

中 華 民 國 1 0 4 年

觀光業務 2015 年報

ANNUAL REPORT ON
TOURISM TAIWAN, REPUBLIC OF CHINA



中 華 民 國 1 0 4 年

觀光業務 2015 年報

ANNUAL REPORT ON
TOURISM TAIWAN, REPUBLIC OF CHINA

Taiwan
THE HEART OF ASIA

交通部觀光局
Tourism Bureau, MOTC



◆ 局長序



臺灣觀光發展的指標中，來臺旅客數與外匯收入數最常被各業引述，而 104 年，確實是令人振奮且嶄新的一年。在觀光產業各界努力下，不僅延續「觀光拔尖领航方案」成果，觀光局提出全新一期「觀光大國行動方案 (104-107 年)」，帶領臺灣觀光邁入新的里程碑。更鼓舞的是，國際來臺旅客人數連續 7 年以破百萬人次成長，至 104 年 12 月 20 日一舉突破 1,000 萬，全年達到 1,043 萬人次，觀光外匯收入也達到 4,589 億元的新高！各主要客源市場中，以韓國成長 24.84% 最高，港澳 (10.02%) 及中國大陸 (4.94%) 則依序分占為第 2、3 位。

另以重遊率的角度來檢視旅遊市場，香港市場近 3 年重遊率高達 70%，日本及美國市場重遊率達 50%，馬來西亞市場 42%，開放不久且數量管控的大陸市場重遊率亦從 5% 成長至 11%。顯示臺灣近年努力開發、包裝新景點，推出特色遊程，並以北中南東分區行銷方式，加上便捷的國際國內交通運輸與鐵道觀光推展等，已成功吸引國際旅客，使臺灣成為值得一遊再遊的旅遊目的地。



在世界經濟論壇 (WEF) 所公布的全球觀光競爭力排名，臺灣於 141 個國家中取得第 32 名的佳績，較前次 (102 年) 評比更為上升，是歷年最高的排名，肯定臺灣觀光的亮眼表現；此外，臺灣亦榮獲 National Geographic Traveler 評定為【2015 年世界最佳 20 個旅遊點】、Lonely Planet【2015 年全球 10 大最超值景點】、CNN【讀者票選美食旅遊地臺灣居冠】、萬事達卡【2015 年 10 大穆斯林旅客首選旅遊地】及 4Travel【日本人心目最佳單獨海外旅行國家】等國際讚譽，魅力遠傳國際！

◆ Foreword



Among the indexes of tourism development of Taiwan, the number of tourist arrivals and foreign exchange earnings are the two indexes mostly used in many fields. Indeed, the year 2015 is an inspiring and brand new year. With the concerted efforts of all the tourism industries, we extended the fruitful outcome of "Project Vanguard for Excellence in Tourism", the Tourism Bureau, MOTC has proposed a whole new project: The "Tourism Action Plan 2015 - 2018", which will lead Taiwan's tourism to the next milestone. We are also thrilled with joy to announce that the number of tourist arrivals have been rising by over one million in each of the past seven consecutive years, and has reached 10.43million on December 20, 2015. Furthermore, foreign exchange earnings from tourism reached a new record at 458.9 billion. Among all the target markets, the growth rate of tourists from Korea was the highest (24.84%), Hong Kong and Macau were second (10.02%) and Mainland China was third (4.94%).



If we examine the target markets by their revisiting rate; Hong Kong's revisiting rate has been 70% for the last three years, Japan and America's revisiting rate has been 50%, Malaysia's was 42% and even with its tightly controlled tour groups, China's revisiting rate increased to 11% from 5%. This represents the efforts we have put into developments and innovations in tourism attractions. This also demonstrates our success in using different marketing strategies for different areas. Combined with convenient international and domestic transportation and promotion of railway tourism, we have successfully drawn the attention of global tourists and have made Taiwan a revisit-worthy destination.

In the World Economic Forum's (WEF) Travel & Tourism Competitiveness Index, Taiwan ranked 32nd place in the list of 141 countries, which was the best ranking Taiwan had ever received and was an international recognition for Taiwan's tourism achievements. Furthermore, Taiwan was also awarded the title of "the Best 20 Trips in the World" for 2015 by National Geographic Traveler, "The Best Value Destinations for



為永續經營臺灣成為可接待千萬國際旅客的優質旅遊目的地，觀光局將持續耕耘中國大陸、日韓、港澳星馬及歐美等既有市場，爭取東南亞新富階層、穆斯林等新興客源，除推辦東南亞優質市場簽證便捷措施，亦開拓郵輪市場，建構區域合作，吸引國際郵輪巡訪及停靠，並積極推廣特色觀光活動，以「台灣燈會」、「臺灣夏至 235」、「臺灣美食展」、「臺灣自行車節」及「台灣好湯—溫泉美食嘉年華」等國際觀光活動，結合各地資源推出一系列國際級活動，搭配「台灣好行」、「台灣觀巴」、「台灣好玩卡」、「I-center 旅遊服務」等完善的旅遊服務網路，及持續開發觀光潛力景點，引導遊客分流，全面提升遊憩據點的服務品質，帶動地區均衡發展等，增加臺灣國際觀光的競爭力，讓臺灣成為世界地圖上最美的風景。

展望 105 年，為延續臺灣躍升為千萬觀光大國之榮景，以「觀光大國行動方案」為引導，貫徹「質量優化、價值提升」的核心理念，結合各方資源從「優質、特色、智慧、永續」等觀光主軸提出全方位的執行策略，期能打造臺灣成為質量優化、創意加值、處處皆可觀光的千萬觀光大國。

謹將 104 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



2015" by Lonely Planet, first place in "Which Destination Has the World's Best Food?" by CNN, "Top 10 Muslim Travel Destination" by MasterCard, and "The Best Country to Travel Alone for Japanese People" by 4Travel. As you can see, Taiwan's fame and praise are spreading among the global community.

In order to make Taiwan a high quality destination for 10 million international tourists, the Tourism Bureau will continue to cultivate the existing markets of Mainland China, Japan, South Korea, Hong Kong, Singapore, Malaysia, Europe and America and strive to attract the newly rich in Southeast Asia, Muslims and other tourists from emerging markets. Not only will we carry out the easy visa process for Southeast Asians, but we will also open up the cruise travel market to attract international cruises. We will promote specialty tourism by holding a series of international activities such as the "Taiwan Lantern Festival", "Taiwan Culinary Exhibition", "Taiwan Fun on the Tropic of Cancer", "Taiwan Cycling Festival" and "Taiwan Hot Spring and Fine Cuisine Carnival" and we will also collaborate with local travel services such as the "Taiwan Tourist Shuttle", "Taiwan Tour Bus", "Taiwan Travel Card", and "I-Center Travel Service". We will keep developing potential scenic spots, streaming the tourists, upgrading the quality of recreational areas, balancing the development of different areas to increase the competitiveness of Taiwan tourism and make Taiwan the most wonderful destination in the world.

In 2016, in order to maintain the prospect of becoming a tourism powerhouse at 10 million visitors (a year), we will continue to follow the "Tourism Action Plan" as a guideline to carry out the idea of "optimizing both quality and quantity" and connecting all the resources to implement the strategies in the aspects of "quality, specialty, wisdom, and sustainability". We expect to make Taiwan live up to the title of being a "10 Million Visitors a Year Tourism Powerhouse".

Compiled here for you are the achievements of the tourism administration in 2015. We welcome your comments and suggestions.

Director General of the Tourism Bureau,
MOTC,

Yli Chou



二寮月世界 / Erliao Moon World



安平古堡 / Anping Fort



阿里山愛情絲路—祝您幸福 /
The Silk Road of Love in Alishan Scenic Area



北門遊客中心 / Beimen Visitor Center

002 局長序

009 104 年重要施政成果摘要

010 壹、推動「觀光大國行動方案」，打造質量併進的觀光榮景

022 貳、開發高端潛力市場，多元行銷來臺客源

024 參、提升陸客來臺質量，落實優化管理策略

024 肆、宣傳特色觀光活動，年曆品牌行銷國際

026 伍、深化國際觀光情誼，推辦雙邊會議交流

028 陸、營造友善智慧環境，完善旅遊服務網絡

032 柒、配合推動「消費提振措施」，帶動國人精采出遊

034 第一章
觀光市場概況

036 第一節 全球旅遊市場

038 第二節 來臺旅遊市場

042 第三節 國人出國市場

048 第四節 國民旅遊市場

054 第五節 觀光對經濟之影響（觀光衛星帳）

056 第二章
國際觀光宣傳與推廣

058 第一節 全球市場齊揚，邁向觀光大國

062 第二節 活化行銷作為，放送優勢魅力

070 第三節 國際宣傳動員，觀光品牌加分

099 第三章
國民旅遊推展與行銷

100 第一節 推動大型節慶賽會活動

104 第二節 友善旅遊環境措施

108 第三節 推動國民旅遊卡

110 第四章
觀光資源開發與管理

110 第一節 觀光資源規劃建設與經營管理

112 第二節 國家風景特定區建設與經營管理

192 第三節 觀光資源政策及法案之推動

002 Foreword

009 2015 Summary of Important Policy Achievements

011 I. Promoted the “Taiwan Tourism Program”, and Created Excellent Tourism Venues

023 II. Developed High-end Markets and Attracted Tourists With Multiple Market Spending Potential to Taiwan

025 III. Improved the Quality of Mainland Tourists, Implemented Optimal Management Strategies

027 IV. Promoted Special Tourism Activities, Branded Taiwan Tourism Calendar Internationally

029 V. Deepened the Friendship through International Tourism, Pushed for Exchanges through Bilateral Meetings

031 VI. Created a Friendly and Smart Environment, Optimized the Tourism Service Network

032 VII. Coordinated and Promoted the “Consumption Boost Measure”, Motivated Taiwanese to Take Brilliant Tours

034 Chapter 1
The State of the Tourism Market

037 Section 1 Global Travel Market

041 Section 2 Taiwan Inbound Tourism Market

043 Section 3 Taiwan's Outbound Tourism Market

048 Section 4 Taiwan's Domestic Travel Market

054 Section 5 The Impact of Tourism on the Economy (Tourism Satellite Accounts)

056 Chapter 2
International Tourism Advertising and Promotion

059 Section 1 Organized Promotional Events in Global Markets to March toward Becoming a Major Tourism Power

063 Section 2 Activated Marketing and Deployment of Tourism Markets

071 Section 3 Mobilized International Advertising and Encouraged Tourism Branding

099 Chapter 3
Domestic Travel Promotion

101 Section 1 Promotion of Major Festivals and Activities

105 Section 2 Measures to Create a Friendly Travel Environment

109 Section 3 Promotion of the National Travel Card

110 Chapter 4
Development and Management of Tourism Resources

113 Section 1 Planning, Development and Management of Tourism Resources

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

193 Section 3 Promotion of Policies and Acts on Tourism Resources



明池國家森林遊樂區 /
Minchi National Forest Recreation Area



延平郡王祠 / Koxinga Shrine

200 **第五章**
觀光產業之輔導與管理

- 202 第一節 旅行業
- 206 第二節 觀光旅館業
- 208 第三節 旅館業及民宿
- 208 第四節 觀光遊樂業
- 212 第五節 觀光產業教育訓練及人才整備

219 **第六章**
觀光資訊及安全服務

- 220 第一節 旅遊資訊服務
- 222 第二節 國際門戶第一線服務
- 222 第三節 科技技術服務運用
- 224 第四節 旅遊安全及意外因應

228 **第七章**
展望 105 年

- 230 第一節 加速觀光產業轉型升級、創新發展，
提升臺灣觀光價值
- 236 第二節 引導陸團優質發展，服務品質再升級
- 236 第三節 打造觀光新亮點，推展在地體驗觀光

240 **附錄**

- 241 一、大事紀要
- 251 二、觀光行政機關組織系統表
- 252 三、交通部觀光局國家風景區管理處
- 254 四、交通部觀光局駐外單位

200 **Chapter 5**
Guidance and Administration of the
Tourism Industry

- 203 **Section 1** Travel Agencies
- 207 **Section 2** Tourist Hotel Industry
- 209 **Section 3** Hotel Industry and Homestays
- 211 **Section 4** Tourist Amusement Enterprises
- 215 **Section 5** Educational Training and Talent Cultivation
for the Tourism Industry

219 **Chapter 6**
Tourism Information and Safety Services

- 221 **Section 1** Travel Information Services
- 221 **Section 2** Front-line Services at International
Gateways
- 223 **Section 3** Implementation of Tech-based Services
- 225 **Section 4** Travel Safety and Accident Policy

228 **Chapter 7**
Plans for 2016

- 231 **Section 1** Speeding up the Transformation and
Upgrading of the Tourism Industry,
Innovation and Development
- 237 **Section 2** Upgrading the Quality of Mainland China
Tour Groups and Tour Services
- 237 **Section 3** Create New Tourism Attractions /
Promote Localized Travel Adventures

240 **Appendixes**

- 241 **I.** Major Events
- 251 **II.** Organization of Tourism Administration
- 252 **III.** National Scenic Area Administrations
- 254 **IV.** Overseas Branch Offices

104 年 重要施政成果摘要

2015 Summary of Important Policy Achievements



三重安濃津 yosakoi 活動

The activity of Anotsu yosakoi, Mie



◆ 104 年重要施政成果摘要

壹、推動「觀光大國行動方案」，打造質量併進的觀光榮景

臺灣觀光發展面臨從「量變」轉型到「質變」的契機，為延續「觀光拔尖領航方案」推動成果及質量併進的觀光榮景，觀光局推出「觀光大國行動方案（104-107年）」，以「質量優化、價值提升」的觀光理念，訂定各項執行策略與行動方案，期能帶動國內外觀光市場及觀光產業全面躍升，而 104 年為本方案執行的第一年，亦是最重要的起步。

本方案執行截至 104 年底，已創下來臺旅客達 1,043 萬人次的佳績，貢獻觀光外匯收入約新臺幣 4,589 億元，促進觀光就業達 19 萬人次，帶動旅館業投資達 3,308 億元，旅宿業總房間數成長至 19 萬間房，吸引 Marriott 等 19 個國際連鎖旅館品牌進駐臺灣，為臺灣的觀光市場注入新的活力，而臺灣觀光更是躍上國際舞臺，獲得美國 CNN 將臺灣列為 2016 年全球 16 個熱門旅遊景點、Business Insider 列為 2016 年必去新興旅遊景點第 6 名等多方肯定。各執行計畫推動成果如下：

一、優質觀光

（一）旅行業品牌化計畫

1. 為強化品牌識別及經營體制，已輔導 3 家建立企業品牌、47 家辦理財務報表簽證、30 家旅行業運用網際網路經營業務。
2. 已輔導成立「中華民國導遊領隊職業工會全國總工會」，強化勞資夥伴關係。
3. 強化交易安全檢查，共檢查 99 間旅行社，廢止 12 家旅行業執照，經查尚無重大危及交易安全事項。

◆ 2015 Summary of Important Policy Achievements

I. Promoted the "Taiwan Tourism Program", and Created Excellent Tourism Venues

As the direction of Taiwan's tourism industry shifted from optimizing "quantity" to "quality", the Tourism Bureau rolled out the "Taiwan Tourism Action Plan (2015 - 2018)", continuing the promotion and achievements of the excellent tourism venues in the "Project Vanguard For Excellence in Tourism" program. The Tourism Bureau aims to improve the quality and value of Taiwan's tourism venues, set various policies for execution, and push for an all around boost in the domestic and international tourism market and industry. As 2015 was the first year this program rolled out, it is an important first step.

From the time the program was implemented at the end of 2015, an impressive 10.43 million tourists have visited Taiwan, contributing total revenue of NT\$458.9 billion. In addition, 190,000 tourism jobs have been created, enabling up to NT\$330.8 billion of hotel investments. The total number of available rooms in the hotel and lodging industry grew to 190,000, with 19 international hotel chains, including Marriott, opening branches in Taiwan. All these activities have injected renewed energy in Taiwan's tourism industry and bestowed international attention to its achievements. CNN in the US ranked Taiwan as one of the 16 most popular tourism destinations in the world in 2016. Business Insider also selected Taiwan as the world's 6th must-visit attraction in 2016. Below are various execution plans and promotional results:

I. Top Quality Tourism

(I) Travel Industry Branding Program

1. In order to strengthen brand recognition and management infrastructure, 3 brands were established, 47 businesses submitted financial statements for visa applications, and 30 travel-related businesses have employed business transactions via the internet.
2. The "ROC Tour Leadership Profession Union ACFTU" was successfully established and personnel received training. The industry's partnership with labor was also strengthened.
3. Transaction security checkpoints were strengthened, 99 travel agencies were inspected, and 12 business licenses from travel businesses were revoked. After further inspection, no major violations and security matters were found.
4. To improve the tour experience for Mainland Chinese groups, a sightseeing inspection focus unit was established in August 2015, in order to expand the authority of the inspection administration and maintain travel industry standards, as well as improve the quality of Mainland Chinese tours. In 2015, a total of 37,600 tours (856,000 individuals) visited Taiwan – comprising 45% of the year's tour group population. Since March 1, 2016, this rate has increased to 66%.

- 為提升陸客觀光團旅遊品質，已於 104 年 8 月成立觀光專責稽查單位，擴大行政稽查以遏止違規投機行為，並鼓勵陸客優質團，104 年共 3.76 萬優質團 85.6 萬人次來臺，占整體觀光團比例已達 45%，自 105 年 3 月 1 日將調高比例達 2/3。

(二) 旅宿業品質精進計畫

- 推動「星級旅館」評鑑，針對首次參加評鑑且獲得星級標章之業者，補助評鑑費 7 成，截至 104 年底已輔導 606 家星級旅館，後續將持續輔導異業媒合、成立聯盟或創新本土品牌。



- 積極遴選「好客民宿」，已選出 698 家好客民宿（其中 104 年新增 122 家），並抽查複評 100 家好客民宿（其中 84 家通過、13 家取消好客民宿資格、3 家限期改善），維護好客民宿品質。
- 擴充「臺灣旅宿網」功能，加強行銷星級旅館及好客民宿。
- 加強取締違規旅宿，於 104 年 12 月 30 日實施「交通部觀光局協助地方政府執行違法旅宿取締工作補助要點」，提供執行取締所需人力經費，以增進地方政府稽查頻率及成效。

(三) 旅宿業創新輔導計畫

- 獎勵觀光產業升級，已輔導 221 家業者取得優惠貸款，貸款總額 96.8830 億元，核准利息補貼 101 家，總額 1.9599 億元。
- 已邀請專家學者組成輔導小組，刻正輔導 6 都交通節點，客房數 15 間以下小型旅館轉型為青年或平價旅館。
- 於 104 年 11 月 12 日發布「交通部觀光局提供受災旅宿業資本性融資相對信用保證要點」，與財團法人中小企業信用保證基金合作，並提撥新臺幣 7,000 萬元作為擔保，協助受災旅宿業取得貸款之信用保證。

(四) 觀光遊樂業優質計畫

- 已輔導劍湖山、六福村、麗寶樂園及義大世界等 4 家建立人才培育機制，並補助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等 21 項創新措施。
- 已辦理年度督導考核競賽暨擴大辦理聯合稽查，並針對活動之安全管理及種類屬性納入觀光遊樂業管理規則管理，強化旅客安全配套措施。

(II) Travelodge Industry Quality Enhancement Project

- The Tourism Bureau, MOTC Pushed for "Star Hotel" evaluation, focused on evaluation of first participants that received a star rating, and subsidized 70% of the evaluation fee. By the end of 2015, 606 Star Hotels have undergone hospitality instruction and enhancement. Later, cross-industry match-up training will be provided continuously in order to establish alliances or new local brands.
- 698 "Taiwan Host" members were proactively selected during 2015, including 122 new members. 100 Taiwan Host members were randomly selected for quality assessment (84 of the 100 passed re-evaluation, 13 were revoked from Taiwan Host status, and 3 were given a deadline for improvements). These procedures were in place to maintain Taiwan Host's quality.
- The function of the Taiwan Stay website was expanded and the sales of Star Hotel-rated hotels and Taiwan Host-B&Bs were strengthened.
- The disqualification procedures on hotels that violated certain quality parameters were strengthened. The "Essential Points for the Tourism Bureau, MOTC's Assistance to Local Government's Execution to Ban Job Subsidies to Illegal Travelodge" was implemented on December 30, 2015. Manpower and funding were provided to execute the ban in order to increase local government's inspection frequency and effectiveness.

