少語別導遊訓練、考照制度變革及推動導遊結合在地導覽人員新制。

四、發展智慧觀光：完備智慧行旅，運用大數據與資通訊科技，開創觀光嶄新視野

- (一) 運用 AI 人工智慧，建立觀光大數據資料庫，全面整合觀光產業資訊網絡，加強觀光資訊應用及旅客旅遊行為分析，引導產業開發加值應用服務，發展新型態與客製化之商業模式。
- (二) 運用智慧科技及行動載具技術，完善自由行旅遊資訊服務、票證系統及旅運服務品質，便利自由行旅客深入遊臺灣。



五、推廣體驗觀光：營造感動體驗，訴求深度旅遊與在地生活，越在地、越國際

- (一) 透過公私部門共同合作，引入民間活化能量，打造具友善度、差異化、話題性且能突顯地方特色、橫向串聯各相關產業之觀光遊憩亮點及活動。
- (二) 訂定年度旅遊推廣主軸，落實永續觀光理念，發展在地旅遊品牌及產品，提供遊客深度體驗，進而鼓勵青年返鄉就業、關心在地，促進城鄉均衡發展。

1 台灣好玩卡推廣記者會
Taiwan pass card promotion press conference

2 台灣觀巴 安心出發 一日遊活動
Taiwan Tour Bus - Safe Depart - One Day Tour

II. Pepping up domestic tourism: Bolstering the foundations of domestic travel, enhancing city marketing and annual festivals, and continuing to upgrade travel safety

- (I) Assisting local governments to create distinctive tourism spotlights, promote feature tourism events, and attract overnight visitors, to expand domestic tourism consumption and spur the development of the tourism industry and peripheral industries.
- (II) Strengthening the mechanisms for internal control and rolling review of travel safety, and improving industry management and traveler education & information systems.

III. Helping the industry to transform: Implementing incentives to reward the good and eliminate the bad, so as to raise the industry's brand power, innovativeness, competitiveness, and value added

- (I) Adjusting the industry structure to enhance service quality, and assisting the industry to build branding and utilize e-commerce.
- (II) Strengthening systems for the open disclosure and assessment of travel information, and cracking down on management systems that infringe the law.
- (III) Cultivating tourism industry talent, with improved training of tour guides providing service in less common languages, reform of the tour guide examination and certification system, and promoting tour guides' integration into a new system of local guide personnel.

IV. Developing Smart Tourism: Develop a well-prepared Smart Tourism that applies big data and ICT to open up a brand-new horizon in tourism

- (I) Utilizing artificial intelligence (AI), building a big-data database for tourism, comprehensively integrating tourism industry information networks, strengthening utilization of tourism information and analysis of traveler and tourist behavior, assisting the industry's development of value-adding information application services, and developing novel and customized business models.
- (II) Utilizing smart technologies and mobile device technologies to enhance travel information services, ticket systems and travel service quality for independent travelers, to make it easier for independent travelers to deeply explore Taiwan.

V. Promoting experiential tourism: Creating moving experiences, tapping into the appeal of immersion tourism and local living, so that "more local is more international."

- (I) Through public-private collaboration, injecting the private sector's vitalizing energy into creating tourist recreation hotspots and events that are friendly, distinctive and topical, and that can highlight local features and horizontally connect all related industries.
- (II) Annually setting a main theme for travel promotion, to achieve the ideal of sustainable tourism, develop local travel brands and products, and provide tourists with deep experiences, while also encouraging young people to return home to work and to care for their home places, to promote balance of urban and rural development.



3 高山茶之鄉—阿里山
Home of mountain tea - Alishan

第二節 輔導產業轉型，強化旅遊安全及推動生態旅遊

一、輔導產業轉型

觀光局為輔導陸團業者順利轉型及開拓新市場客源，積極辦理完成輔導陸團接待業者轉型暨拓源訓練研習課程，包括穆斯林及東南亞來臺旅客市場之輔導，引導陸團業者轉型投入國旅市場。

為衡平發展國內旅遊市場、輔導旅行業者轉型，觀光局未來中、長期面仍將以旅遊產業品牌化及多角化經營作為輔導主軸，提升產業轉型永續經營及因應市場變化之能力；並提供旅行業品牌經營診斷，鼓勵企業策略聯盟提升風險控管能力，並協助產業發展電子商務、創造競爭力，扶助產業升級、轉型，以「智慧行旅、感動體驗」為主軸，提升國內旅遊服務品質。



二、強化旅遊安全

為提升旅遊品質與維護旅客旅遊安全，觀光局將每年 3 月第 3 週訂為「旅遊安全宣導週」，其意義在於加強宣導旅遊安全的重要性，希望在各級觀光主管機關及旅遊產業團體的努力下，積極推動旅遊安全的各項工作，期望讓遊客在出發遊玩的時候，能夠先有維護自身旅遊安全的觀念。觀光局並持續透過下列管理作為加強旅遊安全：