(III) Travel Industry Innovative Training Program

- The tourism industry was rewarded for upgrading their establishments. 221 businesses were successfully trained to acquire concessional loans for a total of NT\$9.6883 billion, and interest subsidies of NT\$195.99 million to 101 businesses were approved.
- Experts were invited to form training groups to provide guidance with 6 transportation connection hubs. Small establishments with fewer than 15 guestrooms were reclassified as youth hostels or budget hotels.
- On November 12, 2015, the "Essential Points Guaranteed by the Tourism Bureau, MOTC to Provide Capital Financing Relative Credit to Affected Travel Industry Businesses" was released. The Tourism Bureau also collaborated with the Small and Medium Enterprise Credit Guarantee Fund, setting aside NT\$70 million, and assisted affected travel industry businesses with obtaining credit guaranteed loans.

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

- The Tourism Bureau successfully trained 4 talent-development teams at Janfusun Fancyworld, Leofoo Village Theme Park, Lihpao Land, and E-Da Theme Park, and assisted them with the implementation of 21 quality improvement measures, including human resources development, facility repair, visitor transportation connection services, and other innovative services.
- The annual supervision and evaluation of competitions was managed successfully, and the organization for joint inspections was expanded. The Tourism Bureau also focused on activities involving security management and categories that can be included under the rules and regulations handled by the administration of the tourism and amusement industries, and strengthened safety support measures.

3. 加強國內外宣傳，辦理「暑假聯合行銷」記者會、發表「愛上樂園」主題曲及MV；邀請中國、新馬媒體及部落客來臺踩線報導；舉辦「北京推廣會」，強化曝光度及洽談合作，以增進來臺意願。

(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，已培育 1,314 位關鍵人才，並辦理 2 場觀光論壇（頂級客戶服務心法／張伯良；觀光餐旅產業之現況／田桂成）。
2. 國外訓練：高階養成部分，選送旅行業 12 位至日本、觀光旅館業 29 位至曼谷、清邁、觀光遊樂業 16 位至九州、大阪、自行規劃 4 位前往國外參訪觀摩。

二、特色觀光

(一) 跨域亮點及特色加值計畫

1. 跨域亮點計畫：已選出雲林、苗栗、新竹、嘉義、桃園及彰化等 6 項計畫案，將請入選地方政府依照核定內容加速推動。
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，已核定 64 項計畫，陸續發包執行中。

(二) 特色觀光活動扶植計畫

1. 輔導 15 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」、「鹿港慶端陽系列活動」、「臺灣國際熱氣球嘉年華」、「三義國際木雕藝術節」、「臺灣夏至 235 系列活動」、「臺灣夏至 235 暨太陽回轉 107 夏至 23 度半北回歸線故事暨環保教育之旅」、「旗津黑沙玩藝節」、「宜蘭國際童玩藝術節」、「乙未雞籠中元祭」、「雲林國際偶戲節」、「新竹縣義民文化祭」、「臺北馬拉松」、「臺灣國際衝浪公開賽」及「嘉義市國際管樂節」等。



2. 輔導 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」、「臺南市國際龍舟錦標賽」、「花蓮原住民族聯合豐年節」、「恆春古城國際豎孤棚觀光文化活動」、「高雄左營萬年季」、「臺北溫泉季」、「新竹縣國際花鼓藝術節」、「新社花海暨臺中國際花毯節」、「南投清境跨年晚會—星空電音迎雪祭」等。
3. 辦理「2015 如何籌辦國際性節慶觀光活動之研討會」，邀請日本、德國及國內專家就美食、慶典、活動安全管理及國內活動 4 大主題案例分享，以促進經驗交流與傳承，共 200 人參加。

3. Domestic and international promotion efforts were strengthened, and the “Summer Joint Marketing” press conference was conducted. In addition, the “In Love With Amusement Parks” theme song and music video was publicized. Media partners from Mainland China, Singapore, Malaysia and bloggers were invited for the press coverage, and the “Beijing Promotion Conference” was conducted to increase exposure and strengthen negotiation efforts towards increasing tourism in Taiwan.

(V) Key Tourism Personnel Cultivation Plan

1. Domestic Training: Base, mid and top level personnel training was provided systematically, resulting in 1,314 key personnel successfully trained and two tourism forums organized (Top level customer service / Chang Bo-liang; Status of tourism hospitality industry / Tian Gui-cheng).
- 2 International Training: Top-level personnel development was conducted by sending 12 travel industry personnel to Japan, 29 tourism hotel personnel to Bangkok and Chiang Mai, 16 sightseeing and amusement park personnel to Kyushu and Osaka, and 4 to other countries to gather information.

II. Special Tourism

(I) Cross-border Spotlight and Characteristic Value Plan

1. Cross-border Spotlight Plan: Six locations were selected for the plan - Yunlin, Miaoli, Hsinchu, Chiayi, Taoyuan, Changhua. Selected areas' local governments will be asked to follow approved content and expedite promotion efforts.
2. Recreational Facility Characteristic Value Plan: Subsidies were provided to local governments to add characteristic values to existing recreational facilities. 64 groups have already been approved and the rest are planned to roll out gradually.

(II) Characteristic Tourism Activity Support Plan

1. The Tourism Bureau provided training to enhance the quality of 15 international tourism venues, including “Yanshui Rocket Folk Cultural Activity”, “Taichung Mazu International Tourism Culture Festival”, “Kaosiung Neimen Battle Array”, “Lugang Dragon Boat Festival Activities”, “Taiwan International Hot Air Balloon Festival”, “Sanyi International Wood Carving Art Festival”, “Taiwan Fun on the Tropic of Cancer Activities”, “Taiwan Fun on the Tropic of Cancer, Summer Solstice 23.5 Degrees Tropic of Cancer Story and Environment Education Tour”, “Cijin Black Sand Art Festival”, “Yilan International Children's Folklore and Folk Game Festival”, “Yiwei Keelung Ghost Festival”, “Yunlin International Puppet Festival”, “Hsinchu County Yimin Cultural Festival”, “Taipei Marathon”, “Taiwan Open of Surfing Competition”, and “Chiayi City International Band Festival”, etc.
2. Training was provided to enhance the quality of 10 domestic tourism venues, including “Kaohsiung Lantern Festival”, “Yilan Green Expo”, “Tainan City International Dragon Boat Championship”, “Hualien Indigenous Joint Ethnic Harvest Festival”, “Hengchun Old City International Shed-building Sightseeing Cultural Activity”, “Kaohsiung Zuoying Wannian Folklore Festival”, “Taipei Hot Spring Festival”, “Hsinchu County International Drumming and Art Festival”, “Sea of Flowers in Xinshe and Taichung International Flower Carpet Festival”, “Cingjing New Year's Eve Party and Snow-Electronic-Starry Festival in Nantou”, etc.

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。

(三) 多元旅遊產品深耕計畫

1. 國際光點推廣計畫：已促成北區 1、中區、南區、東區、不分區等 5 處自主營運，持續輔導不分區 2、北區 2 朝向自主經營。
2. 臺灣觀光年曆推廣計畫：
 - (1) 臺灣觀光年曆 41 項國際觀光活動，估計吸引逾 2,000 萬人次參加，創造 200 億元觀光收益。
 - (2) 與 Google 合辦「Anytime for Taiwan 臺灣旅行無攝限」全球網路影片徵件活動，並選出香港籍的 Andy Kong 獲贈環球機票大獎，共吸引 60 萬人次觀賞影片。該 YouTube 頻道累積超過 137 萬觀看次數，活動官方 Google+ 專業累積超過 100 萬人主動追蹤。
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，自 104 年 11 月 1 日實施東南亞 5 國優質團簽證便捷措施。
 - (2) 與文化部合作推廣故宮南院：104 年 12 月 28 日開院，持續協助辦理遊程規劃及行銷，包含於平面媒體、旅展、推廣會、記者會等活動行銷，並辦理國際業者媒體熟悉之旅。
 - (3) 與衛福部合作協助媒合觀光與健康兩大產業：由駐海外辦事處宣傳我國觀光醫療資訊，及提供業者廣告分攤與獎助促銷。



1

(四) 臺灣觀光目的地宣傳計畫

1. 發表 2015 年全新臺灣觀光宣傳影片，開拓「過境」、「自行車」及「郵輪」3 大主題客源市場。
2. 以「喔熊」萌意象海外代言臺灣觀光，包含與日本千葉縣、西武獅棒球隊等合作 4 場吉祥物推廣活動、參加美國裙襖搖搖 LPGA 高爾夫球公開賽、紐約自行車節 Bike Expo、韓國首爾噗通噗通 Festival 等 9 場公關推廣活動、參加 48 場旅展及推廣會，並與航空公司、旅行社合作開發 4 件喔熊贈品等。
3. 各客源市場分眾行銷：
 - (1) 日本：以「美食、浪漫、樂活、購物」為主軸，善用臺灣親日友日的印象及氛圍，如邀請吳宇森導演、偶像明星木村拓哉合作臺灣觀光宣傳影片「Time for Taiwan」。



2



3

3. The "2015 How To Organize An International Festival and Sightseeing Activity Seminar" was conducted, and experts from Japan, Germany and Taiwan were invited to share their experiences in four main areas: Food, celebrations, special event safety management, and domestic events. A total of 200 people attended to share their experiences and exchange information.

4. The publicity and marketing work of the "Taiwan Tourism Calendar" was conducted to strengthen and expand brand awareness, elevate the importance of the tourism calendar to event organizers, and maximize the benefits of brand awareness and creative marketing.



4

(III) Diverse Tourism Product Cultivation Plan

1. International Spotlight Promotion Plan: Facilitate autonomous operation in Northern Region 1, Central, Southern, Eastern and Nationwide Regions. Continue to coach Nationwide Region 2 and Northern Region 2 to operate autonomously.
2. Taiwan Tourism Calendar Promotion Plan:
 - (1) The 41 international tourism events on the Taiwan Tourism Calendar are estimated to have attracted more than 2,000 participants, while bringing in about NT\$20 billion of tourism earnings.
 - (2) We collaborated with Google to organize the "Anytime for Taiwan Unlimited Travel Videos" global network video collection event. A Hong Kong national, Andy Kong, was selected to receive the universal air ticket prize. Over 600,000 users watched the YouTube video, which had more than 1.37 million views. The official Google website tracking the event had more than 1 million followers.
3. Tourism Platform Resource Integration Plan:
 - (1) We collaborated with the Ministry of Foreign Affairs to facilitate the Convenient Visa Application Measure with 5 Southeast Asian countries. Since November 1, 2015, the 5 Southeast Asian Countries Convenient Visa Application Measure was implemented.
 - (2) We collaborated with the Ministry of Culture to promote the Southern Branch of the National Palace Museum. Assistance in managing travel itinerary planning and marketing were provided on an on-going basis, including in print media, travel fairs, marketing fairs, press conferences, and other marketing events. Commonly-planned trip itineraries were developed for international businesses and the media.
 - (3) We collaborated with the Ministry of Health and Welfare to assist with the integration of the tourism and health industries: Overseas offices will be responsible for promoting Taiwan's tourism and medical news, and provide businesses with ad-sharing and grant promotions.

(IV) Taiwan Sightseeing Destinations Promotion Plan

1. Premiered the 2015 Taiwan tourism promotion film, and developed the three main Taiwan tourism markets: Tour transit, biking, and cruise.

- (2) 韓國：以「美食、樂活、文化」為主軸，運用代言人公關活動，並與韓國 Hanatour 等大型旅行社簽署擴大送客計畫、開發高爾夫行程。
- (3) 歐美：以「美食、文化、樂活、生態」為主軸，建立臺灣旅遊目的地印象，包含與名人 Malan Breton 合作紐約時尚周與紀錄片、Smithsonic 公司合作美國博物館日、Orlando 動物園合作喔熊日、參與當地自行車活動露出等，擴大臺灣觀光品牌知名度與滲透力。
- (4) 大陸：強調「塑品牌、推亮點、促感動」，以臺灣獨特魅力與人情味，聯合優質臺商通路策略聯盟，並藉由社群傳播、邀訪、踩線等，吸引高端人士來臺。
- (5) 東南亞：以「美食、浪漫、樂活、購物」為主軸，深化經營目標市場，提高重遊話題，簡化簽證措施，包含組團參加菲、泰、馬等旅展及推廣會、辦理旅遊達人講座及香港感謝有您特惠專案、實施東南亞 5 國優質觀光簽證便捷措施等。



(五) 高潛力客源開拓計畫

1. 郵輪市場：強化區域合作，透過亞洲郵輪 (Asia Cruise Fund, ACF) 結合臺灣、香港、菲律賓及海南於邁阿密郵輪舉辦聯合宣傳活動，並首次參與國際郵輪協會 CLIA 舉辦之 Cruise3sixty 郵輪展，直接針對郵輪業者教育訓練，104 年吸引郵輪旅客達 26 萬人次，成長 7.5%。
2. 獎勵旅遊市場：參加國際 4 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，104 年吸引 344 團，成長 6.5%。
3. 穆斯林市場：輔導 85 間穆斯林友善餐廳；於 13 處國家風景區及交通場站設祈禱室及淨下設備；辦理熟悉旅遊；104 年共 20 萬穆斯林旅客來臺，成長 7%。
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，104 年共吸引 3 萬 6,698 人次，成長 45%。



2. The "OhBear" image was used as an overseas spokesperson for Taiwan tourism, including teaming up with Japan's Chiba County and Saitama Seibu Lions Baseball Team to hold 4 mascot promotional events. We also attended 9 public relations and promotional events, including the US LPGA Golf Open, New York Bike Expo, and the Seoul Putong Putong Festival in Korea. In addition, we participated in 48 travel fairs and promotion seminars, and collaborated with airlines and travel agencies to develop 4 "OhBear" gifts.
3. Conducted Marketing on Individual Market Resources:
 - (1) Japan: Focused on themes of food, romance, fun, and shopping. We took advantage of Taiwan's friendly reputation and atmosphere to the Japanese. For example, Director John Woo and Japanese teen idol Takuya Kimura were invited to team up to produce the Taiwan tourism promotion video, "Time for Taiwan".
 - (2) Korea: Focused on food, fun, and culture. Ministry spokesperson(s) attended public relations activities and signed a plan with Korea's big travel agencies (such as Hanatour) to increase tourists traveling from Korea to Taiwan. Developed a golf-focused itinerary. A golf-focused itinerary was developed.
 - (3) Europe and America: Focused on food, culture, fun, and ecology. The Taiwan Tourism Destination campaign was created, including events with celebrity Malan Breton during New York Fashion Week. We also collaborated with Smithsonian Institute on the US Museum Day, worked with Orlando Zoo to have an "OhBear" day, and participated in local biking events to develop Taiwan's tourism branding, reputation and penetration.
 - (4) Mainland China: Emphasis was placed on shaping Taiwan's tourism brand, while pushing its distinctiveness and creating an emotional attachment. Through community discussion channels, we stressed Taiwan's unique charm and hospitality to create strategic marketing alliances and attract high-end tourists to Taiwan.
 - (5) Southeast Asia: Focused on food, romance, fun, and shopping. Targeted business markets were further developed. Topics about return visits, simplified visa application measures, and organized tours to attend promotional seminars in the Philippines, Thailand, and Malaysia were expanded on. In addition, lectures with travel experts were conducted and the "Grateful for you, Hong Kong" campaign was rolled out. Furthermore, the 5 Southeast Asian Countries Convenient Visa Application Measure was implemented.

(V) High Potential Tourists Source Development Plan

1. Cruise Market: We strengthened regional collaboration through the Asia Cruise Fund (ACF), and organized joint promotional activities with Taiwan, Hong Kong, Philippines and Hainan with the Miami Cruise authority. In addition, we participated at the Cruise3sixty Cruise Show held by the Cruise Lines International Association (CLIA) for the first time. The show focused on the education and training of the cruise industry. In 2015, 260,000 people took a Taiwan cruise – a growth rate of 7.5%.
2. Reward the Tourism Market: We attended the 4 major international seminars and professional exhibitions that focused on the tourism industry, while customized cultural performances and souvenirs were provided. During 2015, 344 unique tour organizations visited Taiwan – a growth rate of 6.5%

3. Muslim Market: Training to 85 Muslim-friendly restaurants were provided; prayer rooms and cleaning facilities at 13 national scenic areas and transportation stations were set up; tour itineraries were organized; During 2015, 20 million Muslim tourists visited Taiwan, a growth rate of 7%.
4. Educational Tourism Market: We provided subsidies to Taiwan schools for reception fees and manufacturing promotional memorabilia, and assistance to educational institutions' overseas offices for organizing promotional seminars. During 2015, 36,698 people from the education tourism market came to Taiwan - a growth rate of 45%.
5. Overall Promotion Incentives Measure: 200,000 EasyCards (NT\$50 value), 80,000 airport bus connection vouchers, 30,000 hot spring vouchers, 30,000 single-ride high-speed rail ticket vouchers, and 20,000 amusement park ticket vouchers were issued.

III. Wise Tourism

(I) Wise Tourism Promotion Plan

The Taiwan tourism information OpenData database was created, and loaded with a total of 17,100 data entries. Since its inception, OpenData tourism information has been downloaded 19,411 times, and the Tour Taiwan APP was downloaded a total of 805,000 times.

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

Personnel located at various business locations were trained to operate 115 information booths or stations. The Tourism Bureau focused their education and training on meeting visitor needs. "Inquiry SOP" was set up, which displayed the exclusive station sign, maps and informational billboards, service manual, and the station's introductory leaflets in Chinese, English, and Japanese; During the set up period, there were professional coaching teams that provided consultation and held information sharing meetings for participants to share their experiences and learn from each other.

(III) Taiwan Pass Promotion Plan

Kaohsiung-Pingtung-Penghu Limited Card (about 22,000 cards issued), and Yilan Limited Card (about 20,000 cards issued) were issued in 2015. The Tourism Bureau conducted product marketing press conference and invited people to try the products.

IV. Sustainable Tourism

(I) Taiwan Tourist Shuttle Upgraded Service Plan

39 routes were approved in 2015 with 82 ticket types for various tour packages, attracting 3.35 million travellers. There were 15 routes with e-guided tour service on the train. To act in concert with the Highway Administration's "University Campus Bus Operation" plan, the Pingbei route and Jiaoxi routes were modified to run on campus in order to increase student usage.

(II) Taiwan Tour Bus Upgraded Service Plan

During 2015, 26 businesses were trained to operate 106 travel packages. The travel itinerary covered all the major attractions in Taiwan, and included the Taiwan tourism travel package passport. Free Wi-Fi network and Chinese, English, Japanese, and Korean language guided tours were available. For the plan, international passengers have exceeded 50% and satisfaction rate was 91.56%.

5. 整體獎勵優惠促銷措施：104 年已發行 20 萬張悠遊卡（內加值 50 元）、機場巴士接駁券 8 萬張、溫泉券 3 萬張、高捷單次搭乘券 3 萬張、遊樂園門票抵用券 2 萬張。

三、智慧觀光

(一) 智慧觀光推動計畫

已建置臺灣觀光資訊資料庫，累計 1 萬 7,100 筆資料，OpenData 觀光資料下載達 1 萬 9,411 次，旅行臺灣 APP 下載人次累計達 80.5 萬人次。

(二) I-center 旅遊服務創新升級計畫

已輔導各地業者設置 115 處借問站，觀光局針對自發加入的業者進行教育訓練，建立「借問 SOP」，並提借問站專屬招牌、地圖資訊看板、服務手冊、該站專屬的中英日文介紹摺頁檔案等；設置期間也會有專業輔導團隊提供諮詢，以及舉辦分享會，讓參與業者分享經驗、互相學習。

(三) 台灣好玩卡推廣計畫

104 年已推出高屏澎限定卡（發行約 2.2 萬張）及宜蘭限定卡（發行約 2 萬張），並辦理產品上市記者會，廣邀民眾前來體驗。預定於 105 年發行臺中市及臺東縣 2 張新卡。

四、永續觀光

(一) 台灣好行服務升級計畫

104 年已核定 39 條路線，82 款套票，已吸引 335 萬人次搭乘，尤其已有 15 條路線導入車內 e 化導覽解說服務，並為配合公路總局「大專院校公車進校園」計畫，已辦理屏北線、礁溪線路線變更駛入校園，增加學生客源。

(二) 台灣觀巴服務維新計畫

104 年度輔導 26 家業者營運 106 條種套裝旅遊行程，行程範圍除涵蓋全臺各地重要景點，並包裝台灣觀巴旅遊護照，建置免費無線網路及中英日韓語音導覽服務，搭乘的國際旅客已逾 5 成，滿意度達 91.56%。

(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

已推出國家風景區 30 條無障礙旅遊路線；已與旅行社合作包裝成 21 種銀髮族旅遊產品（含自由行套票 12 種、團體旅遊行程 9 種），供民眾選購。

(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 682 人次訓練，輔導部落觀光產業 128 家，創造產值達 3.35 億元，協助部落就業人數達 684 人次；另強化交通接駁服務，如參山管理處與臺中市政府辦理「環山部落至武陵農場」觀光巴士遊程。

貳、開發高端潛力市場，多元行銷來臺客源

一、開拓郵輪市場

(一) 建構區域合作

持續運用與香港、菲律賓、海南簽署之「亞洲郵輪專案 (Asia Cruise Fund, ACF)」提供國際郵輪公司靠岸成員港口宣傳獎助，以及共同於「2015 邁阿密郵輪展」辦理聯合宣傳酒會，擴大 ACF 在國際郵輪公司能見度及影響力，吸引國際郵輪巡訪停靠亞洲海域。ACF 於 104 年 10 月更名為「亞洲郵輪聯盟 (Asia Cruise Cooperation, ACC)」，廈門同時間成為新成員，目前共有 5 個聯盟成員，合作模式除提供郵輪公司宣傳獎助外，另有共同的行銷宣傳專案。



(二) 提供友善接待

透過製作 6 大港口導覽手冊、協調簽證簡化措施、提供接待港口或地方縣市迎賓活動補助、與相關協會合作辦理教育訓練、臺灣港務公司郵輪合作平臺等方式，持續提高臺灣國際郵輪接待環境，增強國際競爭力。

二、爭取穆斯林市場

為爭取穆斯林龐大客源來臺觀光，104 年持續開拓馬來西亞、印尼、新加坡及中東市場客源，配合直飛航班組團參加主要旅展如「馬來西亞 MATTA 旅展」、「新加坡 NATAS 旅展」、「中東杜拜 ATM 旅展」，或辦理臺灣旅遊推廣會，如印尼雅加達臺灣觀光推廣活動、馬來西亞臺灣觀光推廣活動及新加坡推廣活動等，並邀請主流旅遊業者與媒體來臺考察及採訪報導，以開拓穆斯林國家潛力客源。



三、推動東南亞優質市場簽證便捷措施

為積極爭取東南亞新興市場新富客層訪臺，觀光局與外交部領事事務局多次研商，並報經行政院核定，自 104 年 11 月起實施東南亞優質團簽證便捷措施，並免收簽證費，促使東南亞新興市場優質團來臺更便利。截至 104 年 12 月 31 日止，已同意 62 團 1,257 人次符合專案資格，並轉請駐外代表處核發簽證，實際已入境 48 團 0,852 人次。

(III) Travel Industry Green Service Plan

Staff at 76 hotels was coached to acquire star ratings, hot spring, or environmental protection certification.