(一) 法規面：

修訂旅行業管理規則第 37 條及導遊人員管理規則第 27 條，規範旅行業及其所派遣之隨團服務人員，均應遵守「使用遊覽車為交通工具者，應實施遊覽車逃生安全解說及示範」之規定，並訂定「國內旅遊團一日遊產品合理行程規劃及檢視注意事項」，請旅行社以安全為第一優先考量，依八大參考指標自主檢核國內旅遊產品，俾優化旅遊服務品質，擴大旅客權益保障及信心。

(二) 稽查面：

1. 持續盤查旅行業之 1 日遊旅遊商品，優先針對有疑慮（長時間、早出晚歸、易肇事路段……等）之行程，要求旅行社檢討調整。
2. 配合交通部公路總局辦理旅行社及遊覽車客運業聯合稽查，另針對旅行社安排旅遊產品風險高之重點地區及行車路線安排稽查。提供民眾檢舉一日遊等不合理或高風險遊程之申訴管道（0800211734 申訴專線及局長信箱 tbroc@tbroc.gov.tw），並協調消基會建立橫向連繫機制。



1 陸團接待業者轉型暨拓源訓練研習課程
Course of Chian tour group reception service provider for transfer and resource expansion

2 辦理旅行社及遊覽車客運業聯合稽查
Joint inspection for travel agencies and tour buses passenger transport industry

Section 2 Assisting industry transformation, strengthening travel safety, and promoting ecotourism

I. Assisting industry transformation

The Tourism Bureau will actively conduct training classes to help travel companies that previously depended on serving tour groups from mainland China to transform their business and develop new customer sources. This will include guidance on catering to visitors from Muslim countries and Southeast Asia, and for switching to serving the domestic travel market.

To balance development of the domestic travel market and help travel firms transform their business, the Tourism Bureau will in the mid- to long-term future continue to focus assistance to travel industry members on brand building and operational diversification, with the aim of empowering them to operate sustainably and adapt to market changes. The Bureau will also provide brand management diagnosis for travel firms, encourage them to form strategic alliances as a means of raising their risk control capabilities, and help them to develop e-commerce and gain competitive ability. Such support for transforming and upgrading the travel industry, particularly emphasizing "smart travel and touching experiences," should raise the quality of domestic travel services.

II. Strengthening travel safety

To enhance travel quality and maintain travel safety, the Tourism Bureau has designated the third week of March every year as Travel Safety Awareness Week, which features stepped-up efforts to promote awareness of the importance of travel safety. The intention is that all levels of tourist authorities as well as travel industry organizations will make efforts during this week to carry out a range of tasks relating to travel safety, with the aim of ensuring that travelers know what they need to do to secure their own safety before they set out on a trip. The Bureau will continue its efforts to strengthen travel safety through the following means:

(I) Regulatory measures:

Amending Article 37 of the Regulations Governing Travel Agencies and Article 27 of the Regulations Governing Tour Guides to stipulate that travel agencies and the service personnel they dispatch to accompany tour groups must comply with the requirement to explain and demonstrate safe escape from the vehicle when a tour bus is used for transport. Also, drawing up Directions for the Planning and Review of Reasonable Itineraries for One-Day Domestic Group Tours, requesting travel agencies to make safety their top-priority consideration, and to conduct self-review of domestic travel products according to eight main reference indicators, to enhance travel service quality, and to better protect the rights and boost the faith of travelers.

(II) Inspection measures:

1. Continuing to examine travel firms' one-day tour products, prioritizing attention to those that give cause for concern (due to long hours, early departure and late return, traveling on accident-prone road sections, etc.), and requesting travel firms to review and adjust where needed.
2. Acting in conjunction with the MOTC's Directorate-General of Highways to conduct joint inspections of travel agencies and tour bus operators, and also arranging inspections targeting focal areas and travel routes of high-risk travel products arranged by travel agencies. Providing a channel for members of the public to submit complaints about unreasonable or high-risk itineraries of one-day tours (hotline 0800-211734 or the Tourism Bureau Director-General's mailbox at tbroc@tbroc.gov.tw), and coordinating with the Consumers' Foundation to establish a horizontal liaison mechanism.
3. Assisting local governments to execute management plans for illegal hotels and homestays: Amending the Directions on the Review of Subsidies for Local Governments to Execute Illegal Hotel and Homestay Management Plans; continuing to allocate funds for assisting local governments' management of illegal hotels and homestays; subsidizing local governments' increased recruitment of inspection personnel, production of information

3. 協助地方政府執行違法旅宿管理計畫：修訂補助地方政府執行違法旅宿管理計畫審查要點，持續編列協助地方政府違法旅宿管理經費，補助其增聘稽查人員、製作宣導文宣、購置稽查所需器材等用途之經費，持續督促各地方政府建立非法及違規旅宿清冊及加強查處，並對於非法旅宿輔導歇業或取得合法登記證，保障旅客住宿安全。

(三)宣傳面：

1. 輔導各旅行公會辦理從業人員教育訓練；針對導遊人員及旅行社經理人開設相關旅遊安全課程，並於觀光局行政資訊系統／消保事項專區項下建置國民旅遊專區，提供資訊供旅行業者於規劃行程時參考。
2. 印製旅行團搭乘國內遊覽車安全相關宣導摺頁，供遊覽車乘客參考，並持續向旅客宣導應慎選旅遊商品。

三、推動生態旅遊

觀光局「Tourism 2020：臺灣永續觀光發展策略」將 2017 年至 2020 年分別定調為螢火蟲生態旅遊年、海灣旅遊年、小鎮漫遊及脊梁山脈旅遊年等 4 種主題性生態旅遊。此外，配合聯合國宣布 2017 為「國際永續觀光發展年」，觀光局啟動「2017 生態旅遊年」，整合跨部會及地方政府資源，推出全國四季賞螢、賞鯨豚、賞候鳥、賞鷹、紫斑蝶等地深度體驗活動，促進在地經濟永續發展。



and publicity materials, and purchase of equipment needed for inspections; continuing to supervise and urge local governments to make lists of illegal and violating hotels and homestays, and to strengthen investigation of and action against them; and guiding illegal hotels and homestays to cease operating or obtain lawful registration, to ensure the safety of accommodation for travelers.

(III) Education and publicity measures:

1. Assisting all travel associations to conduct education and training for industry personnel; establishing travel safety related courses for tour guides and travel agency managers; and setting up a citizens' travel section in the part of the online Tourism Bureau Executive Information System dedicated to consumer protection matters, to provide information for travelers to refer to when planning trips.
2. Printing safety-related information leaflets for tour groups traveling on tour buses in Taiwan, to be provided for passengers' reference, and continuing to promote travelers' awareness of the need to be cautious in selecting travel products.

III. Promoting ecotourism

Under the Tourism 2020: Taiwan Sustainable Tourism Development Strategy, the Tourism Bureau has set an eco-tourism theme for each year from 2017 to 2020, respectively the Firefly Ecotourism Year, the Sea Bay Tourism Year, the Small Town Roaming Year, and the Central Mountains Tourism Year. In addition, to match the United Nations' naming of 2017 as the International Year of Sustainable Tourism for Development, the Tourism Bureau will launch the 2017 Ecotourism Year, integrating resources across central and local government units, and promoting local deep-experience activities in all parts of Taiwan for all times of the year, such as firefly watching, whale and dolphin watching, migratory bird watching, raptor watching, and purple butterfly watching, to promote the sustainable development of local economies.

時間	活動	Date	Event
3 月 11 日～3 月 13 日	2016 馬來西亞春季 MATTA 旅展	March 11 - 13	Participated in the “2016 Malaysia Spring MITM Travel Fair”.
3 月 14 日～3 月 17 日	2016 羅德岱堡郵輪展	March 14 - 17	Participated in the 2016 “Cruise Shipping Fort Lauderdale”.
3 月 15 日～3 月 16 日	第 19 屆海峽兩岸旅行業聯誼會（廣西南寧）	March 15 - 16	“The 19th Cross-strait Tourism Industry Union (Nanning, Guangxi).
3 月 24 日～3 月 31 日	2016 印度推廣會	March 24 - 31	Participated in the 2016 India Promotion Conference.
3 月 25 日～3 月 27 日	2016 印尼旅展	March 25 - 27	Participated in the “Astindo Fair 2016” in Indonesia.
4 月 7 日～4 月 12 日	西日本地區觀光推廣活動	April 7 - 12	Tourism promotion in west Japan.
4 月 14 日～4 月 17 日	2016 越南河內國際旅遊展	April 14 - 17	Participated in the “VITM Hanoi 2016”.
4 月 19 日～4 月 21 日	2016 國際獎勵旅遊及會議展 (IMEX)	April 19 - 21	Participated in the 2016 Worldwide Exhibition for incentive travel, meetings and events (IMEX).
4 月 22 日	核定 105 年度「遊憩據點特色加值計畫」提案	April 22	The evaluation and approval for 2016 Recreational Facility Characteristic Value Plan.
4 月 26 日～5 月 3 日	2016 杜拜阿拉伯旅展	April 26 - May 3	Participated in the “Arabian Travel Market 2016” in Dubai.
5 月 5 日	修正發布「輔導建立品牌旅行業獎勵補助要點」	May 5	Amended and released the “Key Points on Governing Awards and Subsidies of Tourism Bureau, MOTC for the Brand-building of Travel Agencies”.
5 月 6 日～5 月 8 日	第 12 屆海峽旅遊博覽會（福建廈門）	May 6 - May 8	Participated in the “The 12th Cross-strait Travel Fair (in Xiamen, Fujjian Province)”.
5 月 6 日～5 月 8 日	2016 年馬來西亞沙巴 MATTA 旅展	May 6 - May 8	Participated in the “2016 MITM Travel Fair” in Sabah, Malaysia.