(IV) Accessibility and Senior Tourists Travel Promotion Plan

During the year, 30 accessible national scenic area travel routes were launched in collaboration with travel agencies, in addition to 21 travel packages for seniors (including tickets for 12 types of freestyle tour packages, 9 different tour group itineraries).

(V) Indigenous Tribal Tourism Promotion Plan

The Indigenous Tribal Tourism Promotion Association was established, and associated travel itineraries and tribal tour personnel training were actively pursued. 682 personnel underwent training, and 128 tribal tourism businesses received coaching, generating NT\$335 million worth of output value and providing 684 tribal people with employment opportunities. In addition, transportation services were enhanced, such as Canshan Administration and the "Huanshan Tribe to Wuling Farm" tourism bus itinerary handled by the Taichung City Government.

II. Developed High-end Markets and Attracted Tourists With Multiple Market Spending Potential to Taiwan

I. Developed Cruise Market

(I) Built Regional Collaboration

The Tourism Bureau continued to utilize the Asia Cruise Fund (ACF) signed by Hong Kong, Philippines and Hainan to provide cruise docking promotional grants to international cruise members. We also partnered with the "2015 Miami Cruise Show" to organize a joint promotion cocktail reception to expand ACF's visibility and influence within the international cruise organization, and incentivized international cruise lines to tour and dock at Asian harbors. ACF was renamed Asia Cruise Cooperation (ACC) in October 2015. At the same time, Xiamen became a new member. Currently, there are 5 alliance members. The method of cooperation is to provide cruise promotional grants and share marketing ads and publicity matters.

(II) Provided Friendly Reception

Through the addition of the touring brochures for the 6 major ports, easy visa application measures, port reception or local government reception and assistance, collaboration with related organizations on education and training, collaboration with the Taiwan International Ports Corporation and cruise cooperation platform, the conditions of the Taiwan international cruise reception will continue to improve and our international competitiveness will also continue to increase.

II. Strived for the Muslim Market

In order to compete in the large market for Muslim travellers, Malaysia, Indonesia, Singapore and Middle East have been targeted for tourism since 2015. Groups were formed to coordinate with direct flights to attend major travel fairs, namely the MATTA Fair in Malaysia, NATAS Fair in Singapore, and ATM Fair in the Middle East. Taiwan travel promotion seminars were conducted, such as Jakarta and Taiwan tourism promotion event in Indonesia, Malaysia

and Taiwan tourism promotion event, and Singapore promotion event. Mainstream travel businesses and the media were invited to Taiwan to conduct studies and interviews in order to open up tourism from Muslim countries.

III. Promoted Convenient Visa Application Measure in High Quality Southeast Asian Markets

In order to actively seek out visitors from emerging Southeast Asian markets to Taiwan, the Tourism Bureau met with the Bureau of Consular Affairs and the Ministry of Foreign Affairs numerous times and submitted their proposals to the Executive Branch for approval. In November 2015, the Southeast Asia Convenient Visa Application Measure was implemented. Visa fees were waived, making it more convenient for tour groups from emerging Southeast Asian markets to come to Taiwan. As of December 31, 2015, 62 tour groups (1,257 individuals) were approved as a direct result of the measure. Overseas offices were assigned to issue the visas. There have been 48 tour groups comprised of 852 visitors entering Taiwan as a result of this measure.

IV. Rewarded the Tourism Market

- (I) In 2015, tour groups (consisting of 58,458 individuals) that came to Taiwan were rewarded, an 18.42% growth compared to 2014.
- (II) Continued to execute the "Tourism Bureau Travel to Taiwan Incentive Reward Measure". Incentives, which were given according to the number of visitors, include special cultural performances, welcome cloths exclusive souvenirs, and added bonuses. In addition, large tour groups were especially rewarded with special treatments, such as assistance with clearance, receptions, transportation, banquets, tours, shopping, activity planning, and other special services. The goal is to create a good image of businesses encouraging travel to Taiwan and creating business opportunities driven by long-term incentives for tourists visiting Taiwan.
- (III) Continued to entrust the China International Conference and Exhibition Association to form tour groups and attend 4 major international incentive travel exhibitions and conferences: AIME, IMEX, IT&CMA, and IMEX America. A Taiwan exhibition booth was set up to directly work with potential buyers. The goal is to increase international tour groups' desire to come to Taiwan through the promotion of Taiwan's excellent travel reward programs and the strengthening of the image of Taiwan's tourism brand.
- (IV) Essential points of more favorable grants for travel incentive rewards were reviewed. The goal is to strengthen the competitiveness of Taiwan's international travel reward market through offering better incentives, which attract potential international reward travellers to come to Taiwan to explore and hold events.

III. Improved the Quality of Mainland Tourists, Implemented Optimal Management Strategies

We followed the principle of "Effective Management, Stable Growth" to promote tourism for Chinese tourists, and targeted a daily quota of 5,000 tourists from Mainland China. In April 2015, Taiwan widened its independent traveler program to residents in 11 more Chinese cities. The accumulative total is 47 cities. In September 2015, the upper limit of the daily quota for Mainland independent travelers was adjusted to 5,000.

四、獎勵旅遊市場

- (一) 104 年來臺獎勵旅遊團體共計 5 萬 8,458 人次，較 103 年成長 18.42%。
- (二) 持續執行「交通部觀光局獎勵來臺旅遊優惠措施」，依據人次規模提供優惠措施，如提供文化表演、納入光點計畫地點及表演團體加碼優惠措施、歡迎布條與專屬紀念品等；另針對超大型獎勵旅遊團體，以成立專案工作小組方式，協助通關、接待、交通、宴會、參訪、購物、活動安排等特別服務項目，創造企業獎勵旅遊來臺正面印象，拉動長期獎勵旅遊來臺商機。
- (三) 持續委託中華國際會議展覽協會組團參加 AIME、IMEX、IT&CMA、IMEX America 等 4 項重要國際獎勵旅遊暨會議展，設置臺灣館攤位直接與潛在買主接觸，藉以宣傳臺灣優質獎旅環境及強化臺灣觀光品牌形象，以此提升國際獎勵旅遊團體來臺意願。
- (四) 研擬更優惠之獎勵旅遊獎助要點，藉由提供更佳的獎助條件，吸引潛在國際獎旅對象來臺探勘進而舉辦活動，強化臺灣國際獎旅市場競爭力。



參、提升陸客來臺質量，落實優化管理策略

以「有效管理，穩定成長」原則，推動陸客來臺觀光，陸客觀光團每日平均配額維持 5,000 人，104 年 4 月增加第 5 批大陸旅客來臺自由行 11 個開放城市，累計已開放 47 個城市，104 年 9 月自由行每日配額上限調整至 5,000 人。

引導大陸旅客建立品質觀念，創新來臺旅遊市場精緻商品，104 年 5 月起推動高端品質團專案，積極行銷離島住宿、直航客船、原民部落深度旅遊等專案團體，104 年來臺離島專案團旅客達 13 萬 0,551 人次、原民部落團 1 萬 6,533 人次、直航客船專案團 1 萬 0,499 人次以及高端品質團旅客 6,130 人次。

104 年 4 月修法明文禁止「個人旅遊團客化」，104 年 8 月成立專責觀光稽查隊駐點加強旅遊品質查核，落實各項旅遊品質規範，104 年 10 月修法實施大陸觀光團體旅客赴臺前投保旅遊傷害、突發疾病醫療及善後處理費用等保險，強化團客保險機制，減少醫療欠費等問題。

肆、宣傳特色觀光活動，年曆品牌行銷國際

一、臺灣觀光年曆

交通部觀光局整合中央各部會辦理之國際活動及各縣市政府辦理具國際行銷潛力之活動，共同打造「臺灣觀光年曆」之品牌，具有推動經濟發展、保存文化傳統與藝術、彰顯地方特色的實際效益，更能拓展各項活動之國際知名度，同時吸引大量國內外遊客參加。

為向國內外旅客行銷及推廣「臺灣觀光年曆」，除於各大電子及平面媒體、戶外看板、臺鐵自強號及普悠瑪號椅套、高鐵燈箱等廣告宣傳，並製作年曆中、英、日文版網頁，以及中、英文版手機 APP 供遊客查詢與下載，隨時掌握與活動相關之食、住、行、購等資訊。

為永續推動「臺灣觀光年曆」，已擬訂活動進退場機制，以激勵活動主辦機關重視活動內涵與服務品質，逐步提升臺灣觀光活動之整體素質。於 104 年 3 月 30 日完成全國級活動第 2 次評選，及於 104 年 6 月 12 日完成新增國際級活動遴選作業，目前各部會及縣市政府之國際級活動為 41 個、全國級活動為 47 個；為持續協助提升各國際級及全國級活動品質，於 104 年 6 月至 105 年 5 月辦理臺灣特色觀光活動查核暨輔導作業。

此外，亦將持續透過社群平臺、網路及實體活動、駐外辦事處、國內外行銷宣傳資源，與國內外旅行社合作包裝行程等方式，行銷觀光年曆及活動，讓國內外旅客感受到「天天有活動，處處都感動」，並化為來臺旅遊的實際行動，達到集客效果，帶動觀光及相關產業的發展。

二、部落觀光

觀光局為執行觀光大國行動方案中之「原住民族地區觀光推動計畫」，有效推廣部落觀光活動以吸引國際與國旅遊客，104 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 104 年 12 月 26 日至 28 日於臺北車站多功能展演區辦理「歡迎來做部落客」一部落觀光成果發表會，計有約 4 萬 7,000 人次參觀，體驗觀光局辦理部落觀光推動成果。另推動不受觀光團每日數額限制之原民部落專案，吸引更多大陸旅客至部落深度旅遊，以推廣部落觀光。



伍、深化國際觀光情誼，推辦雙邊會議交流

一、臺日觀光高峰論壇

104 年 5 月 29 日辦理「第 8 屆臺日觀光高峰論壇」。會中共同商討透過郵輪、獎勵旅遊，紓緩旅客集中都會區；建置人才交流機制、強化年輕族群交流及教育旅行；推動雙方共同素材宣傳、推廣、行銷作為，提升地方觀光的交流，雙方將一步步運用臺日觀光高峰論壇平臺，擴展交流的層面及領域，同時提升觀光交流的內涵與質量。

We helped Mainland China tourists build the concept of quality and created innovative and exquisite products for the Taiwan tourism market. Since May 2015, we have promoted the high quality tour group project, outlying-island lodging, direct passenger shipping services and indigenous tribal tours. In 2015, 130,551 tourists participated in the outlying-island lodging; 16,533 tourists participated in indigenous tribal tours; 10,499 tourists took advantage of direct passenger shipping services; and 6,130 tourists participated in the high quality tour group project.

In April 2015, Taiwan law was amended to clearly prohibit “personal tour groups”. In August 2015, a sightseeing inspection team was established to strengthen tourism quality assurance, implement the tourism bureau's specifications, and maintain the quality of each tourism attractions. In October 2015, the amendment requiring tourists from Mainland China tour groups to get travel insurance before visiting Taiwan was implemented. The goal is to reduce medical debts incurred by tourists with sudden illnesses, and strengthen insurance coverage for tour groups.

IV. Promoted Special Tourism Activities, Branded Taiwan Tourism Calendar Internationally

I. Taiwan Tourism Calendar

The Tourism Bureau integrated international events organized by the Cabinet-level agencies, and potential international marketing events handled by local governments, jointly branding the “Taiwan Tourism Calendar”. Branding this calendar benefits the promotion of promoting economic development, the preservation of cultural traditions and art, and the highlights of local attractions. It also helps not only improve the reputation of various events internationally but also draw large numbers of domestic and international tourists.

In order to market and promote the “Taiwan Tourism Calendar” to both domestic and international tourists, there were advertisements in electronic and print media, outdoor billboards, seat covers of Taiwan Railways’ Tze-Chiang and Puyuma express trains, as well as light boxes at the Taiwan High Speed Rail stations. In addition, websites in languages of Chinese, English, and Japanese, as well as phone apps in both Chinese and English were available for tourists to consult and download. Through the websites and the apps, tourists were able to look up information about food, lodging, sightseeing, and shopping.

In order to continuously promote the “Taiwan Tourism Calendar”, an action plan to move forward or hold back events has already been developed was set to motivate event organizers to keep optimizing the service quality, further improve the overall quality of tourism events in Taiwan. On March 30, 2015, the second evaluation for national-level events was completed. On June 12, 2015, the plan to evaluate new international activities was brought up. Currently, there are 41 international-level events and 47 national-level events being organized by both the Cabinet-level agencies and local governments. To improve the quality of various international-level and domestic events on a continuous basis, numerous Taiwan Feature Tourism Activity checks-and-balance and coaching sessions were held from June 2015 to May 2016.

In addition, the Tourism Calendar and events will be marketed continuously through online social networks, community centers, overseas government units, both domestic and overseas marketing campaigns, and tour packages collaborated by domestic and foreign

二、臺韓觀光交流會議

104年11月26日辦理「第30屆臺韓觀光交流會」。會議就擴大臺韓雙方文化、慶典、運動、娛樂等交流層面、加強相互宣傳推廣、包裝旅遊新行程，因應自由行FIT需求，提升軟硬體設備，建置友善環境等為商討重心，並共同宣傳推動亞太地區郵輪旅遊，讓亞洲成為郵輪重鎮。

三、臺越觀光合作會議

104年11月26日於越南胡志明市召開第4屆臺越觀光交流合作會議。會議商討以雙方旅展推廣、人才交流培訓，以及在郵輪推廣、城市交流擴大互動等為主，期透過臺越觀光雙邊合作，加強雙方旅遊成長繁榮。



四、兩岸觀光交流圓桌會議

104年7月28日赴大陸寧夏回族自治區銀川市，參加第7屆海峽兩岸觀光交流圓桌會議，與海峽兩岸旅遊交流協會共同就「提升旅遊品質及市場秩序」、「形塑旅遊友善環境」及「推展多元化旅遊型態產品」3大議題進行研討，期進一步落實「把握新機遇 實現新發展」之目標；並在穩健發展中深化兩岸旅遊交流合作機制，維繫兩岸旅遊合作之永續交流環境。



陸、營造友善智慧環境，完善旅遊服務網絡

一、「台灣好行」(景點接駁)旅遊服務

104年「台灣好行」景點接駁公車擴增為39條路線，總計服務逾335萬人次，除持續提升各路線服務品質，並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。另為鼓勵搭乘，計發行80餘款套票，並加強行銷擴大宣傳效果，使「台灣好行」之知名度能夠再次提升，以達到想要旅遊就想到搭乘「台灣好行」輕鬆出遊之目的，並舉辦「台灣好行規劃大師」之活動，鼓勵年輕朋友邀請非本國籍人士或身心障礙人士組隊規劃「台灣好行」旅遊行程，有效形塑「有台灣好行真行」的形象，總計搭乘人次較103年成長17.5%。

travel agencies. Domestic and foreign visitors, who feel the feature of “being touched by activities everywhere, everyday”, will be driven to make plans to travel to Taiwan. It will help attract more tourists to Taiwan, drive tourism momentum and boost related businesses.

II. Indigenous Tribal Tours

To execute the “Indigenous Tribal Tourism Promotion Plan” under the Multi-cultural Action Plan, the Tourism Bureau effectively promoted tourism events to attract both international and domestic travellers. In 2015, six national scenic areas - Canshan, Sun Moon Lake, Alishan, Maolin, East Coast and East Rift Valley - were redeveloped and upgraded. The Council of Indigenous Peoples, the Ministry of Culture (National Museum of Prehistory), and the Forestry Bureau under the Council of Agriculture were invited to participate in the “Welcome to the Indigenous Tribes” - Indigenous Tribal Tourism Achievement Presentation at the Multifunction Exhibition Area in the Taipei Railway Station from December 26 to 28, 2015. About 47,000 people attended the event to experience the indigenous tribal promotional results organized by the Tourism Bureau. In addition, the Indigenous Tribal Project, which poses no daily limits on number of tour groups, was promoted. This project will further promote indigenous tribal tourism and attract more Mainland tourists to visit indigenous tribes.

V. Deepened the Friendship through International Tourism, Pushed for Exchanges through Bilateral Meetings

I. Taiwan-Japan Tourism Summit Forum

The 8th Annual Taiwan-Japan Tourism Summit Forum was held on May 29, 2015. The topics discussed at the meeting included cruise and travel incentives to direct tourists to concentrate in the metropolitan area; establishing building talent exchange program, strengthening youth cultural exchanges and educational travel. The two sides discussed how to share common tourism materials and jointly promote the marketing strategies in order to improve exchanges at local levels. Both parties will use the Taiwan-Japan tourism summit forum to gradually expand the exchanges, and at the same time, improve the essence and quality of tourism exchange.

II. Taiwan-Korea Tourism Exchange Meeting

The 30th Annual Taiwan-Korea Tourism Exchange Seminar was held on November 26, 2015. The discussion focused on the expansion of exchange areas, such as cultural festivals, sports, and entertainment activities, to mutually strengthen publicity and promotions, as well as develop new tour packages.

In response to the needs of Free Individual Tour (FIT), software and hardware equipment were improved, creating a friendly discussion environment. In addition, Asia-Pacific cruises were promoted collaboratively to allow Asia to become an important cruise region.

III. Taiwan-Vietnam Cooperation Meeting

The 4th Annual Taiwan-Vietnam Tourism Exchange Cooperation Meeting was held in Ho Chi Minh City, Vietnam, on November 26, 2015. The topics discussed at the meeting were campaigns to mutually promote tourism at travel fairs, talent exchange training, promoting cruises, and the expansion of city exchanges. Through the cooperation between Taiwan and Vietnam, both parties will strengthen their tourism industries and grow in prosperity.