時間	活動	Date	Event
5 月 17 日～9 月 14 日	督導考核 13 個國家風景區管理處經營管理與安全維護	May 17 - September 14	Implemented on-site supervision, inspections and assessments on 13 National Scenic Area Administrations.
5 月 19 日	修訂「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」	May 19	Amended “Guidelines for the Examination of Applications for the Development of Recreation Area Facilities”.
5 月 20 日～5 月 22 日	新加坡臺灣旅展	May 20 - 22	Singapore Taiwan Travel Fair.
5 月 20 日	第 9 屆臺日觀光高峰論壇	May 20	Held the 9th Taiwan-Japan Tourism Summit Forum.
5 月 22 日	2016 臺灣夏至 235 學術研討會	May 22	Held the academy seminar for “2016 Taiwan Fun on the Tropic of Cancer”.
5 月 25 日～5 月 26 日	APEC 第 48 次觀光工作小組會議	May 25 - 26	Attended the 48th APEC Tourism Working Group Meeting.
6 月 1 日～9 月 30 日	2016 臺灣夏至 235 系列活動	June 1 - September 30	Held the serial activities of “2016 Taiwan Fun on the Tropic of Cancer”.
6 月 2 日	「2016 臺灣夏至 235 系列活動」行銷宣傳記者會	June 2	Held the promotion press conference for serial activities of “2016 Taiwan Fun on the Tropic of Cancer”.
6 月 8 日～6 月 12 日	第 25 屆日本北海道 (YOSAKOI SORAN) 街舞觀光推廣活動	June 8 - 12	Held the 25th promotional activities for the Street Dance Tourism in Yosakoi Soran in Japan.
6 月 13 日～6 月 17 日	泰國推廣活動	June 13 - 17	Held promotional activities in the Thailand.
6 月 16 日～6 月 19 日	2016 香港國際旅展	June 16 - 19	Participated in the “2016 International Travel Exhibition (ITE)” in Hong Kong.
6 月 22 日	辦理「2016 臺灣好樂園夏季美景大賞」記者會	June 22	Held “2016 Taiwan Fun Park Summer Scenery” press conference.
6 月 29 日～6 月 30 日	辦理「觀光遊樂業機械遊樂設施安全及緊急救護種子教練培訓研習會」訓練課程	June 29 - 30	Held “The Safety of Mechanical Facilities in Tourism and Amusement Industry and Emergency Medical Seeds Coach Training Session”.
6 月 30 日～7 月 5 日	2016 韓國觀光推廣活動	June 30 - July 5	Held the 2016 tourism promotional activities in Korea.
7 月 1 日	駐首爾辦事處釜山服務站成立	July 1	The establishment of Busan service station of Taiwan Consulate in Seoul.

時間	活動	Date	Event
7 月 1 日～7 月 3 日	2016 中國北方旅遊交易會	July 1 - 3	Attended the conference of the “2016 China Northern International Travel Mart”.
7 月 2 日～7 月 3 日	2016 年馬來西亞檳城 MITM 旅展	July 2 - 3	Participated in the “2016 MITM Travel Fair” in Penang, Malaysia.
7 月 5 日	「台灣好玩卡」新卡發行記者會	July 5	New “Taiwan Travel Card.” Issuance press conference.
7 月 5 日～7 月 7 日	2016 駐外主任會議	July 5 - 7	Held the conference of the supervisors of the diplomatic missions in 2016.
7 月 14 日～7 月 17 日	2016 泰國秋季旅展	July 14 - 17	Participated in the “2016 Thai International Travel Fair, TITF” in autumn.
7 月 19 日	「2016 臺灣夏至 235 系列活動」加溫記者會	July 19	Held the press conference to boost up the serial activities of “2016 Taiwan Fun on the Tropic of Cancer”.
7 月 20 日	2016 台灣好行嘉年華記者會	July 20	2016 Taiwan Tourist Shuttle Carnival press conference.
105 年 7 月 22 日～106 年 2 月 28 日	臺灣溫泉美食活動－「夏季暖身上場、冬季熱情引爆」	July 22, 2016 - February 28, 2017	The campaign of “warm up the summer, ignite the winter” for Taiwan hot spring gourmet event.
7 月 27 日～7 月 28 日	2016 駐外辦事處行銷推廣研討會	July 27 - 28	2016 International Tourism Marketing Seminar.
7 月 31 日～8 月 6 日	日本東北祭典推廣	July 31 - August 6	Tourism promotion campaigns in the Northeast Region in Japan.
8 月 5 日～8 月 7 日	2016 年馬來西亞吉隆坡 MITM 國際旅展	August 5 - August 7	Participated in the “2016 MITM Travel Fair” in Kuala Lumpur, Malaysia.
8 月 15 日	修正發布「發展觀光條例裁罰標準第 6 條條文之附表 2、第 9 條條文之附表 5」	August 15	Amended and released the attachment 2 under Article 6, attachment 5 under Article 9 of “Schedule of Penalties Applicable under the Tourism Development Act”.
8 月 18 日～8 月 20 日	泰國推廣活動－免簽記者會	August 18 - 20	Held the tourism promotional activities in Thailand – Visa Free press conference.
8 月 19 日～8 月 21 日	2016 年新加坡秋季革新旅遊展	August 19 - 21	2016 NATAS Autumn Travel Fair.
8 月 24 日～8 月 31 日	印尼推廣活動（泗水＋棉蘭）	August 24 - 31	Held promotional activities in Indonesia (Surabaya + Medan).