二、「台灣觀巴」套裝行程

104 年輔導 26 家業者開行 106 種套裝旅遊行程，總旅客量 40 萬 6,230 人次，直接觀光收益達 5.3 億餘元。自 93 年度開辦至今，總旅客量超過 208 萬人次，其中國外旅客 110 萬多人次（約占總數 53%），直接觀光收益計達 25.8 億元。

104 年「台灣觀巴」為讓旅客旅行臺灣更便利，體驗多元在地風華，除針對具觀光市場發展潛力之旅遊亮點，新增多條路線，並配合「2015 台灣燈會」、「臺灣美食行銷活動」及「臺灣夏至 235 系列活動」開行特色路線，積極充實產品內涵，首度建置中、英、日及韓文語音導覽系統及免費無線網路 Wi-Fi 服務，提升產品服務品質。

三、台灣好玩卡

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；首年（104 年）評選出直轄市組高雄市政府（含高、屏、澎）與非直轄市組宜蘭縣政府 2 個優勝縣市所提計畫，並於 104 年 7 月 15 日正式推出「高屏澎限定」以及「宜蘭限定」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。



四、I-center 旅遊服務體系

觀光局除於國際機場設置 3 處旅客服務中心外，亦輔導地方政府及觀光局國家風景區管理處，依「旅遊服務體系形象識別系統 (CIS) 設計規範」，至 104 年底已於全國各地主要交通場站及遊憩據點，以「i」標誌累積分級建置 50 處旅遊服務中心及 52 處遊客中心，合計全臺共有 105 處 I-center 旅服據點，由專業人員提供旅遊資訊與諮詢服務，營造友善、便利之旅遊環境。



IV. Bi-coastal Tourism Exchange Roundtable

The 7th Annual Bi-coastal Tourism Exchange Roundtable was held in the Hui Ethnic Group Autonomous Region in Yinchuan, Ningxia, Mainland China, on July 28, 2015. The 3 main topics discussed at the Bi-coastal Tourism Exchange Association were "Improving Tourism Quality and Market Order", "Creating Friendly Tourism Environment", and "Promoting Diverse Tourism Attractions and Products". To further implement the objectives of the "Seize New Opportunities, Realize New Developments" initiative, tourism exchanges and cooperation between countries need to be strengthened while maintaining exchanges between the two sides in a continuous manner.

VI. Created a Friendly and Smart Environment, Optimized the Tourism Service Network

I. "Taiwan – The Heart of Asia" (Attraction Connection) Tourism Service

In 2015, the "Taiwan Tourist Shuttle" tourism attractions connection bus was increased to 39 lines, providing services to over 3.35 million people. To improve service quality on various lines, Japanese and Korean versions of the real-time shuttle bus information were added. In addition, 80 kinds of tickets packages were issued to not only encourage the use of the service but also promote the "Taiwan Tourist Shuttle" campaign. The campaign's goal is to let visitors know that they can easily travel throughout Taiwan. The "Taiwan Tourist Shuttle Planning Master" event was also held to encourage young people to invite foreigners or persons with disabilities to form tour groups and join the "Taiwan Tourist Shuttle" travel itinerary. Compare to 2014, the total number of people increased 17.5%.

II. "Taiwan Tour Bus" Package Tour Package

In 2015, 26 businesses were trained to run 106 different tour packages, accounting for 406,230 tourists and more than NT\$530 million in direct tourism income. Since the program was launched in 2004, the number of total passengers has exceeded 2.08 million, including 1.1 million foreign travellers (accounting for about 53% of the total). The direct tourism income reached NT\$2.58 billion.

In order to make travelling to Taiwan more convenient and allow tourists to experience the local cultures, Taiwan Tour Bus has added numerous bus lines to featured local attractions with tourism potential. To coordinate with the "2015 Taiwan Lantern Festival", "Taiwan Fine Cuisine Marketing Activity" and "Taiwan Solstice Activities", special bus routes were opened. Taiwan Tour Bus actively aims to enrich product content and improve product quality. For the first time, the availability of free Wi-Fi services and a multi-language tour guide system were set up to offer the service in Chinese, English, Japanese, and Korean languages.

III. Taiwan Pass

County and city governments were coached to issue smart travel passes that combine incentives such as transportation, food, lodging, sightseeing, and shopping. These passes can align with recommended tour itineraries, and direct travellers to take advantage of the Taiwan Pass to visit various featured regions in Taiwan. For the first time in 2015, two excellent

counties were selected to provide their plans for issuing smart travel passes. The cities and counties in the same municipality group – Kaohsiung City Government (including Kaohsiung, Pingtung, Penghu) - and non-municipal city – Yilan County Government - were selected. On July 15, 2015, the “Kaohsiung-Pingtung-Penghu Limited” and the “Yilan Limited” Taiwan Passes were officially issued. These passes allowed independent travellers to have a brand new experience in easy travel.

IV. I-center Tourism Service System

Besides having three tourist information centers at international airports, the Tourism Bureau also coached local governments and Tourism Bureau’s National Scenic Area Administrations to follow the design specification of the CIS system. By the end of 2015, the “i”-symbol - representing traveller information - was gradually installed in 50 tourist information centers and 52 visitor centers in various transportation stations and recreation spots throughout Taiwan. Currently, there are a total of 105 I-center travel spots in Taiwan. At each I-center, travel news and consultation services are provided by professionals, and they help to create a friendly, convenient travel environment.

Service personnel education and training were conducted on an on-going basis to ensure various tourism attractions implement each service up to standard and in a friendly manner (including Wi-Fi hot spots at various tourist service centers). Depending on the region, different special diversified services were available. The Taiwan-style hospitality of helping strangers who have questions, commonly referred to as “Excuse me”, was adopted. Training was given to public and private businesses, such as local specialty shops, B&Bs, hotels, travel agencies, tourism factories, museums and local police stations, so that they can provide localized tourism information and consultation services to travelers. Since 2015, 115 such inquiry stations have been set up, providing free Wi-Fi connections, and access to Chinese, English, and Japanese mobile websites. The websites are convenient for independent travellers from various countries to download information, transportation schedules, travel apps, and maps for walking trails in surrounding areas. This has become a very localized platform for travel information, which provides smart and friendly travel service to visitors.

VII. Coordinated and Promoted the “Consumption Boost Measure”, Motivated Taiwanese to Take Brilliant Tours

To align with the “Consumption Boost Measure” campaign promoted by the Executive Yuan, the Tourism Bureau conducted the “Subsidize Taiwanese Travellers’ Lodging and Sightseeing Brilliant Tour Implementation Plan”, and helped to organize two subsidies for promoting lodging and theme parks for domestic tourism. The goal was to provide convenient travel packages and itineraries combining hotel, amusement park, and public transportation. This measure encouraged families to take vacation while boosting the economy through domestic travel.

The public responded enthusiastically to the subsidy measure implemented by the Tourism Bureau from November 20, 2015 to February 29, 2016. The subsidy amount was increased twice, allowing for a total of 345,000 in lodging subsidies and 80,000 theme park vouchers. A total of 425,000 people benefited from the subsidy measure. It brought about an estimated NT\$1.68215 billion worth of economic benefits, and raised the demand for domestic travel. It also boosted consumption for food, lodging, travel, sightseeing, and shopping at local businesses, and facilitated the development of Taiwan’s tourism industry and related suppliers.

持續辦理服務人員教育訓練，督導各級旅遊服務據點落實各項標準化友善服務（含各級旅遊服務中心建置 Wi-Fi 無線上網熱點），以及依區域特性開發多元化的服務，並發揮「相借問」的臺式熱情，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，合作提供在地化旅遊資訊及簡易旅遊諮詢服務；於 104 年已設置 115 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週邊散步地圖，並整合當地交通資訊查詢入口和旅遊 APP，成為最在地旅遊資訊平臺，提供智慧化友善旅遊服務。

柒、配合推動「消費提振措施」，帶動國人精采出遊

為配合行政院推動「消費提振措施」，由交通部辦理「補助國人住宿遊園精采行實施計畫」，觀光局於該計畫項下配合辦理國內旅遊住宿優惠、主題樂園優惠等 2 項補助措施，藉由結合旅宿業、遊樂業與大眾交通運輸等各項優惠措施，提供民眾多元旅遊行程選擇，鼓勵民眾親子同遊，帶動國內旅遊消費，達到擴大內需與活絡經濟目的。

觀光局於 104 年 11 月 20 日至 105 年 2 月 29 日辦理補助措施期間，民眾反應相當踴躍，經過 2 次增加補助數額後，共計推出 34 萬 5,000 個住宿補助名額，8 萬張主題樂園優惠券，補助人數達 42 萬 5,000 人，預估帶來 16 億 8,215 萬元經濟效益，且提升民眾國內旅遊意願，並帶動旅遊途中「食、宿、行、遊、購」之消費，促進觀光產業及相關供應鏈發展。





井仔腳瓦盤鹽田
Jingzaijiao Salt Fields

1

優質觀光

Top Quality Tourism



◆第一章 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，2015 年全球國際旅客人次為歷史新高，達 11.84 億人次，較 2014 年約成長 4.4%。就各區域市場而言，亞洲地區表現最為亮麗，2015 年國際旅客成長 5.4%，其中以東南亞地區最優成長 7.2%；其次是美洲地區成長 5.0%，其中則以哥倫比亞地區最優成長 7.3%；歐洲地區成長 4.7%；中東地區成長 1.6%；非洲地區則呈負成長 2.9%。

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）

2015 年日本出國人數為 1,621 萬 3,763 人次，較 2014 年負成長 4.1%；同期入境日本之旅客約 1,973 萬 7,409 人次，較 2014 年成長 47.1%，赴日主要客源國家（地區）人次依序為中國大陸（499 萬 3,689 人次）、韓國（400 萬 2,095 人次）、臺灣（367 萬 7,075 人次）、香港（152 萬 4,292 人次）及美國（103 萬 3,258 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 29.9%。

（二）香港觀光市場（資料來源：香港旅遊發展局）

2015 年香港居民出境人數為 8,908 萬 2,017 人次，較 2014 年成長 5.4%。2015 年赴港旅客為 5,930 萬 7,596 人次，較 2014 年負成長 2.5%，扣除來自中國大陸旅客（4,584 萬 2,360 人次）則為 1,346 萬 5,236 人次，負成長 0.9%。以旅客居住國家（地區）分析，赴香港主要客

◆Chapter 1 The state of the Tourism Market

Section 1 Global Travel Market

I. The Global Tourism Industry

According to the statistics gathered by the United Nations World Tourism Organization (UNWTO), the number of international tourist arrivals worldwide reached a new record high in 2015 totaling 1.184 billion arrivals, an increase of 4.4% from 2014. A performance breakdown in various regional markets shows that the Asia region had the best results, with 5.4% growth in international tourist arrivals in 2015. Among the Asia region, the Southeast Asian sub-region had the highest growth of 7.2%. The second best performing region was the Americas, with 5.0% growth, and among this region, the District of Columbia had the highest growth of 7.3%. Europe grew 4.7%, the Middle East region grew 1.6% and the Africa region had a negative growth of 2.9%.

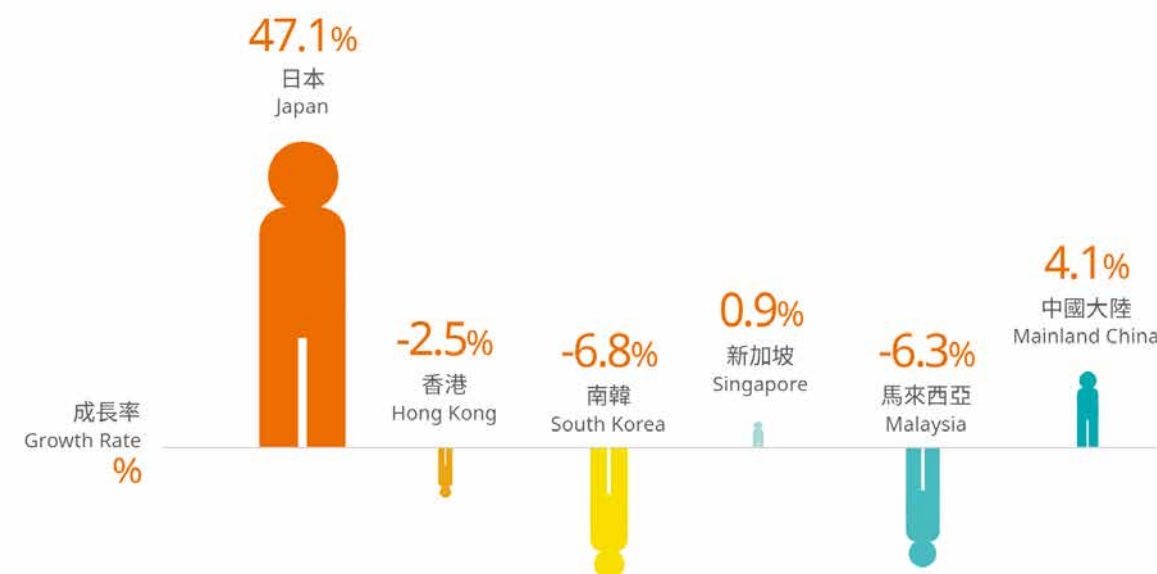
II. Tourism Markets in Asia

(I) Japan Tourism Market (Source: Japan National Tourist Organization)

In 2015, the number of outbound trips made by Japanese residents was 16,213,763, a negative 4.2% growth compared to 2014. Over the same period, the number of inbound tourist to Japan was 19,737,409, a growth of 47.1% compared to 2014. Travelers were mainly from the following countries (regions), in order from most to least: Mainland China (4,993,689 arrivals), South Korea (4,002,095 arrivals), Taiwan (3,677,075 arrivals), Hong Kong (1,524,292 arrivals) and America (1,033,258 arrivals). The growth rate was positive from various sources, with Taiwan visitors making up for 29.9% of the growth.

104 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 2015



源國家地區)依序為中國大陸(4,584萬2,360人次)、臺灣(201萬5,797人次)及南韓(124萬3,293人次)；以成長率分析，以菲律賓(10.9%)最高，其次為泰國(9.1%)，臺灣為負成長0.8%。

(三) 南韓觀光市場(資料來源：韓國觀光公社)

2015年入境南韓旅客為1,323萬1,651人次，較2014年負成長6.8%。主要客源國家(地區)依序為中國大陸(598萬4,170人次)、日本(183萬7,782人次)及美國(76萬7,613人次)，臺灣為51萬8,190人次，排名第5名；以成長率分析，以哈薩克(38.5%)最高，其次為蒙古(28.1%)，臺灣為負成長19.5%。

(四) 新加坡觀光市場(資料來源：新加坡旅遊局)

2015年赴新加坡旅客為1,523萬1,469人次，較2014年成長0.9%。赴新加坡主要客源國家(地區)依序為印尼(273萬1,690人次)、中國大陸(210萬6,164人次)及馬來西亞(117萬1,077人次)，臺灣為37萬8,026人次；以成長率觀察，以中國大陸(22.3%)最高，其次為尼泊爾(18.2%)及臺灣(12.0%)。

(五) 馬來西亞觀光市場(資料來源：馬來西亞觀光局)

2015年赴馬來西亞旅客為2,572萬1,251人次，較2014年負成長6.3%。赴馬來西亞主要客源國家(地區)依序為新加坡(1,293萬0,754人次)、印尼(278萬8,033人次)及中國大陸(167萬7,163人次)，臺灣為28萬3,224人次；以成長率觀察，以南韓(9.2%)最高，其次為中國大陸(4.0%)及西班牙(3.7%)，臺灣為3.1%。

(六) 中國大陸觀光市場(資料來源：中國旅遊網)

2015年赴中國大陸旅客計1億3,382萬0,400人次，較2014年成長4.1%；外籍旅客2,598萬5,400人次，負成長1.4%。就國別(地區)分析，以香港(7,944萬8,100人次)居首位，其次為澳門(2,288萬8,200人次)及臺灣(549萬8,600人次)；以成長率而言，以越南(26.4%)最高，其次為澳門(10.9%)，後為臺灣(2.5%)。

第二節 來臺旅遊市場

104年來臺旅客共計1,043萬9,785人次，較103年成長5.34%；其中外籍旅客計488萬3,047人次，較103年增加19萬5,999人次(4.18%)，華僑旅客計555萬6,738人次，較103年增加33萬3,582人次(6.39%)。全年成長以韓國(24.84%)市場為最高，泰國(18.70%)及港澳(10.02%)市場則分別為第2及第3位。

主要來臺市場以中國大陸為第一大客源市場(418萬4,102人次，占40.08%)，較103年成長4.94%；其次為日本162萬7,229人次(占15.59%，負成長0.46%)、港澳151萬3,597人次(占14.50%，成長10.02%)、韓國

104年來臺旅客目的分析圖
2015 Inbound Visitor Arrivals
in Taiwan by Purpose of Visit



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

In 2015, the number of outbound trips made by Hong Kong residents was 89,082,017, a 5.4% growth compared to 2014. During the same period, the number of inbound tourist to Hong Kong was 59,307,596, a negative growth of 2.5% compared to 2014. Excluding arrivals from Mainland China (45,842,360 people), there were only 13,465,236 tourist arrivals to Hong Kong, a negative 0.9% growth. Travelers who visited Hong Kong were mostly from the following countries (regions), in order from most to least: Mainland China (45,842,360 arrivals), Taiwan (2,015,797 arrivals) and South Korea (1,243,293 arrivals). According to the growth rate analysis, the greatest growth was with visitors from the Philippines (10.9%), followed by visitors from Thailand (9.1%). Visitors from Taiwan had a negative growth of 0.8%.

(III) South Korea Tourism Market (source: Korea Tourism Organization)

In 2015, South Korea received 13,231,651 inbound tourist arrivals, a negative 6.8% growth compared to 2014. Tourists were mainly from the following countries (regions), in order from most to least: Mainland China (5,984,170 arrivals), Japan (1,837,782 arrivals) and America (767,613 arrivals). Taiwanese visitors ranked in the 5th place in terms of the number of arrivals to South Korea (518,190 arrivals). According to growth rates, the number of visitors from Kazakhstan was the highest (38.5%), followed by Mongolia (28.1%). The number of arrivals from Taiwan dropped, resulting in a negative 19.5% growth.

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

In 2015, tourists made 15,231,469 visits to Singapore, a growth of 0.9% compared to 2014. Most of the tourists were from the following countries (regions), in order from most to least: Indonesia (2,731,690 arrivals), Mainland China (2,106,164 arrivals), Malaysia (1,171,077 arrivals), and Taiwan (378,026 arrivals). Based on the growth rate analysis, the number of visitors from Mainland China had the highest growth (22.3%), followed by Nepal (18.2%) and Taiwan (12.0%).

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

In 2015, tourists made 25,721,251 visits to Malaysia, a negative 6.3% growth compared to 2014. The tourists were mainly from the following countries (regions), from most to least: Singapore (12,930,754 arrivals), Indonesia (2,788,033 arrivals), Mainland China (1,677,163 arrivals), and Taiwan (283,224 arrivals). According to the growth analysis, visitors from South Korea had the highest growth (9.2%), followed by Mainland China (4.0%), Spain (3.7%), and Taiwan (3.1%).

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

A total of 133,820,400 inbound visits were made to Mainland China in 2015, a growth of 4.1% from 2014. Of this number, 25,985,400 were foreigners, contributing to a negative growth of 1.4%. The tourists were mostly from the following countries (regions): Hong Kong (comprising of 79,448,100 visits), Macau (22,888,200 visits) and Taiwan (5,498,600 visits). According to the growth analysis, the number of Vietnam visitors had the highest growth (26.4%), followed by Macau (10.9%). The lowest visitor growth was from Taiwan (2.5%).

Section 2 Taiwan Inbound Tourism Market

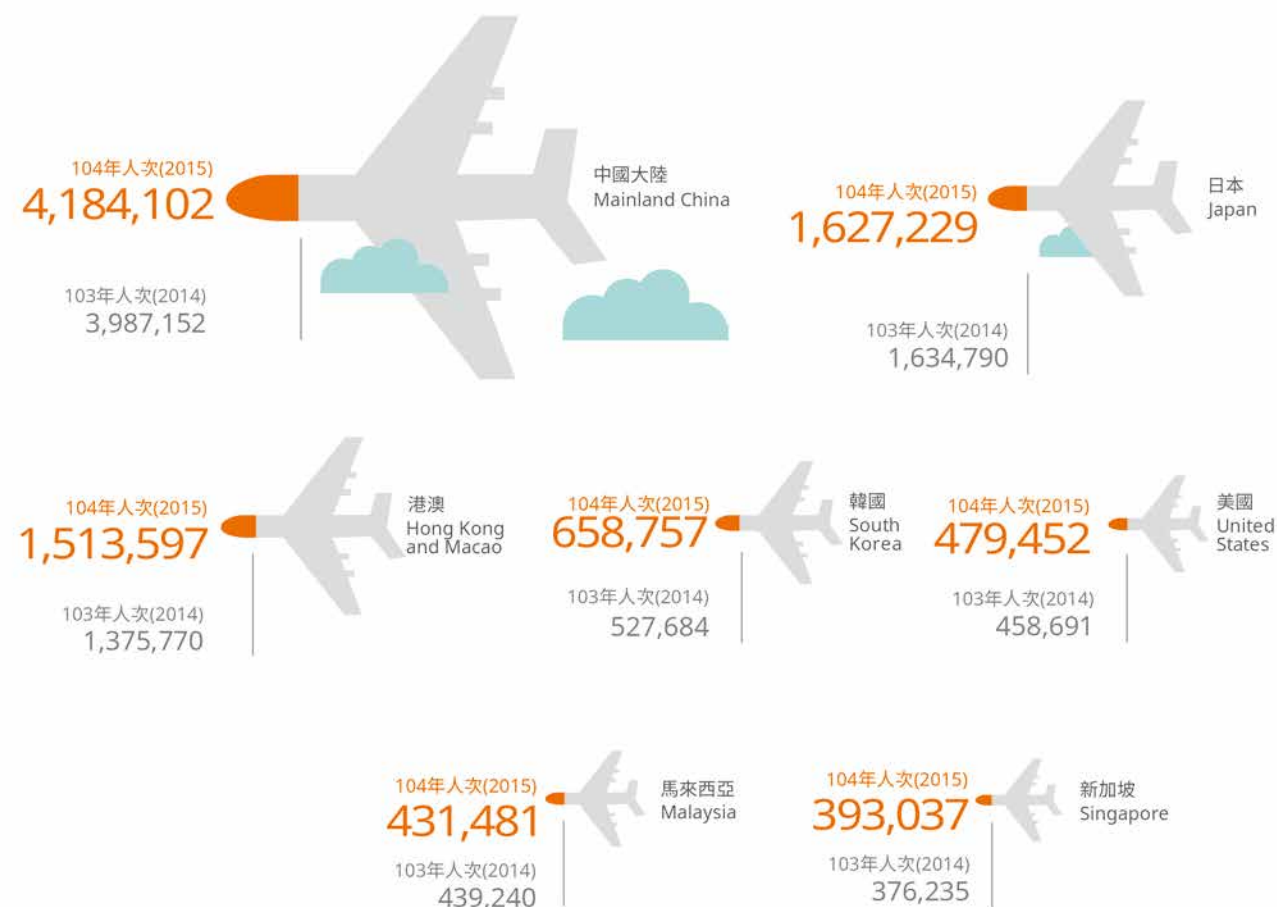
In 2015, Taiwan received 10,439,785 arrivals, up by 5.34% from 2014. Of these visits, 4,883,047 were by foreigners, which were 195,999 people more than 2014 (a growth of 4.18%). Overseas Chinese visitors comprised of 5,556,738 visits, which were 333,582 more than 2014 (a growth of 6.39%). The annual growth was strongest with the Korean market (24.84%), followed by Thailand in 2nd place (18.7%), Hong Kong and Macau in 3rd place (10.02%).