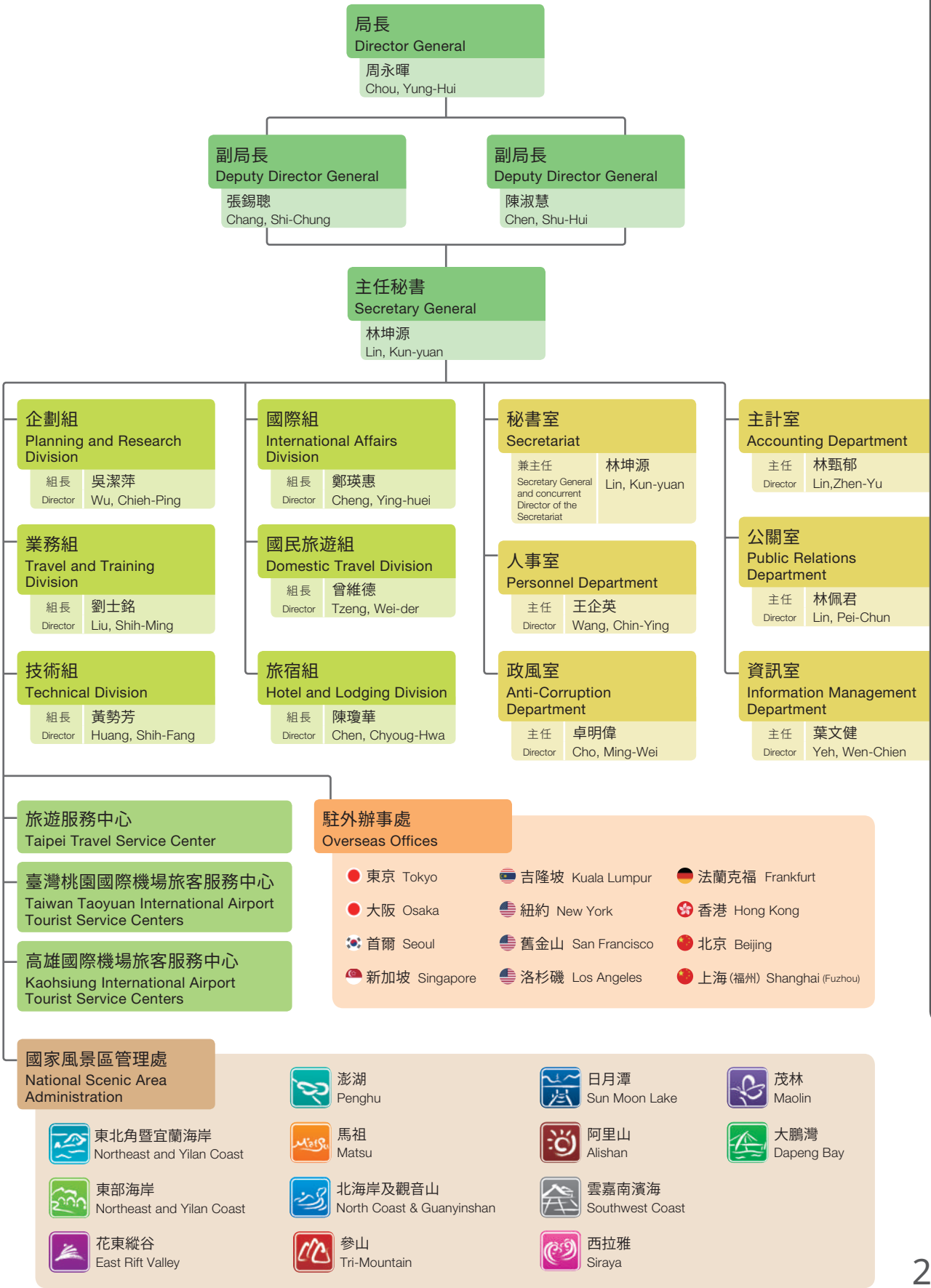
時間	活動	Date	Event
8 月 26 日～8 月 28 日	第 18 屆名古屋ど真ん中祭典及觀光推廣活動	August 26 - 28	Organized tourism promotion campaigns in the “18th Nippon Domannaka Festival” in Japan.
8 月 30 日～8 月 31 日及 9 月 1 日	辦理國內觀光接待旅行社與觀光遊樂業異業合作洽談會	August 30 - 31, September 1	Marketing publicity project for tourism and leisure industry business cooperation with domestic tourism reception travel agency.
8 月 30 日～8 月 31 日及 10 月 7 日	辦理東部觀光政策環評座談會（臺東、花蓮及臺北）	August 30 - 31, October 7	Eastern Tourism Policy EIA Symposium (Taitung, Hualien and Taipei).
8 月 31 日～9 月 2 日	APEC 第 49 次觀光工作小組會議	August 31 - September 2	Attended the 49th APEC Tourism Working Group Meeting.
9 月 1 日～10 月 31 日	辦理「愛上遊樂閃耀慶生」活動	September 1 - October 31	Held birthday party event with amusement park.
9 月 2 日～9 月 4 日	汶萊旅遊展	September 2 - 4	Travel Fair in Brunei.
9 月 6 日～9 月 13 日	2016 澳洲推廣會	September 6 - 13	Held the 2016 Tourism Promotion in Australia.
9 月 7 日～9 月 11 日	亞太旅遊協會 PATA 理事會暨旅遊交易會	September 7 - 11	Attended the meeting of administrative committee and travel mart of the Pacific Asia Travel Association (PATA).
9 月 8 日～9 月 10 日	越南胡志明市國際旅遊博覽會	September 8 - 10	Participated in the “ITE HCMC” in Ho Chi Minh City, Vietnam.
9 月 12 日、9 月 20 日、9 月 22 日、9 月 26 日	舉辦「獎勵旅館品質提升相關補助要點」說明會	September 12, 20, 22, 26	Held an orientation for “Directions for the Provision of Subsidies to Encourage the Quality Upgrading of Tourist Hotel and General Hotels”.
9 月 14 日	訂定「觀光遊樂業水域遊樂設施檢查項目及檢查基準注意事項」	September 14	Released “Tourist Amusement Enterprise Water Recreation Facility Inspection Items and Standard Inspection Notice”.
9 月 19 日～9 月 24 日	法國 IFTM TOP RESA 旅展	September 19 - 24	Participated in the International French Travel Market (IFTM) Top Resa in France.
9 月 19 日～9 月 26 日	菲律賓推廣活動（宿霧＋馬尼拉）	September 19 - 26	Held promotional activities in the Philippines (Cebu + Manila).
9 月 20 日～11 月 3 日	配合水利署辦理年度溫泉管理查核	September 20 - November 3	Annual inspection (held by Water Resources Agency of Economy Affairs) on hot spring management.