Mainland China contributed to a majority of the tourists to Taiwan (4,184,102 arrivals, making up for 40.08% of the visits), and a growth rate of 4.94% compared to 2014. Japan contributed 1,627,229 visits (making up for 15.59% of the total and a negative growth of 0.46%). Visits from Hong Kong and Macau reached 1,513,597 (making up for 14.5% of the total and a growth of 10.02%). Arrivals from South Korea amounted to 658,757 (making up 6.31% of visits and a 24.84% growth). The America contributed 479,452 of the arrivals (making up for 4.59% of the total and a growth of 4.53%). Arrivals from Malaysia were 431,481 (making up for 4.13% of the total, and a negative growth of 1.77%). There were also 393,037 arrivals from Singapore (making up 3.76% of the visitors and a growth of 4.47%).

A majority of the travelers who came to Taiwan came for tourism purposes, totaling 7,505,457 arrivals, and contributing to 71.89% of the market. The secondary group of visitors came to Taiwan for business, amounting to 758,889 people, making up 7.27% of the total

104 年來臺旅客客源市場人次

Graph Depicting Visitor Arrivals in Taiwan by Country of Origin in 2015



65 萬 8,757 人次 (占 6.31%，成長 24.84%)、美國 47 萬 9,452 人次 (占 4.59%，成長 4.53%)、馬來西亞 43 萬 1,481 人次 (占 4.13%，負成長 1.77%) 及新加坡 39 萬 3,037 人次 (占 3.76%，成長 4.47%)。

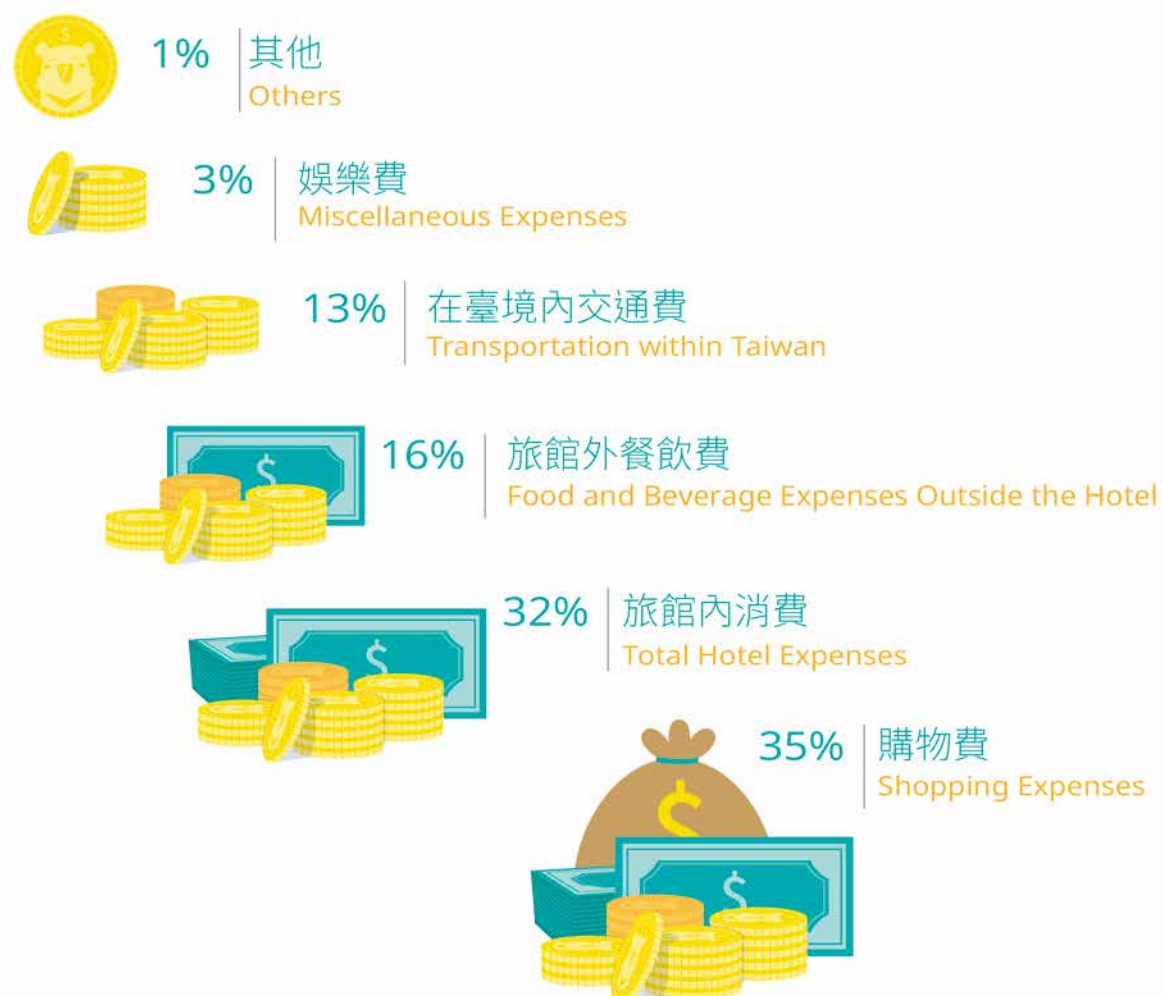
以來臺目的分析，「觀光」目的最多，計 750 萬 5,457 人次，占市場目的別 71.89%，其次為「業務」目的，計 75 萬 8,889 人次，占 7.27%；來臺旅客中有 53.03% 為女性，年齡則以 30 ~ 39 歲者最多，占 20.37%，平均停留夜數為 6.63 夜。

另依據本局「中華民國 104 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 39%)、「參加旅行社規劃的行程，由旅行社包辦」(29%) 及「自行規劃行程，請旅行社安排住宿(及代訂機票)」(29%) 為主；「風光景色」、「菜餚」、「購物」與「臺灣民情風俗和文化」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 83 人次) 居首位，其次依序為「台北 101」(每百人有 60 人次)、「故宮博物院」(每百人有 48 人次)、「中正紀念堂」(每百人有 37 人次) 及「日月潭」(每百人有 33 人次) 等，而「九份」、「日月潭」、「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 22% 以上)。

旅客對來臺經驗整體滿意度為 97%；對「旅行社及導遊服務」整體滿意度為 94%；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 87%；對「民宿」滿意度為 91%。

104 年來臺旅客消費細項

2015 Breakdown of Average Spending by Inbound Visitors in Taiwan



arrivals. Of the travelers to Taiwan, 53.03% were women, most of them in the 30 - 39 age group (20.37% of the female visitors). The average length of stay was 6.63 nights.

According to Taiwan Tourism Bureau's "2015 Annual Survey Report on Visitors Expenditure and Trends in Taiwan", tourists who came to Taiwan individually and did not request any local travel agencies to arrange tourism activities for them accounted for 39% of the tourist population. Those who participated in itineraries planned or arranged by travel agencies accounted for 29%. Those who planned their own itineraries, but required travel agencies to arrange accommodations and book a flight accounted for 29%. Some of the enticing elements that attracted tourists to visit Taiwan were its landscapes, cuisines, shopping and local customs and culture. The most popular tourism activities were shopping, and visiting night markets and historical sites. The following is a breakdown of the main attractions ranked by popularity: Night markets ranked first place (83 visits per 100 persons), followed by Taipei 101 (60 visits per 100 persons), National Palace Museum (48 visits per 100 persons), Chiang Kai-shek Memorial Hall (37 visits per 100 persons), and Sun Moon Lake (33 visits per 100 persons). Some of the other attractions that tourists have visited and ranked as their favorite attractions were Jiufen, Sun Moon Lake, Kenting National Park, Taroko and Tianxiang, as well as Alishan (all of which were enjoyed by an average of 22% or more of the tourists).

A total of 97% of the inbound visitors were satisfied with their overall experience in Taiwan, and 94% of them were satisfied with travel agencies and guided tour services. The overall satisfaction with hotel accommodations (including international tourism hotels, typical tourism hotels and typical hostels) was 87%, and the satisfaction level for B&Bs was 91%.

Based on the analysis of major markets, the overall satisfaction experienced by visitors to Taiwan was above 93%, with the highest satisfaction from Mainland Chinese tourists (99% satisfaction), followed by tourists from Hong Kong and Macau (98% satisfaction).

Based on their recent visit to Taiwan, tourists were most impressed by the following, in order from most to least: Hospitality (48 of 100 people), delicious food (47 of 100 people), night markets (40 of 100 people), attractions (39 of 100 people), coastal scenery (28 of 100 people), and fruits (20 of 100 people).

In 2015, the average daily expenditures per visitor visiting Taiwan were US\$207.87, a decrease of 6.26% compared to the previous year due to the impact of the global economic slowdown. The following is a visitor consumption breakdown from greatest to least: Shopping (35%), hotel expenditures (32%), food and beverage expenses outside the hotel (16%), transportation within Taiwan (13%), entertainment expenses (3%) and miscellaneous expenses (1%). An estimated US\$14.388 billion of tourism receipts was reached (1.55% lower than 2014). However, due to the depreciation of the NTD, converting the earnings to NT\$ would be NT\$458.9 billion (a 3.41% increase from 2014).

Section 3 Taiwan's Outbound Tourism Market

In 2015, there was a total of 13,182,976 outbound Visitors from Taiwan, an increase of 1,338,341 trips compared to 2014 and a growth of 11.3%. By destination (the first point of arrival), Asia was the top destination, which received 12,353,288 of the outbound visitor arrivals (93.71% of Taiwan's outbound market), followed by the Americas (548,267 arrivals, 4.16% market share), Europe (161,529 arrivals, 1.23% market share), Oceania (118,390 arrivals, 0.9% market share), Africa (30 arrivals) and other regions had 1,472 arrivals.

By country (region), most of the outbound Visitors from Taiwan went to Japan (3,797,879 arrivals), followed by Mainland China (3,403,920 arrivals), Hong Kong (2,008,153 arrivals), Thailand (599,523 arrivals), and Korea (500,100 arrivals).

由主要市場分析，旅客來臺整體經驗滿意度均達 93% 以上；以大陸旅客最高（滿意度 99%），香港、澳門旅客次之（滿意度 98%）。

依此次來臺經驗，旅客對臺灣最深刻的印象依序為「人情味濃厚」（每百人有 48 人次）、「美味菜餚」（每百人有 47 人次）、「逛夜市」（每百人有 40 人次）、「景點」（每百人有 39 人次）、「海岸風光」（每百人有 28 人次）及「水果」（每百人有 20 人次）等。

104 年來臺旅客每人每日平均消費 207.87 美元，受全球經濟景氣低迷影響，較上年減少 6.26%，在臺消費細項依序為購物費（占 35%）、旅館內消費（占 32%）、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 143.88 億美元（減少 1.55%），而受臺幣貶值因素影響，約折合達新臺幣 4,589 億元，則較上年成長 3.41%。

第三節 國人出國市場

104 年國人出國共計 1,318 萬 2,976 人次，較 103 年增加 133 萬 8,341 人次，成長 11.30%。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 1,235 萬 3,288 人次（占 93.71%），其次為美洲地區 54 萬 8,267 人次（占 4.16%）、歐洲地區 16 萬 1,529 人次（占 1.23%）、大洋洲地區 11 萬 8,390 人次（占 0.90%）、非洲地區 30 人次、其他地區 1,472 人次。

依國家（地區）分析，赴日本 379 萬 7,879 人次為最多，其次依序為中國大陸（340 萬 3,920 人次）、香港（200 萬 8,153 人次）、泰國（59 萬 9,523 人次）、韓國（50 萬 0,100 人次）。

另依據本局「中華民國 104 年國人旅遊狀況調查報告」結果顯示，104 年國人從事出國旅遊以「觀光旅遊」為目的者最多（69%），其次依序為「商務」（占 18%）、探訪親友（占 12%）、短期遊學或求學及其他（占 1%）；而觀光目的旅客出國主要原因為「親友邀約」、「好奇，體驗異國風情」、「離開國內，疏解壓力」、「公司招待」及「旅費便宜」等。

104 年國人出國目的

2015 Purpose of Visit for Taiwanese Citizens Traveling Abroad



The results of the 2015 Survey of Travel by R.O.C Citizens conducted by the Tourism Bureau indicated that a majority of Taiwanese travelers travelled abroad for tourism purposes (69%), followed by business trips (18%), visiting family and friends (12%), and short-term study tour, study abroad and others accounted for 1% of the total. Those who travelled for tourism purposes reported the following reasons for their travels: Being invited by friends or relatives, being curious about the culture of a foreign country, needing to leave the country to release pressure, taking incentive tours offered for employees and enjoying inexpensive travel expenses, etc.

Japan was the most visited country by R.O.C. citizens in 2015 (33.7%), followed by Mainland China (27.5%), Hong Kong (7.9%), Macau (3.9%), Thailand (3.8%), America (3.8%) and Korea (3.5%). During this period, most of the tourists participated in a tour group, reward incentive or reception tour (34%), followed by self-guided tour – without the help from travel agencies (28%), partial arrangements by travel agencies (25%), and independent tours with flight and hotel packages (13%).

In 2015, the average expenditures for each outbound travel per person were NT\$50,385 (decreased by 1.10% from 2014). The estimated total annual expenditures on outbound travels were NT\$664.2 billion (a growth of 10.08%).

Major Indices of the Inbound Visitors in Taiwan in 2015

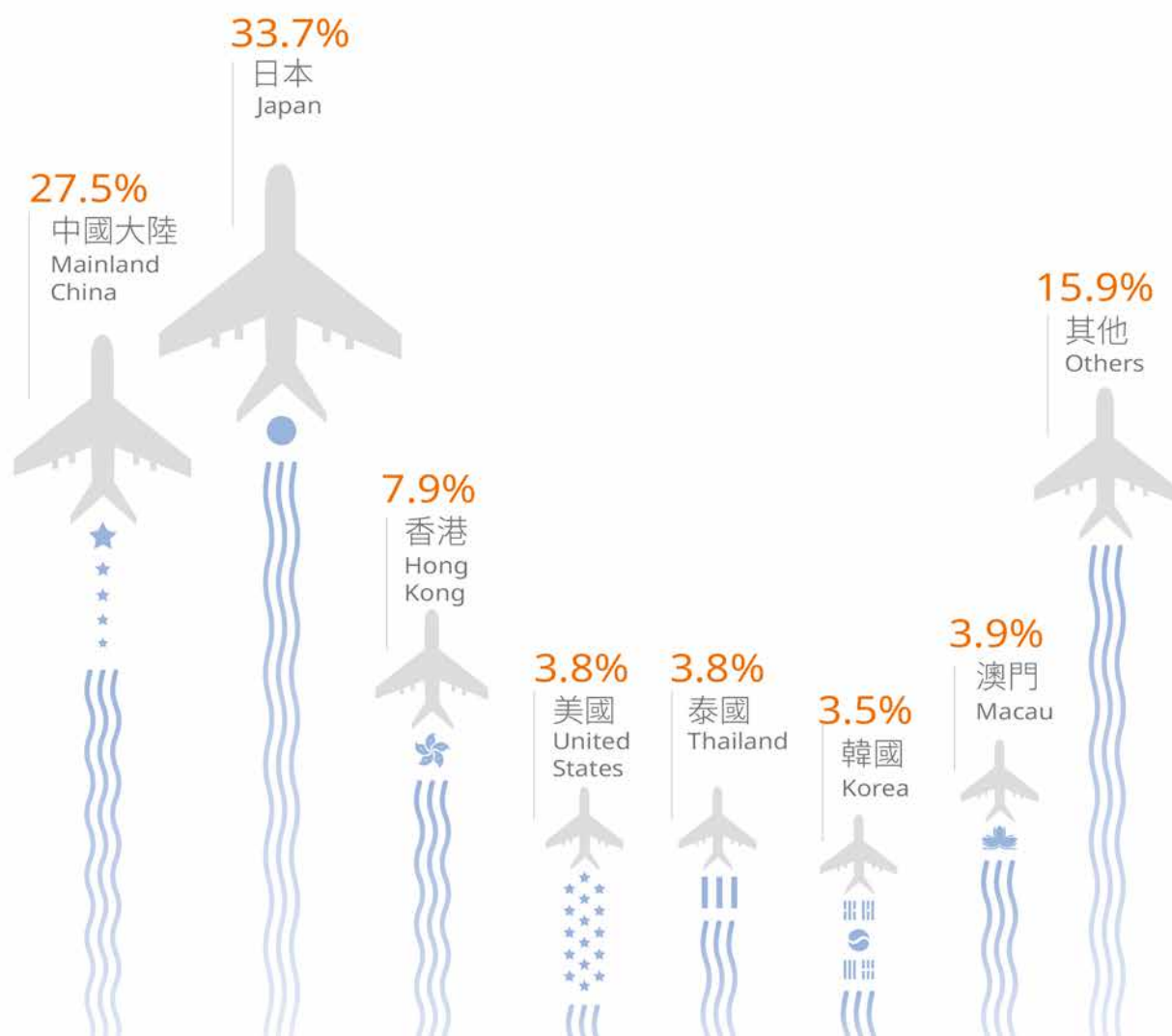
| Index | 2015 | 2014 | Comparison between 2015 and 2014 |
|---|--|--|-------------------------------------|
| Number of inbound visitors | 10,440,000 visitors | 9,910,000 visitors | An increase of 5.34% |
| Total foreign exchange tourism receipts | US\$14.388 billion (NT\$458.9 billion) | US\$14.615 billion (NT\$443.8 billion) | A decreased of 1.55% (3.41% growth) |
| Average expenditure per person per trip | US\$1,378 | US\$1,475 | A decreased of 6.58% |
| Average length of stay for all inbound visitors | 6.63 nights | 6.65 nights | Decreased by 0.02 nights |
| Average expenditure per person per day | US\$207.87 | US\$221.76 | A decreased of 6.26% |
| Number of inbound visitors visiting for sightseeing purpose | 7,510,000 visitors | 7,190,000 visitors | An increase of 4.36% |
| Average daily expenditure per visitor with sightseeing purpose | US\$214.04 | US\$228.95 | A decreased of 6.51% |
| Number of inbound visitors visiting for business purpose | 760,000 visitors | 770,000 visitors | A decreased of 1.40% |
| Average daily expenditures per visitor with business purpose | US\$232.80 | US\$260.16 | A decreased of 10.52% |
| Overall satisfaction of inbound visitors as a percentage of the total | 97% | 96% | An increase of 1% |
| Percentage of inbound visitors that had revisited Taiwan | 34% | 34% | Comparable to previous year |