時間	活動	Date	Event
9 月 21 日～9 月 22 日	辦理觀光遊樂業南京、上海展覽交流會	September 21 - 22	Nanjing and Shanghai tourism & recreational industry Exchange conference.
9 月 23 日～9 月 25 日	東京世界旅遊博覽會 JATA 及觀光推廣活動	September 23 - 25	Participated in the “JATA Tourism EXPO” and held tourism promotion campaigns in Tokyo.
9 月 27 日～9 月 29 日	2016 IT&CMA 亞洲獎勵旅遊暨會議展	September 27 - 29	Participated in the “Incentive Travel & Conventions Meetings Asia (IT&CMA) 2016”.
9 月 29 日～9 月 30 日	臺灣高爾夫觀光盃聯誼賽活動	September 29 - 30	Taiwan Golf Tourism Cup Friendship Tournament.
10 月 2 日～11 月 13 日	辦理「2016 臺灣自行車節」	October 2 - November 13	Held the “2016 Taiwan Cycling Festival”.
10 月 3 日	辦理「2016 臺灣自行車節」啟動記者會	October 3	Held a press conference on the launch of “2016 Taiwan Cycling Festival”.
10 月 4 日	交通部 105 年度招商大會	October 4	The Ministry of Transportation and Communications organized the 2016 Investment Solicitation Convention.
10 月 5 日	修正發布「旅館業管理規則」	October 5-	Amended and released the “Regulations for Administration of Hotel Enterprises”.
10 月 5 日～10 月 9 日	第 20 屆三重縣安濃津 YOSAKOI 街舞觀光推廣活動	October 5 - 9	Held promotional activities for the 20th Street Dance Tourism in YOSAKOI in Tsu Domain, Japan.
10 月 7 日	辦理「台灣觀巴安心出發」記者會	October 7	Held the press conference for “Safe Tour with Taiwan Tour Bus”.
10 月 18 日～10 月 20 日	2016 IMEX America 美洲國際獎勵旅遊與會議（美國）	October 18 - 20	Participated in the 2016 IMEX America (The Worldwide Exhibition for incentive travel, meetings and events).
10 月 19 日	第 5 屆臺越觀光合作會議	October 19	Held the 5th Taiwan-Vietnam Tourism Cooperation Conference and promotional activities in Vietnam.
10 月 28 日	105 年 I-center 旅遊服務體系服務品質提升成果發表會	October 28	Held the 2016 I-center award ceremony for service improvement.
11 月 1 日～11 月 2 日	辦理「2016 風景特定區永續觀光論壇」	November 1 - 2	Held “2016 Designated Scenic Area Sustainable Tourism Forum”.

時間	活動	Date	Event
11月4日～11月7日	2016 ITF 臺北國際旅展	November 4 - 7	Held the “Taipei International Travel Fair, Taipei ITF 2016”.
11月4日～11月7日	第 11 屆海峽兩岸臺北旅展	November 4 - 7	Held “The 11th Cross-strait Travel Fair” in Taipei.
11月7日～11月9日	2016 倫敦國際旅展 (WTM)	November 7 - 9	Participated in the “WTM London 2016”.
11月11日～11月13日	2016 中國國際旅遊交易會 (上海)	November 11 - 13	Attended the “China International Travel Mart 2016 (Shanghai)”.
11月15日	臺灣印尼業者業務交流洽談會	November 15	Taiwan Indonesia tourism industry business exchange conference.
11月15日	105 年度「台灣觀巴」管理及服務品質優化頒獎暨成果分享觀摩會	November 15	2016 “Taiwan Tour Bus” management and quality service award and achievement observation.
11月16日	舉辦「逢甲青春少年兄『拳』出動」反日租活動	November 16	Held Fengjia Anti Daily Rent event.
11月17日～11月18日	「2016 如何籌辦國際性節慶觀光活動」研討會暨工作坊	November 17 - 18	“2016 How to organize international festivals” seminar and workshop.
11月17日～11月19日	第 31 屆臺韓觀光交流會議	November 17 - 19	Held “The 31th TVA / KATA Tourism Exchange Conference”.
11月22日	105 年度「借問站最佳站長」頒獎記者會	November 22	2016 “Best Information Station Manager” award and press conference.
11月23日、11月24日、11月26日、11月28日	馬來西亞—臺灣主題樂園業者推廣會	November 23, 24, 26, 28	Malaysia – Taiwan Theme Park operator promotion.
11月28日	馬來西亞華人主力業者臺灣觀光推介會	November 28	Malaysian Chinese major businesses Taiwan tourism promotion seminar.
11月29日	馬來西亞穆斯林主力業者臺灣觀光推介會	November 29	Malaysian Muslim major businesses Taiwan tourism promotion seminar.
12月11日	來臺旅客達到 1,000 萬人次	December 11	The number of tourist arrivals reached 10 million.
12月15日	舉辦「老友愛旅行」銀髮族微电影發表會	December 15	Held micro film “Seniors love traveling” promotional launch.
12月19日～12月21日	辦理 2016 臺灣部落觀光成果發表會	December 19 - 21	2016 achievement display of tribal tourism.
12月21日	核定 106 年度「遊憩據點特色加值計畫」提案	December 21	Evaluation and approval for 2017 “Recreational Facility Characteristic Value Plan” proposal.
12月22日～12月23日	105 年城市好民宿—縣市政府管理績效成果發表會	December 22 - 23	2016 Good accommodation in the cities –local government management achievement display.