104 年國人出國以到訪日本 (33.7%) 為最多，其次依序為中國大陸者 (27.5%)、香港 (7.9%)、澳門 (3.9%)、泰國 (3.8%)、美國 (3.8%) 及韓國 (3.5%) 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 34%) 最多，其次依序為「未委託旅行社代辦，全部自行安排」(占 28%)、「委託旅行社代辦部分出國事項」(占 25%) 及「購買自由行或參加機加酒行程」(占 13%)。

104 年國人出國每人每次平均花費為新臺幣 5 萬 384 元 (減少 1.10%)，推估全年出國旅遊總支出為新臺幣 6,642 億元 (成長 10.08%)。

104 年國人出國到訪之國家

Countries Taiwanese Nationals Visited in 2015



104 年來臺旅遊市場重要指標值

| 指標 | 104 年 | 103 年 | 104 年與 103 年比較 |
|------------------|------------------------------|------------------------------|------------------------|
| 來臺旅客人次 | 1,044 萬人次 | 991 萬人次 | 成長 5.34% |
| 觀光外匯收入 | 143.88 億美元 (新臺幣 4,589 億元) | 146.15 億美元 (新臺幣 4,438 億元) | 減少 1.55% (成長 3.41%) |
| 來臺旅客 平均每人每次消費 | 1,378 美元 | 1,475 美元 | 減少 6.58% |

Important Indices of Outbound Travels by R.O.C Citizens in 2015

| Items | 2015 | 2014 | Comparison between 2015 and 2014 |
|---|--|--|---|
| Ratio of outbound travelers to the overall population | 27.4% | 23.0% | An increase of 4.4% |
| Total number of trips taken (including citizens under 12) | 13,182,976 trips | 11,844,635 trips | An increase of 11.3% |
| Average number of outbound trips per person (including citizens under 12) | 0.56 time | 0.51 time | + 0.05 trip (※) |
| Average nights of stayed per trip | 8.33 nights | 8.62 nights | - 0.29 night |
| Average expenditure per person per trip | NT\$50,384 (US\$1,587) | NT\$50,944 (US\$1,680) | NT: A decrease of 1.1% (※) (US\$: A decrease of 5.54% (※)) |
| Total expenditure by Taiwanese people on outbound travels | NT\$664.2 billion (US\$20.918 billion) | NT\$603.4 billion (US\$19.898 billion) | NT\$: An increase of 10.08% (US\$: An increase of 5.13%) |

Note:

- Source for “Total Outbound Taiwan Nationals” and “Average nights stayed”: Tourism Bureau, MOTC Tourism Statistics (monthly publication).
- (※) means no significant difference.
- Outbound travel ratio system accounts for Taiwan nationals who traveled abroad at least once in the year.
- Average outbound trips per person = total outbound Taiwan national travelers ÷ total population in Taiwan.
- Average expenditure per person per trip includes international airfare, visa fee, hotel and all expenses incurred abroad, but do not include related expenses incurred before leaving Taiwan and after returning to Taiwan.
- 2014 NT and USD exchange rate was 30.325, 2015 NT and USD exchange rate was 31.752

| | | | |
|--------------------|-----------|-----------|-----------|
| 來臺旅客 平均停留夜數 | 6.63 夜 | 6.65 夜 | 減少 0.02 夜 |
| 來臺旅客 平均每人每日消費 | 207.87 美元 | 221.76 美元 | 減少 6.26% |
| 觀光目的旅客人次 | 751 萬人次 | 719 萬人次 | 成長 4.36% |
| 觀光目的旅客 平均每人每日消費 | 214.04 美元 | 228.95 美元 | 減少 6.51% |
| 業務目的旅客人次 | 76 萬人次 | 77 萬人次 | 減少 1.40% |
| 業務目的旅客 平均每人每日消費 | 232.80 美元 | 260.16 美元 | 減少 10.52% |
| 來臺旅客整體滿意度 | 97% | 96% | 增加 1 個百分點 |
| 旅客來臺重遊比率 | 34% | 34% | 與上年相當 |

104 年國人出國旅遊重要指標統計表

| 項目 | 104 年 | 103 年 | 104 年與 103 年比較 |
|--------------------------|--------------------------------|--------------------------------|---------------------------------------|
| 國人從事 出國旅遊的比率 | 27.4% | 23.0% | 增加 4.4 個百分點 |
| 國人出國總人次 (含未滿 12 歲國民) | 13,182,976 人次 | 11,844,635 人次 | 成長 11.30% |
| 平均每人出國次數 (含未滿 12 歲國民) | 0.56 次 | 0.51 次 | 增加 0.05 次 (※) |
| 平均停留夜數 | 8.33 夜 | 8.62 夜 | 減少 0.29 夜 |
| 每人每次 平均消費支出 | 新臺幣 50,384 元 (美金 1,587 元) | 新臺幣 50,944 元 (美金 1,680 元) | 新臺幣：負成長 1.10%(※) (美金：負成長 5.54%(※)) |
| 出國旅遊 消費總支出 | 新臺幣 6,642 億元 (美金 209.18 億元) | 新臺幣 6,034 億元 (美金 198.98 億元) | 新臺幣：成長 10.08% (美金：成長 5.13%) |

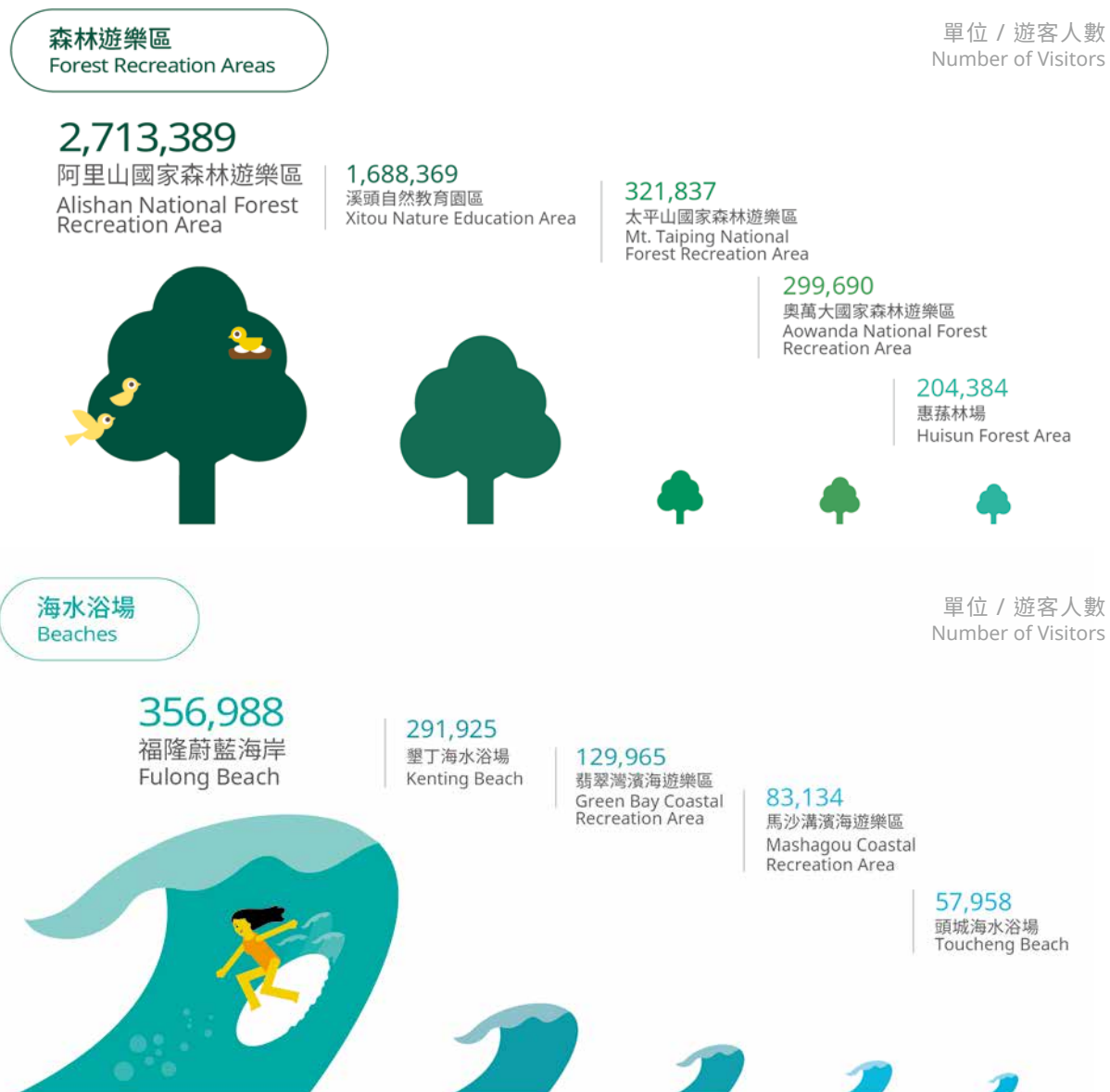
註：1. 「國人出國總人次」與「平均停留夜數」資料來源：交通部觀光局觀光統計 (月刊)。

- () 內的符號：※ 表示無顯著差異。
- 出國旅遊比率係指國民全年至少曾出國旅遊 1 次者的占比。
- 平均每人出國次數＝國人出國總人次 ÷ 全國總人口數。
- 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。
- 103 年新臺幣兌換美金匯率為 30.325，104 年新臺幣兌換美金匯率為 31.752。

第四節 國民旅遊市場

104 年臺灣地區 306 處觀光遊憩區遊客共計 2 億 8,523 萬 1,356 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



Section 4 Taiwan's Domestic Travel Market

In 2015, a total of 285,231,356 people visited 306 tourism recreation areas in Taiwan, and the 5 most popular tourism recreation destinations are listed below:

Taiwan's Top Five Tourism and Recreation Destinations by Category



國家級風景區內觀光遊憩區
National Scenic and Recreation Areas單位 / 遊客人數
Number of Visitors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公營觀光區
Public Tourism Areas單位 / 遊客人數
Number of Visitors縣市級風景特定區
County / City Scenic Areas單位 / 遊客人數
Number of Visitors

According to the 2015 Survey of Travel by R.O.C Citizens conducted by the Tourism Bureau, the average number of trips made by R.O.C. citizens within Taiwan was 8.5 trips per person in 2015. The estimated total number of trips made by R.O.C. citizens above age 12 within Taiwan was about 178.52 million trips (a growth of 14.25%).

Weekends or Sundays were the usual days R.O.C. citizens travelled to various tourism destinations domestically (58%), followed by weekdays (31%), and national holidays (11%). The preferred mode of travel for most Taiwanese was “individually planned itineraries” (90%). The factors considered when selecting a tourism destination, in order of importance, were: “convenient transportation”, “never been there and was curious”, “to taste good food” and “places with theme activities”, etc. Visitors’ overall level of satisfaction of the destinations visited was 97%.

In 2015, the average daily expenditure for domestic R.O.C. travelers was NT\$2,017 per person (1.92% growth). The itemized expenditures, in order from greatest to least, were: Meals (26%), transportation (25%), shopping (22%), accommodation (17%), entertainment (5%) and others (5%). The estimated total domestic tourism expenditure was NT\$360.1 billion (a 16.46% growth).

Important Indices of Domestic Travels by R.O.C Citizens in 2015

| Items | 2015 | 2014 | Comparison between 2015 and 2014 |
|--|--|--|--|
| Percentage of R.O.C. citizens who take trips domestically | 93.2% | 92.9% | +0.3%(※) |
| Average number of trips taken per person per year | 8.5 trips | 7.47 trips | An increase of 1.03 trips |
| Total number of domestic trips made by R.O.C. citizens | 178,524,000 trips | 156,260,000 trips | An increase of 14.25% |
| Average length of stay per trip | 1.44 days | 1.45 days | -0.01 day (※) |
| Percentage of R.O.C. domestic travelers who travel during holidays | 68.7% | 69.4% | A decrease of 0.7% |
| Overall level of travel satisfaction | 97.4% | 97.6% | -0.2% (※) |
| Average daily travel expenditure per person | NT\$1,401 (US\$44.12) | NT\$1,365 (US\$45.01) | NT\$: An increase of 2.64%(※) (US\$: A decrease of 1.98% (※)) |
| Average travel expenditure per trip per person | NT\$2,017 (US\$63.52) | NT\$1,979 (US\$65.26) | NT\$: An increase of 1.92%(※) (US\$: A decrease of 2.67%(※)) |
| Total domestic travel expenditure by R.O.C. citizens | NT\$360.1 billion (US\$11.341 billion) | NT\$309.2 billion (US\$10.196 billion) | NT\$: An increase of 16.46% (US\$: An increase of 11.23%) |

- Note:
1. The above survey was based on Taiwan nationals 12 years old or above.
 2. (※) indicates no significant difference
 3. The domestic tourism ratio system accounts for Taiwan nationals who travelled at least once in the year.
 4. Individual average daily travel expenditure = average individual expenditure per trip ÷ average length of stay per person per trip.
 5. 2014 NT and USD exchange rate was 30.325, 2015 NT and USD exchange rate was 31.752.

依據「中華民國 104 年國人旅遊狀況調查報告」結果顯示，104 年國人平均每人國內旅遊次數為 8.50 次，推估 104 年 12 歲及以上國人國內旅遊總次數約為 17,852 萬個旅次（成長 14.25%）。

國人多利用週末或星期日從事國內旅遊（占 58%），其次是利用平常日（占 31%）、國定假日（占 11%）；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」、「沒去過，好奇」、「品嚐美食」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%。

104 年國人國內旅遊每人每次平均花費為新臺幣 2,017 元（成長 1.92%）；花費細項依序為交通費（占 25%）、餐飲費（占 26%）、購物費（占 22%）、住宿費（占 17%）、娛樂費（占 5%）及其他費（5%）；推估全年國人國內旅遊總消費計為新臺幣 3,601 億元（成長 16.46%）。

104 年國人國內旅遊重要指標統計表

| 項目 | 104 年 | 103 年 | 104 年與 103 年比較 |
|------------|--------------------------------|--------------------------------|--------------------------------------|
| 國人國內旅遊比率 | 93.2% | 92.9% | +0.3%(※) |
| 平均每人旅遊次數 | 8.50 次 | 7.47 次 | 增加 1.03 次 |
| 國人國內旅遊總旅次 | 178,524,000 旅次 | 156,260,000 旅次 | 成長 14.25% |
| 平均停留天數 | 1.44 天 | 1.45 天 | － 0.01 天 (※) |
| 假日旅遊比率 | 68.7% | 69.4% | 減少 0.7 個百分點 |
| 旅遊整體滿意度 | 97.4% | 97.6% | － 0.2%(※) |
| 每人每日旅遊平均費用 | 新臺幣 1,401 元 (美金 44.12 元) | 新臺幣 1,365 元 (美金 45.01 元) | 新臺幣：成長 2.64%(※) (美金：負成長 1.98%(※)) |
| 每人每次旅遊平均費用 | 新臺幣 2,017 元 (美金 63.52 元) | 新臺幣 1,979 元 (美金 65.26 元) | 新臺幣：成長 1.92%(※) (美金：負成長 2.67%(※)) |
| 國人國內旅遊總費用 | 新臺幣 3,601 億元 (美金 113.41 億元) | 新臺幣 3,092 億元 (美金 101.96 億元) | 新臺幣：成長 16.46% (美金：成長 11.23%) |

- 註：1. 本調查對象為年滿 12 歲以上國民。
- 2.() 內的符號：※ 表示無顯著差異。
3. 國內旅遊比率係指國民全年至少曾旅遊 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 ÷ 每人每次平均停留天數。
- 5.103 年新臺幣兌換美金匯率為 30.325，104 年新臺幣兌換美金匯率為 31.752。

第五節 觀光對經濟之影響（觀光衛星帳）

104 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 102 年帳表及修正 98 年至 101 年帳表。102 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、汽車租賃服務、旅行服務、娛樂休閒服務、購物服務與其他觀光商品等，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 102 年臺灣觀光衛星帳的編算，102 年觀光支出達新臺幣 8,949.84 億元，其中入境旅客支出最高，達新臺幣 4,465.13 億元，國人國內旅遊觀光支出次之，為新臺幣 3,048.40 億元，其中包含當日旅客觀光支出 1,085.60 億元，過夜旅客觀光支出為 1,962.80 億元；國人出國觀光支出亦達新臺幣 1,436.31 億元。102 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 28.45%，次為購物服務，占 24.63%，餐飲服務占 21.83%，旅客住宿服務占 8.65%。

102 年觀光直接附加價值毛額 (TDGVA) 約新臺幣 3,326.43 億元，占當年全國 GDP 之 2.18%，觀光活動所創造的就業人數為 333,766 人，其中以餐飲業之觀光就業人數最多，住宿服務業次之，緊接為零售業。

98 年至 102 年觀光支出統計表

The Statistic of Expenditures on Tourism from 2009 to 2013

單位：新臺幣億元
Unit: NT\$100 Million

| 產品 Item | | 102 年 2013 | 101 年 2012 | 100 年 2011 | 99 年 2010 | 98 年 2009 |
|--------------------------------------|------------------|---------------|---------------|---------------|--------------|--------------|
| 旅客住宿服務 Accommodation | | 773.88 | 725.88 | 767.47 | 598.53 | 527.99 |
| 餐飲服務 Dining | | 1,954.05 | 1,768.04 | 1,845.41 | 1,517.93 | 1,275.80 |
| 旅客運輸服務 Transportation | | 2,546.39 | 2,844.28 | 2,506.00 | 2,330.76 | 1,881.21 |
| 陸上客運服務 Land Transportion | | 872.16 | 1,132.74 | 1,056.58 | 890.15 | 722.63 |
| 航空客運服務 Air Transportion | | 1,641.87 | 1,711.54 | 1,449.42 | 1,440.61 | 1,158.58 |
| 水上客運服務 Ship Transportion | | 32.36 | - | - | - | - |
| 汽車租賃服務 Car Rental | | 218.74 | 312.45 | 242.10 | 227.58 | 211.58 |
| 旅行服務 Travel Services | | 411.12 | 300.76 | 202.05 | 187.19 | 165.70 |
| 娛樂休閒服務 Entertainment & Recreation | | 286.69 | 426.88 | 467.89 | 312.81 | 229.71 |
| 購物服務 Shopping | | 2,579.05 | 2,170.14 | 2,053.39 | 1,764.33 | 1,402.10 |
| 其他觀光產品 Others | | 179.92 | 159.75 | 180.08 | 146.39 | 133.13 |
| 觀光支出合計 Total Travel Spending | | 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 | 16.05% | 17.25% | 14.93% | 18.19% | 19.14% |
| | 國人國內 Domestic | 34.06% | 33.65% | 37.84% | 34.80% | 35.29% |
| | 入境旅客 Inbound | 49.89% | 48.80% | 47.23% | 47.01% | 45.57% |

Section 5 The Impact of Tourism on the Economy (Tourism Satellite Accounts)

The 2015 Tourism Satellite Accounts Project was mainly based on the Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA2008), published by the United Nations and related international organizations. The 2013 satellite accounts were prepared and the 2009-2012 satellite accounts were revised. The commodities included in the statistics on the tourism expenditure account table in the 2013 Taiwan Tourism Satellite Account were: Accommodation, dining, transportation, car rental, travel, entertainment and recreation, shopping and other tourists merchandise, etc. In addition, 3 types of tourism expenditures – outbound Taiwanese travelers, domestic travelers, and inbound international travelers – were separately estimated. Based on the 2013 Taiwan Tourism Satellite Account’s compilation, the 2013 tourism expenditures reached NT\$894.984 billion. Among the 3 groups, tourism expenditure for the inbound international travelers was the highest (NT\$446.513 billion), followed by domestic travelers (NT\$304.840 billion). The amount shown for domestic travelers includes expenditures incurred by one-day travelers (NT\$108,560 billion), and expenditures incurred by travelers who needed overnight accommodation (NT\$196.280 billion). Tourism expenditure for outbound Taiwanese travelers was NT\$143.631 billion. Among the various tourism commodities in 2013, transportation accounted for the largest portion of the tourism expenditure (28.45%), followed by shopping (24.63%), dining (21.83%), and accommodation (8.65%).

The Tourism Direct Gross Value Added (TDGVA) in 2013 was about NT\$332.643 billion – accounting for 2.18% to the national GDP. Tourist activities provided 333,766 persons with job opportunities. Most of the people were engages in food and beverage industry, which was followed by accommodation industry and then retail industry.

98 年至 102 年觀光直接附加價值毛額 (TDGVA)

Taiwan Tourism Direct Gross Value Added (TDGVA), 2009-2013

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 | 2,576 | 2.07% |
| 99 年 / 2010 | 2,820 | 2.07% |
| 100 年 / 2011 | 3,242 | 2.34% |
| 101 年 / 2012 | 3,211 | 2.21% |
| 102 年 / 2013 (觀光 TDGVA)* | 3,326 | 2.18% |

*2013 年起觀光產業之產出以觀光直接附加價值毛額估算。

註：「104 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），102 年觀光衛星帳係在調整後的架構下估算。

*The estimation of the additional value gross which was derived directly from tourism industry from 2013.