二、交通部觀光局行政機關組織系統表

II. Organization Chart of the Administrative Organs of the Tourism Bureau, MOTC



三、交通部觀光局國家風景區管理處

III. National Scenic Area Administrations

交通部觀光局 東北角暨宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area Administration, Tourism Bureau, MOTC	22841 新北市貢寮區福隆里興隆街 36 號 No.36, Xinglong St., Fulong Village, Gongliao Dist., New Taipei City 22841, Taiwan, R.O.C. http://www.necoast-nsa.gov.tw/ TEL: +886-2-2499-1210
交通部觀光局 東部海岸國家風景區管理處 East Coast National Scenic Area Administration, Tourism Bureau, MOTC	96144 臺東縣成功鎮信義里新村路 25 號 NO. 25 Shintsuen Rd., Chenggong Town, Taitung County 96144, Taiwan, R.O.C. http://www.eastcoast-nsa.gov.tw/ TEL: +886-89-281-530
交通部觀光局 花東縱谷國家風景區管理處 East Rift Valley National Scenic Area Administration, Tourism Bureau, MOTC	97844 花蓮縣瑞穗鄉鶴岡村 17 鄰興鶴路二段 168 號 No.168, Section 2, Singhe Rd., Neighbor 17, Hegang Village, Ruisui Township, Hualien County 97844, Taiwan, R.O.C. http://www.erv-nsa.gov.tw/ TEL: +886-3-887-5306
交通部觀光局 澎湖國家風景管理處 Penghu National Scenic Area Administration, Tourism Bureau, MOTC	88054 澎湖縣馬公市光華里 171 號 No.171, Kuanghua Village, Magong City, Penghu County 88054, Taiwan, R.O.C. http://www.penghu-nsa.gov.tw/ TEL: +886-6-921-6521
交通部觀光局 馬祖國家風景區管理處 Matsu National Scenic Area Administration, Tourism Bureau, MOTC	20942 連江縣南竿鄉仁愛村 95-1 號 No.95-1, Renai Village, Nangan Township, Lianjiang County 20942, Taiwan, R.O.C. http://www.matsu-nsa.gov.tw/ TEL: +886-836-25631
交通部觀光局 北海岸及觀音山國家風景區管理處 North Coast & Guanyinshan National Scenic Area Administration, Tourism Bureau, MOTC	25341 新北市石門區德茂里下員坑 33-6 號 No.33-6, Xiayuankeng, Demao Village, Shimen Dist., New Taipei City 25341, Taiwan, R.O.C. http://www.northguan-nsa.gov.tw/ TEL: 886-2-8635-5100
交通部觀光局 參山國家風景區管理處 Tri-Mountain National Scenic Area Administration, Tourism Bureau, MOTC	41341 臺中市霧峰區中正路 738 號 No.738, Zhongzheng Rd., Wufeng Dist., Taichung City 413, Taiwan, R.O.C. http://www.trimt-nsa.gov.tw/ TEL: +886-4-2331-2678

交通部觀光局 日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Administration, Tourism Bureau, MOTC	55547 南投縣魚池鄉水社村中山路 599 號 No.599, Jhongshan Rd., Yuchi Township, Nantou County 55547, Taiwan, R.O.C. http://www.sunmoonlake.gov.tw/ TEL: +886-49-285-5668
交通部觀光局 阿里山國家風景區管理處 Alishan National Scenic Area Administration, Tourism Bureau, MOTC	60246 嘉義縣番路鄉觸口村車程 51 號 No.51, Checheng, Chukou Village, Fanlu Township, Chiayi County, 60246, Taiwan, R.O.C. http://www.ali-nsa.net/ http://www.ali-nsa.gov.tw/ TEL: +886-5-259-3900
交通部觀光局 雲嘉南濱海國家風景區管理處 Southwest Coast National Scenic Area Administration, Tourism Bureau, MOTC	72742 臺南市北門區北門里舊埕 119 號 No. 119 Jioucheng, Beimen Village, Beimen Dist., Tainan City, 72742, Taiwan, R.O.C. http://www.swcoast-nsa.gov.tw/ TEL: 886-6-786-1000
交通部觀光局 西拉雅國家風景區管理處 Siraya National Scenic Area Administration, Tourism Bureau, MOTC	73257 臺南市白河區仙草里仙草 1-1 號 No.1-1, Xiancao, Xiancao Village, Baihe Dist., Tainan City 73257, Taiwan, R.O.C. http://www.siraya-nsa.gov.tw/ TEL: +886-6-684-0337
交通部觀光局 茂林國家風景區管理處 Maolin National Scenic Area Administration, Tourism Bureau, MOTC	90143 屏東縣三地門鄉賽嘉村賽嘉巷 120 號 No.120, Saijia Lane, Saijia Village, Sandimen Township, Pingtung County, 90143, Taiwan, R.O.C. http://www.maolin-nsa.gov.tw/ TEL: +886-8-799-2221
交通部觀光局 大鵬灣國家風景區管理處 Dapeng Bay National Scenic Area Administration, Tourism Bureau, MOTC	92851 屏東縣東港鎮大鵬里大潭路 169 號 No.169, Datan Rd., Donggang Township, Pingtung County 92851, Taiwan, R.O.C. http://www.dbnsa.gov.tw/ TEL: +886-8-833-8100

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