Note:
“The 2015 Taiwanese Tourism Satellite Accounts Project” was based on the frame of TSA2008 and made the modification according to local situation of Taiwan (which is called TTSA2016). “The 2013 Taiwanese Tourism Satellite Accounts” was published under the frame of TTSA2016.

2

特色觀光

Special Tourism

台南街頭小食節 (香港)
Festival of Tainan Street Food



◆第二章 國際觀光宣傳與推廣

第一節 全球市場齊揚，邁向觀光大國

一、東北亞

(一) 日本

104 年日本市場續以「樂活、美食、浪漫、購物」4 大主軸為訴求，進行多元行銷。策略包括：名人宣傳，邀請國際名導吳宇森導演與日本巨星木村拓哉為臺灣拍攝宣傳廣告，積極打響臺灣知名度，維持臺灣旅遊熱潮，廣告於 9 月底起陸續在日本朝日電視臺、日本 yahoo 首頁、東京澀谷交叉路口及大阪道頓堀戶外電視牆、全日本 32 家電視臺等媒體播出，多管齊下對日宣傳，來臺市場自 9 月份起單月轉為正成長；加強運用網路社群宣傳，深入低頭族市場，除 Facebook 及 Twitter，另推出日本區域性 LINE@ 帳號，發送臺灣旅遊訊息；持續與航空公司及旅行社合作促銷來臺觀光，積極促進企業來臺員工旅遊，續辦擴大送客計畫。日本旅行業協會 (JATA) 調查，臺灣為 2015 日本跨年假期海外旅遊首選，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。104 年日本市場全年來臺旅客數因受日幣貶值影響達 162 萬 7,229 人次，較去年微幅下滑 0.46%。



◆Chapter 2 International Tourism Advertising and Promotion

Section 1 Organized Promotional Events in Global Markets to March Toward Becoming a Tourism Power

I. Northeast Asia

(I) Japan

In 2015, we held diversified promoting activities based on the theme of "LOHAS, Fine Dining, Romance, and Shopping" to appeal to Japanese outbound market. We invited International director Woo Yu-Sen and Japanese super star Kimura Takuya to film advertisement for Taiwan; thus enhance the popularity of Taiwan and keep the high willingness of traveling to Taiwan. This commercial film released on TV Asahi Cooperation, Japan yahoo homepage, outdoor TV walls in Shibuya, Tokyo and Dotonbori, Osaka and 32 TV stations in Japan. The market of traveling to Taiwan turned into positive growth since September. We reinforced Internet and social network promotion to deep into the source market of "Smartphone Addicts". Except for Facebook and Twitter, information about tourism in Taiwan was spread through regional LINE@ Account in Japan. We have continued to cooperate with airlines and travel agencies to promote tourism in Taiwan. We encouraged enterprises to hold incentive tours to Taiwan for staff. According to Japan Association of Travel Agents's (JATA) poll, Taiwan has become the first choice for overseas New Year holidays in 2015 because Taiwan is a close and safe place for all different age to visit. In 2015, tourist arrivals from Japan reached 1,627,229, 0.46% below 2014 because of the yen's depreciation.

(II) Korea

To appeal to Korean tourists, we continued to promote tourism based on the theme of "LOHAS, Fine Dining, and Culture" in 2015. Jung-Suk Jo, the Korean idol, was invited as the spokesman for Taiwan's tourism. We also continued to cooperate with large travel agencies like HANA and MODE. Thanks to the successful promotion strategies, the appreciation of Korean won, the increase of air flights, and the low-cost carriers' chartered flight for Taichung, etc. The number of tourist arrivals from Korea to Taiwan reached 658,757 with an increase of 24.84%, which registered the strongest growth in the world.

II. Europe and the Americas

Despite of the stable economy in America, European economy is still not stable. We still managed to add direct flight from Taipei to North America in Emirates and Turkish airline. We connected many European flights through Dubai and Istanbul to increase our capacity for tourists from Europe. Owing to the long-term efforts we made to promote Taiwan's tourism in the Americas and Europe. The growth of European and American tourist markets are still steady and healthy. With the vivid image of OhBear, we continued to promote "Time for Taiwan" based on the theme of culture, fine dining, ecology, and LOHAS in major source markets such as America, Canada, Germany, the United Kingdom, and France. The efforts were made with the following means: Promoting Taiwan's tourism through global mainstream media, hiring public relations firms to strengthen the network between media and tourism industry, cooperating with travel agencies and airline companies, attending major local travel fairs, holding small activities and educational training for people engaged in tourism industry, highlighting the brand of tourism in Taiwan through diversification, actively selling tourism products to attract more tourist arrivals to Taiwan, etc. In 2015, tourist arrivals from the Americas and Europe grew by 4.17% and 3.46% compared for 2014, respectively. Overall, the growth of Europe and America markets was stable.

(二) 韓國

104 年韓國市場推廣續以「樂活、美食、文化」3 大主軸作核心，並運用多元媒體宣傳，邀請韓國偶像趙正錫代言及與業者合作，續與韓國 HANA、MODE 等實力旅行社簽訂擴大送客計畫。因宣傳推廣策略成功，再加上韓國經濟回溫，航空公司增班以及廉價航空包機飛航臺中航點等交相激勵，來臺旅客達 65 萬 8,757 人次，成長 24.84%，成長率居全球市場之冠。

二、歐美

104 年美國經濟狀況趨穩，但歐洲地區相對較為動盪不安，惟國籍航空在北美航線加強布局，另阿聯酋及土耳其航空分別開闢直航臺北航班，透過杜拜或伊斯坦堡可聯結該兩航空在歐多個航點，實質提高歐美長線運能，再加上觀光局長期經營推廣市場，雖然長線市場經營不易，但歐美市場去年仍能穩定增長。104 年延續「Time for Taiwan 旅行臺灣·就是現在」推廣策略，運用文化、美食、生態及樂活等 4 大主軸，導入「喔熊」活潑形象，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，並辦理小型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。104 年來臺美加地區旅客總人次較 103 年成長 4.17%，歐洲地區旅客總人次則有 3.46% 的穩定增長，歐美市場整體呈現穩定成長趨勢。



1

三、東南亞

港星馬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；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。104 年港星馬來臺續創佳績，其中港澳來臺 151 萬 3,597 人次，較 103 年同期成長 10.02%，再攀新高。

四、新興市場

(一) 東南亞新興市場

越南、泰國、印尼、菲律賓等地之經營，受日本開放免簽及日圓大貶競爭下，加倍促銷宣傳。新製泰、印尼、越、英等 4 語版宣傳展架、旅遊手冊，頗受旅客及旅行業者好評。除透過組團參加旅展並辦理旅遊推廣會，加強與當地旅遊通路合作，並協調外交部，自 11 月起實施觀宏專案簡化優質團體觀光簽證等激勵措施，多重努力下使 104 年新興市場來臺旅客達 58 萬 7,749 人，較去年成長 4.64%。印度市場新製作臺灣印度餐廳摺頁，除提供優惠簽證簡化措施，並提供 Fly-cruise 簡化簽證方案，104 年印度市場來臺旅客達 3 萬 2,198 人次，較 103 年成長 6.73%。

III. Southeast Asia

Independent travelers and repeat visitors were the target tourists in the markets of Hong Kong, Singapore, and Malaysia. We continued to invite celebrities and experts to be the spokesmen as well as tour guides to introduce the glamour of traveling and special theme tours in Taiwan. To increase the enthusiasm for tourism in Taiwan, diverse channels such as television, networks, and virtual communities were applied together with a variety of promotion activities and preferential treatments. In 2015, significant results remained in the markets of Hong Kong, Singapore, and Malaysia. The tourist arrivals from Hong Kong and Macao recorded 1,513,597, up 10.02% compared with the same period in the previous year.



2

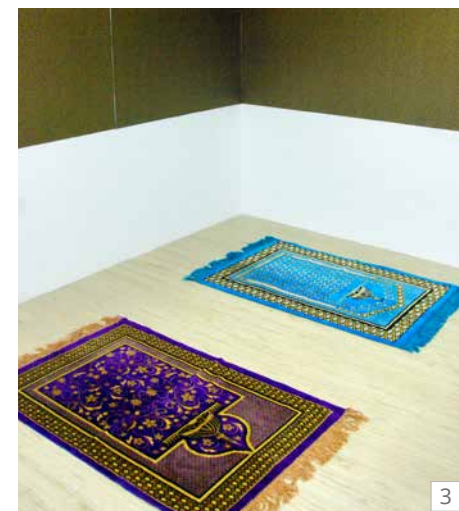
IV. Emerging Markets

(I) The Emerging Markets of Southeast Asia

To compete with the tourist advantages offered by the government of Japan, i.e., the visa exemption policy and the depreciation of Japanese yen, we had to make more efforts to promote Taiwan's tourism in Vietnam, Thailand, Indonesia, the Philippines, etc. Except for organizing a delegation to attend travel fairs and holding tourism promotion sessions, we enhanced cooperation with local tourist channels, and coordinated with our Ministry of Foreign Affairs to adopt incentive measures such as providing express entry visas for high quality tour groups from November. Under the multiple efforts, the tourist arrivals from the emerging markets reached an estimated 587,749 in 2015, up 4.64% over the previous year. We have published foldouts of Indian food in Taiwan and provided preference visa simplification and Fly-cruise express visa plan. The tourist arrivals from India market reached 32,198 in 2015, up 6.73% over the previous year.

(II) The Muslim Markets

We continued to establish a travel environment with Muslim-friendly services and promoted Taiwan as a Muslim-friendly destination. Praying rooms and facilities for minor ablution were set up in 13 National Scenic Area Administrations. We established praying rooms and facilities for minor ablution in Taichung Station, HSR and Taipei Station, Taiwan Railway. We entrusted Chinese Muslim Association to make the directions for granting of subsidy for certification of Muslim restaurant. Up to 2015, there had been 85 certified Muslim-friendly restaurants in Taiwan and 15 restaurants applied for subsidy. We attended Southeast and Middle East travel fairs to deliver gifts and Taiwan tour guide. We even invited Muslim TV to shoot program in Taiwan. We intended to promote Taiwan as a Muslim-friendly destination.



3

V. Mainland China

For tourist arrivals from Mainland China, traveling in Taiwan has gradually become an in-depth tour experience or enjoyment of excellent tour qualities. We maintained the six promoting themes, namely, ecology, culture, LOHAS, shopping, romance, and fine dining, to innovate travel themes and package tour products. Policies on premium itineraries were promoted, and we also endeavored to get more pilot cities opened up in Mainland China so that the citizens there could take independent tours in Taiwan. Precise marketing strategies were applied on target visitors who would take group tour or independent tours. These strategies included cooperation with travel agencies, enterprises, and medias in Mainland China; application of traditional channels, network / virtual communities, promotion programs on TV or films, holding promotion seminars, and organizing interviews by traveling blog / media. Besides, we kept our efforts on expanding the source markets of high end tourists, incentive travel, and tours with special themes (tribal tourism, biking, and so on).

In 2015, the number of tourist arrivals from Mainland China reached 4,184,102, growing by 4.94% compared to 2014. Among them, the number of independent tourists reached a new high of 1,334,818, growing by 12.5% compared to 2014, which showed a stable growth. There were 6,895 tour groups, 167,000 visits. Obviously, both quality and quantity of the market of Mainland China were exalted.

Section 2 Activated Marketing and Deployment of Tourism Markets

I. Maintained Six Major Themes to Spread Glamour of Premium Tourism

(I) Established a Brand New Good Image through Innovative Literature

1. The brand new serial ad films shot in 2015 were well received. After the 6 promotional films of "Bravo! Taiwan" in last year, we released "Transit", "Cycling" and "Cruise" for different source markets. The 3 themed global promotional films were expected to attract transit passengers, bikers and cruise travelers to visit Taiwan and enjoy the wonderful island. These films were broadcasted on American CNN, Canada Sky News, British Bloomberg and other TV stations and appealed to more international travelers.
2. Increased copies of the English, German, and Japanese versions of literature concerning bird watching in Taiwan for tourists who were interested in bird watching and for foreign travel agencies specializing in bird watching. The efforts were made to promote eco-tourism in Taiwan.
3. Besides Chinese, English and Japanese versions, the newly "Cycling around Taiwan" was written in Korean, German, and French versions. This manual contained useful information such as preparation before trip, route planning and information for traveling around island to introduce cycling tours in Taiwan to international tourists.
4. We continued to produce souvenirs featuring the 6 major themes of tourism in Taiwan. Souvenirs with the sense of advertisement, design, and practicability were expected to give tourists a deeper impression of Taiwan.

(二) 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均已設置祈禱室與淨下設施，104 年高鐵臺中站、臺鐵臺北站亦完成祈禱室與淨下設施。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。104 年全臺累計 85 家餐旅取得穆斯林認證，其中 15 家申請補助。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。

五、大陸市場

大陸旅客來臺旅遊逐漸轉型為深度體驗與品質享受，持續主打「生態、文化、樂活、購物、浪漫、美食」6 大宣傳主題，以創新旅遊主題與包裝特色產品，積極推動優質行程政策及爭取開放更多大陸試點城市居民來臺自由行，透過與大陸組團社、企業、媒體等同業合作，運用傳統通路、網路／社群媒體、影視節目宣傳、辦理推廣會及旅遊部落客／媒體邀訪等方式，針對團體旅遊及自由行客群精準行銷，並持續深耕高端、獎勵旅遊與特殊旅遊主題（部落旅遊、自行車等）市場。



104 年大陸地區居民來臺 418 萬 4,102 人次，較 103 年成長 4.94%；其中自由行計 133 萬 4,818 人次來臺，較 103 年成長 12.5%，呈現逐年穩定成長；另專案團體計 6,895 團、16.7 萬人次來臺，確顯大陸市場質升量增目標有成。

第二節 活化行銷作為，放送優勢魅力

一、續推六大主軸，發送優魅力

(一) 創新文宣，營造新好印象

1. 104 年全新主題系列廣告影片，獲得眾多好評。繼去年（103 年）推出《讚！臺灣（Bravo! Taiwan）》6 大主題宣傳影片之後，為續開拓「過境」、「自行車」及「郵輪」等不同主題客源市場，透過不同面向、節奏、畫面呈現的 3 支更具主題性的全球宣傳影片，吸引喜愛自行車、享受郵輪、體驗過境的國際旅客，有機會來到臺灣，感受這片土地的美好。該 3 支影片亦分別在美國 CNN、加拿大 SKY News、英國 Bloomberg 等電視臺及其配合官網強力放送，持續吸引更多國際旅客到訪臺灣。
2. 增印臺灣賞鳥生態文宣英、德、日文版，提供賞鳥愛好客群及國外專業賞鳥旅遊業者，以助推廣來臺生態旅遊市場。
3. 《單車環島手冊》除了中、英、日 3 種語言版本之外，另新編輯、德、法及西班牙文，內容包含行前準備、路線規劃、環島資訊等實用資訊，加強向國際旅客推介臺灣自行車旅遊。
4. 持續以 6 大觀光宣傳主題製作具特色之紀念品，利用宣傳性兼具設計感與實用性之紀念品，加強臺灣印象。

1 大陸赴臺 VIP 高端游首發團
The first group of high-end VIP tourists from Mainland China.

5. 與 Discovery TLC 旅遊生活頻道合作製播《瘋臺灣全明星第 2 季》，邀請國際知名旅遊節目主持人來臺拍攝節目，以 6 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) 重點活動，積極國際宣傳

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 104 年更製作喔熊圖案手機包及提供臺中當地伴手禮，加碼促銷。

2. 臺灣夏至 235

104 年「臺灣夏至 235 系列活動」的國際宣傳上，3 月以國家地理頻道拍攝之「Taste of the Tropic: Taiwan」結合美食的旅遊冒險節目，由 NGC 擅長廚藝及極限運動的新生活主持人 Harry Yuan 帶領觀眾前往澎湖、嘉義東石、阿里山、日月潭及花蓮，尋找當地食材再製作創意料理。1 小時的節目於國家地理頻道、國家地理悠人頻道、FOX 歐美影集頻道及 FOX SPORTS 頻道播出，連同 3 分鐘預告、60 秒及 30 秒影片共露出 1,111 次。6 至 11 月間，於 BBC World News 及 AXN 頻道的東南亞區，除再次播出上述影片的短片 482 次，並於 BBC World News 製作 30 秒動畫宣傳片；與 AXN 的常態節目播放 6 分鐘的臺灣夏至旅行特輯。



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。可分為 4 大主軸系列活動：「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 臺灣兩馬騎跡」，104 年計 43 國以上外籍旅客參加自行車節系列活動，其中荷蘭、菲律賓及美國參加者增加最多。同時，針對「臺灣自行車登山王挑戰」的活動製作 3 支宣傳影片，影片之一為《30 秒自行車節廣告》，於歐洲和亞洲地區的 NGC、Nat Geo People、FOX、Star、Sky Sports 等電視頻道播出；另為增加與亞洲觀眾的互動，規劃「Taiwan On Two Wheels 單車遊臺灣」網路有獎徵文活動，於 FOX SPORTS 東南亞區及馬來西亞區、NGC 東南亞區播放 15 秒活動廣告，總計此次宣傳，共觸及歐洲 10 國，以及亞洲 38 國，共計 48 個國家。影片之二、三分別為賽前報導紀錄片《Road to Taiwan KOM》及賽事紀錄片《登山之王 King of Mountain》，此 2 支影片將永久置於優酷網上，做為賽後持續的宣傳。

5. We cooperated with Discovery TLC to produce "Fun Taiwan All-Stars Season 2" and invited hosts of famous international travel programs to participate in it. Based on the six major themes, large events such as "Taiwan Tourism Events Calendar", "Taiwan Fun on the Tropic of Cancer", and "Taiwan Cycling Festival" were introduced through the program. Since Discovery TLC was broadcast in Asian-Pacific region, the program was expected to attract source tourists in the region.

(II) Introduced Taiwan to the World through Major Events

1. Taiwan Lantern Festival

"Taiwan Lantern Festival", which was praised by Discovery Channel as one of the world's greatest festivals, was the focus of festival tourism in Taiwan. We produced OhBear mobile cases and Taichung souvenirs for promotion in 2015.

2. Taiwan Fun on the Tropic of Cancer

We held many activities for the international promotion of "Taiwan Fun on the Tropic of Cancer" in 2015. "Taste of the Tropic: Taiwan" produced by NGC was a program combining culinary and adventure in March. This program was host by Harry Yuan who was good at cooking and extreme sports. He went to Penghu, Chiayi, Alishan, Sun Moon Lake and Hualien to search local ingredients to cook creative cuisine. This one hour program has been broadcasted through NGC, Nat Geo People, FOX and FOX Sports. Three minutes preview, 60 seconds and 30 seconds films were exposed 1,111 times in total. These short films were broadcasted for another 482 times on BBC World news and AXN channel.

3. Taiwan Cycling Festival

Taiwan Cycling Festival is the focal event of cycling tours in Taiwan. We have promoted LOHAS cycling travel to the world by four main series activities: "Taiwan KOM Challenge", "Formosa 900", "Sun Moon Lake Come Bikeday" and "Taiwan Cycling Festival". More than 43 countries' foreign tourists have participated in the series of bike activities, these participants from Netherlands, Philippines and America increased the most. We produced three promotional films for "Taiwan KOM Challenge" activity and made them broadcasted through NGC, Nat Geo People, FOX / Star / Sky Sports channels. In order to interact with Asian audience, we held a writing contest "Taiwan On Two Wheels" on Internet. We produced a 15 seconds advertising film and made it broadcasted on Fox Sports in Southeast Area and Malaysia, NGC Southeast Area. All the promotion reached 10 European countries and 38 Asian countries, total 48 countries. The two film "Road to Taiwan KOM" and "King of Mountain" would be on YOKU for promoting later cycling contests.

II. Internet Promotion

- (I) In cooperation with Google, we held "Film Taiwan Action!" a one-year open call on YouTube for films worldwide. We received more than 150 films from all over the world. The views of these films has reached 1,370 thousand and fifty percent of these views came from abroad. By region, the most of the views came from Europe and Americas; secondly viewers came from Southeast Asia and Northeast Asia. By countries, most of views came from Americas; secondly, views came from Malaysia and Indonesia. At the same time, the official Google+ page has earned 1 million followers, far ahead of Thailand, Singapore

二、打開網路宣傳，增強穿透力

- (一) 與 Google 合作於 YouTube 推出為期 1 年的「臺灣旅行無攝限」全球影片網路徵件活動，成功募集多達 150 部來自歐美及亞洲各國參賽作品，累積全球超過 137 萬觀看次數，其中更有約 5 成的影片觀看流量來自海外。依地域區分，歐美地區比重最多，其次為東南亞、東北亞；依國家區分，以美國比重最多，其次為馬來西亞和日本。同時，活動官方 Google+ 專頁在短短 1 年也累積了超過 100 萬主動追蹤者，大幅領先泰國、新加坡、韓國等鄰近國家，讓全球網友透過生動影片看見精采臺灣。看好網路影音的傳播力量，Google 和觀光局繼續合作推出「臺灣旅行無攝限—YouTube 影音達人作夥遊臺灣」活動，邀請 6 位長期在 YouTube 平臺上分享旅行故事的國際影音達人親身造訪臺灣，探索臺灣觀光年曆的特色節慶活動，把最具「臺」味的特色風情介紹給全球旅人。
- (二) 延續 103 年 4 月 29 日於日本開設「台灣觀光局」區域性 LINE@ 帳號，透過此社群軟體不定時發送臺灣觀光訊息及優惠好康活動，此外亦透過 Twitter、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) 韓國網路宣傳，開發「噗通噗通 24 小時臺灣」APP 及網站發送臺灣觀光訊息，運用網路「噗通噗通 24 小時臺灣」進行線上網路翻牌遊戲，透過 FB 進行大富翁遊戲等多元網路資源宣傳臺灣。
- (四) 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，積極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. 木村拓哉 & 吳宇森

邀請日本超人氣偶像—木村拓哉與國際名導—吳宇森合作拍攝「I love Taiwan」宣傳廣告，內容涵蓋日本人最熟悉的芒果冰、小籠包及烏龍茶 3 個主題美食，運用電影中常見的蒙太奇剪輯手法，將臺灣及日本的時空流暢交錯，以對比突顯臺灣好吃、好玩、好悠閒的情境，影片中並由木村親口說出「Time for Taiwan」，邀請觀眾來臺旅遊。廣告自 9 月底起陸續於日本各大電視臺、網路及戶外電視牆等管道播出，引發日本偶像劇迷、櫻花妹來臺熱潮。

2. 辰亦儒 & 偶像團體 Spexial

參加日本最知名的兩場時尚盛典—「東京女子時尚秀 Tokyo Girl Collection (9/27)」以及「日本女子博覽會 JAPAN GIRLS EXPO 秋季活動 (10/31)」，分別邀請臺灣知名偶像團體 Spexial 的 4 位成員及藝人辰亦儒登上主舞臺介紹臺灣美食、美景，並設置臺灣攤位，播放宣傳廣告並發送文宣品，擴大整體行銷效益。

3. 親善大使—陽岱鋼

與旅日球星陽岱鋼所屬之北海道火腿鬥士隊球團合作，邀請陽岱鋼擔任臺灣觀光親善大使，於 104 年 7 月 31 日北海道球場辦理臺灣日，利用臺灣親善大使陽岱鋼的球星魅力、林育羣現場演唱及吉祥物臺灣喔熊於球場與球迷互動，進行臺灣觀光宣傳。

and Korea. The global netizens see the beauty of Taiwan through the lively films. Being optimistic in the power of Internet videos, Google and Tourism Bureau continued to hold "Film Taiwan Action!-YouTube Travel Taiwan". We invited 6 senior Youtubers to share their story of visiting Taiwan. They explored the special festival activities in Taiwan Tourism Calendar and share what they saw and felt in Taiwan with the global travelers.

- (II) Used diversified Internet resources to promote Taiwan such as regional LINE@ account and an official LINE account for "Taiwan Tourism Bureau" in Japan (created on April 29, 2014), Twitter, Blogger, website and Facebook and a variety of Internet resources to advertise Taiwan.
- (III) To promote online propaganda in Korea, web and APP for "푸통푸통 24 시타이완" (Heartbeat of Taiwan) were created to convey the information of tourism in Taiwan. People could play online card game Through "푸통푸통 24 시타이완" and play Monopoly game through Facebook. We used a variety of online resources to advertise Taiwan.
- (IV) To apply online advertising in the market of Mainland China, we cooperated with the following websites: Baidu, which offers the largest search engine; Taobao, which offers the largest platform for online shopping; Ctrip, which offers the largest travel website. Through the cooperation, we organized online promotions and offline activities such as interviews with experts and sharing travel experience.

III. Combined Themes and Events to Reinforce Marketing Power

(I) Celebrity Endorsements

1. Takuya Kimura & John Woo

We invited Japanese icon idol Kimura Takuya and international director John Woo to shoot advertising film "I love Taiwan". The film conveyed three food subjects including Mango ice, steamed dumpling and oolong tea. This film was edited in Montage style to present that the mood could change fast and easily between Japan and Taiwan. By comparing the scenes between Japan and Taiwan, the film conveyed the fun, the pleasure and the mood of Taiwan. "Time for Taiwan" from Kimura' lips invited all the audience to visit Taiwan. This film started broadcasting on every Japanese TV station, Internet websites and outdoor TV walls at the end of September. It was expected that this film draw much attention from Japanese drama fans and Japanese girls.

2. Calvin Cheng & idol group Spexial

We attended the most famous fashion shows "Tokyo Girl Collection (9/27)" and "JAPAN GIRLS EXPO (10/31)" and invited idol group Spexial and Taiwanese talent Calvin Cheng to go the main stage to introduce Taiwanese cuisine and scenery. We also set up a stand to broadcast advertising film and to deliver promotional materials.



4. 吉祥偶像—喔熊

結合「臺灣喔熊」並配合觀光局 6 大宣傳主軸，洽請專業人士編寫喔熊專屬主題曲，出席各駐地轄區宣傳活動，如：參加裙襖搖搖 LPGA 高爾夫球公開賽推廣活動與名人（曾雅妮）合作露出，安排喔熊組長與民眾互動合影；與陽岱鋼及臺灣達、HELLO KITTY 等人偶共同於北海道札幌球場舉辦臺灣日活動；出席日本千葉縣吉祥物「CHI-BA+KUN（千葉君）」生日會，結合當地吉祥物行銷，成功提升喔熊知名度並推廣臺灣觀光；於埼玉西武獅隊棒球賽舉辦「台灣日」，喔熊與西武獅隊吉祥物一同亮相宣傳；於韓國首爾嘆通嘆通 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）合作舉辦 Sun Bear Exhibit（馬來熊展）及辦理 Earth Day（地球日），以熊意象結合動物園保育，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。

（二）連結行銷，宣傳效果佳

1. 文創主題風

在已進入深度耕耘的港澳市場，連結文創潮牌風推廣，104 年 11 月 15 日至 11 月 16 日，邀請著名插畫家爽啾獏（馬來獏 Cherrng's、爽爽貓 By SECOND、掰掰啾啾）合作推出專屬港澳地區臺灣文創地圖，於香港誠品書店銅鑼灣店辦理粉絲見面會及記者發布會，分享創作心得及臺灣旅遊見解，以觀光跨界文創，增加行銷話題與熱度，整合相關旅遊資源，以「在地化」方式切入，增強品牌形象，成功締造遊臺新話題與新行程。



2. 公益之旅

104 年歲末觀光局跨領域結合香港航空、捷絲旅集團等，以「愛與分享」為主題編織聖誕節夢想，於 104 年 12 月 23 日至 25 日接待香港青衣天主教小學學童，讓每一位參與活動的孩子，發揮創意，用身邊現有的素材做一個禮物，或是用最喜愛的玩具，傳遞溫暖與歡樂，共同創造難忘的回憶。藉由此公益之旅，體驗臺灣好山好水、人文美食的旅遊環境。

3. Dai-Kang Yang – Goodwill Ambassadors

We cooperated with Hokkaido Nippon-ham Fighters and invited Dai-Kang Yang as Taiwanese Goodwill Ambassador. We held “Taiwan Day” activity on July 31, 2015 in the Hokkaido Baseball Field. We took advantage of the charm of Super Star Dai-Kang Yang, the performance of singer Lin Yu-chun and interaction of the Mascot OhBear to promote Taiwan tourism.

4. OhBear – the Mascot

In coordination with the six major themes, we asked the professionals to write OhBear's theme song. OhBear attended propaganda activities held in every area where our embassies are located, including LPGA promotion activity with golf celebrity (Tseng Ya-ni) and Taiwan Day activity with Dai-Kang Yang and Hello Kitty in Hokkaido Baseball Field. He also attended Chiba Ken's Mascot, Chiba Kun's birthday party, Taiwan Day activity with Saitama Seibu Lions' Mascot in Saitama Seibu Lions' baseball game. He attended many promotional activities such as Heartbeat Festival, Embassies Day and Hanatour travel fair. He participated in Sun Bear Exhibit and held Earth Day in collaboration with Oakland Zoon Administration. OhBear exposed in Sun Bear Cam for a longtime in coordination with Internet promotional activities. OhBear kept showing up in the travel fairs, promotional activities and landmark advertisements in the world. We also continued to promote OhBear by Internet promotional campaigns. We have designed many souvenirs of OhBear such as phone case, thermos bottle, badge, key chain, pocket mirror and cellphone clean sticker to strengthen OhBear's image and popularity in order to promote Taiwan tourism.

（II）Applied Joint Marketing Strategies to Better Promotion

1. The Trend of Cultural and Creative Style

We combined tourism promotion with the trendy brands in cultural and creative styles to advance in the markets of Hong Kong and Macao. From November 15 to November 16 in 2015, we cooperated with Eslite Bookstore in Hong Kong and famous illustrators, Cherrng (the creator of “Malayan Tapir”), Second (the creator of “Song Song Cat”), and Byebye chuchu to publish Taiwan cultural and creative map exclusive to Hong Kong and Macao. They held fans meeting and press conference to share experience in creation and experience of Taiwan travel in Eslite Bookstore at Causeway Bay, Hong Kong. Tourism combined with cultural and creative business created a marketing buzz. We organized travel resources and presented this campaign in local perspective to strength the brand and to create new subjects and itineraries for tourism in Taiwan.

2. A Tour for Charity

Tourism Bureau held a Christmas activity “Love and Sharing” with Hong Kong Airline and Just Sleep Group from December 23 to 25, 2015. We warmly received Tsing Yi catholic elementary school students and ask everyone to make a gift with the material they had or their favorite toy, and delivered warmth and joy, created unforgettable memory together. This tour of charity gave these students a chance to see the beautiful scenery and delicious food in Taiwan.

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 | 獎勵、修學旅行、農業協會等大型團體、自由行及女性、年輕族群 | <ol style="list-style-type: none"> 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：邀請日本超人氣偶像—木村拓哉與國際名導—吳宇森合作拍攝「I love Taiwan」宣傳廣告，並邀請知名藝人辰亦儒及偶像團體 Spexial 代表參加日本最知名的兩場時尚盛典—東京女子時尚秀及日本女子博覽會活動，積極開發女性客源；除運用 Facebook 及 Twitter 等社群軟體行銷外，推出日本區域性 LINE@ 帳號，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，維持臺灣旅遊熱潮。 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。 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。 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。 |
|  | | |
| 韓國 | 團客、女性、年輕族群、FIT | <ol style="list-style-type: none"> 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：續以臺籍陳意涵、韓籍趙正錫為代言人，透過網路廣告、公關活動行銷宣傳。 |
|  | | |

1 東京推廣會之臺灣代表團
Deligators of Tourism Promotion for Taiwan in Tokyo

2 韓國觀光代言人趙正錫出席臺灣觀光推廣會
Jung-Suk Jo, our spokesman for Taiwan's tourism in Korea attended the tourism promotion.

Section 3 Mobilized International Advertising and Encouraged Tourism Branding

I. Strategies of International Promotion

| Region | Target Markets | Strategy |
|--------|--|--|
| Japan | Incentives, study tour, agricultural cooperative and other large groups; free independent travelers, female tourists, and the young generation | <ol style="list-style-type: none"> 1. Maintained the strategy of celebrity endorsements and expanded the use of networks and various media in promotional activities. Invited Japanese super idol Kimura Takuy and international director John Woo to film "I Love Taiwan" promotional advertisement. Invited idol group Spexial and Taiwan talent Calvin Cheng to attend the most famous fashion shows "Tokyo Girl Collection" and "JAPAN GIRLS EXPO" to develop female tourists source. Except for promotion through social media such as Facebook and Twitter, the regional LINE@ account and an official LINE account in Japan were created to release Taiwan's tourism information via topics in which Japanese were interested. Cooperated with famous blogger, and maintained the fad for Taiwan through celebrity endorsements. 2. Improved Taiwan's public profile via the use of media resources: According to different tourist demographics, promoted Taiwan's themed specialties and products information to related industries and tourists through television channels, printed ads, the Internet, outdoor advertising, major travel fairs, and seminars; developed different target markets. Invited well-known international media organizations to report on themed itineraries and large-scale activities, broadening product visibility and aiding in the dissemination of travel information. 3. Worked to increase cooperation with travel agencies and reinforce product sales channels: Continued to work with large travel agencies; made efforts to cooperate with small and medium-sized travel agencies to increase outbound tourism, open up product access, stabilize tourist sources and promote Taiwanese products. 4. Expanded tourism markets in cooperation with local governments and airport promotion foundations. We worked with county administrations to developed the educational tourism market and conducted seminars in conjunction with travel agencies. |
| Korea | tour groups, female tourists, the young generation, and FITs (Free Independent Travelers) | <ol style="list-style-type: none"> 1. Continued to take the strategy of celebrity endorsements and expanded the use of Internet and various media promotions. We invited Ivy Chen from Taiwan and Jung-Suk Jo from Korea to act as Goodwill Ambassadors to promote Taiwan's tourism through online ads and public relations and promotional activities. |

| | | |
|--|---|---|
| | | <ol style="list-style-type: none"> 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。 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。 |
| 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"> 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。 主流業者網絡強化建構：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。 運用異業結盟及跨界合作方式延伸宣傳效應：藉由參與美國博物館日、紐約時尚週、曼哈頓夏季音樂節、太平洋蘭花展、奧克蘭動物園日等活動的結盟與合作，引起話題，吸引媒體及特殊族群愛好者瞭解臺灣，建立臺灣觀光多元豐富印象。 持續提供免費過境半日遊及其他優惠措施，吸引過境旅客及會議展覽商務客入臺旅遊，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。 |
| 東南亞 —港澳星 馬市場 | 自由行與重遊客 | <ol style="list-style-type: none"> 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」4大主軸向目標客層推廣。 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。香港市場針對推出「感謝有您」住宿促銷專案；馬來西亞邀訪馬來西亞最大媒體集團「Astro」旗下 Astro Prima 頻道之「Primadona」穆斯林生活時尚節目來臺製拍旅遊節目，以及 10 家旅遊媒體來臺採訪；為爭取穆斯林來臺旅遊，建置馬來文穆斯林網站及製作馬來文自由行旅遊手冊供當地民眾查詢來臺旅遊資訊。 <div data-bbox="777 1562 1270 1885">  </div> |
| | | <ol style="list-style-type: none"> Increased the visibility of Taiwan through the use of media resources: According to tourist demographics, advertised featured themes and tourism products through TV, print ads, outdoor advertising, networks, travel fairs, seminars, travel agencies and promotional activities; invited local famous media organizations to Taiwan to report on large-scale theme tours and related activities; enhanced the exposure of tourism products and further spread travel information of Taiwan. Cooperated with travel agencies to enhance sales channels for tourism products: Cooperated with large-scale travel agencies to expand outbound tourism, develop and stabilize tourist sources, and enhance the sale of Taiwanese products. |
| Europe and America | Seniors, backpackers, Asian groups, transit passengers, business travelers, and tourists with special interests (such as round-island cycling, mountain climbing and hiking, bird / butterfly watching) | <ol style="list-style-type: none"> Made use of media resources to enhance the publicity of Taiwan and continued to advertise Taiwan via global mainstream media and co-produced special collections to increase the exposure of our tourism brand, raise the brand awareness in source markets and help related industries sell our tourism products. Reinforced the network of mainstream travel agencies: Established a long-term cooperative relationship with mainstream foreign travel agencies in major source markets / countries; took part in holding educational training for tourism-related industries – to increase product endorsements from front-sellers by enhancing both the product designers' and sellers' recognition of the tourism environment in Taiwan. Extended promotional effects through cross-industry alliances: By cooperating with "Museum Day Live!", "New York Fashion Week", the music festival in Manhattan, "Pacific Orchid Expo", "Oakland Zoo's Day" and other activities, enhanced the topicality of Taiwan's tourism market to appeal to media and special groups to understand Taiwan. We expect to establish a diverse image for tourism in Taiwan. Continued to offer free half-day tours and other preferential measures to attract transit passengers and business travelers to visit Taiwan. Participated in four major worldwide exhibitions for incentives to enhance exhibitors' recognition of Taiwan and help tourism-related industries attract visitors to Taiwan. |
| Southeast Asia – Hong Kong, Macao, Singapore, and Malaysia Markets | Free independent travelers and repeat tourists | <ol style="list-style-type: none"> Applied online and social marketing to provide diverse and in-depth information for independent travelers and repeat tourists: Based on the requirements of "Time for Taiwan", promoted the ideas of "fine dining, romance, LOHAS, and shopping" to target tourists. <div data-bbox="2457 1612 2783 1885">  </div> |

| | | |
|----------|----------|---|
| 東南亞—新興市場 | 新富及穆斯林族群 | 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。 |
| 大陸市場 | 自由行、高端旅客 | <ol style="list-style-type: none">因應大陸來臺旅客配額政策，主推各類主題旅遊專案，如高端品質團旅遊、原住民部落深度旅遊、離島旅遊、獎勵旅遊、直航客船旅遊等，導引旅遊產品主題化及差別化。配合新增開放來臺自由行城市辦理座談會、推廣會、Road Show 等活動，持續開發自由行客群。網路社群行銷：擴大與大陸各類網路、社群及新媒體業者合作規模，透過多元宣傳管道提供臺灣旅遊資訊。影視行銷：持續與浙江衛視、中央電視臺、旅遊衛視、旅行者傳媒等媒體合作，邀請具知名度影視節目來臺拍攝，提升臺灣旅遊口碑。 |

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 | <ol style="list-style-type: none">報紙：於朝日新聞、時事通信、每日運動報、台灣新聞、福島民報、日本經濟、北國新聞、日刊運動等報紙媒體刊登臺灣觀光形象、廣編稿廣告。雜誌：於日本修學旅行月刊、日經娛樂、宮崎きゅんと情報誌等知名雜誌來臺取材返日刊登大篇幅臺灣觀光報導。將臺日觀光投稿照片集結成冊，提供日本旅遊觀光相關業者運用。 |

| | | |
|---------------------------------------|---|--|
| | | <ol style="list-style-type: none">2. Took advantage of cross-industry alliances: Integrated aviation companies, hotels, local governments and recreational agricultural industries to provide preferential measures to appeal to tourist markets, as for Hong Kong market, we presented “Thank You” promotion plan for lodging; as for Malaysia invited “Primadona”, Astro Prima Channel belong to Astro, the biggest media groups to film travel program in Taiwan and other 10 travel medias to review Taiwan tourism. In order to attract Muslim tourist arrivals to Taiwan, we established Muslim Website in Malay language and produced independent travel guides for local people to search for information about tourism in Taiwan. |
| Southeast Asia – The emerging markets | The emerging markets of newly rich groups and Muslim tourists | Increased the interest of tourists from emerging markets (Thailand, the Philippines, Vietnam, and Indonesia) in visiting Taiwan: Strengthened promotion and marketing in emerging markets and established websites in Tai, Vietnamese and Indonesian. Expanded tourist access through cooperating with print media, tourism and aviation companies. |
| Mainland China market | Independent Travelers and High-end tourists | <ol style="list-style-type: none">1. To cope with our government's policy on the quota limit of tourist arrivals from Mainland China, we introduced various theme tour projects such as high-end tour groups, in-depth tribal tours, offshore islands trips, incentive tours and direct ship travels.2. To keep up with the newly added cities where citizens were permitted to take independent trips to Taiwan, we held seminars, promotional conferences, road shows and other activities to increase independent travelers.3. Online and social marketing: We expanded cooperation with various network, social communities and new media industries to provide information of tourism in Taiwan via diverse channels.4. Film and TV marketing: We have continued to cooperate with mainstream media such as Zhejiang Television, Mainland China Central Television, Travel Television, World Traveler, etc. We also invited well-known programs in Mainland China to be shot in Taiwan to increase the publicity of tourism in Taiwan. |

II. Promotion in Different Markets

(I) Promotional Activities in Japan

| Method of Promotion | Content of Promotion |
|---------------------|---|
| Print Media | <ol style="list-style-type: none">1. Newspapers: To advertise the image of tourism in Taiwan, placed ads in Asahi News, Sankei News, Daily Sport News, Taiwan News, Iwate Daily, Fukushima News, Japan Economic News, Hokkoku News, Sports News, etc. |

| | |
|----------------|---|
| | <ol style="list-style-type: none">Magazines: Placed ads of Taiwan's tourism in Shugakuryoko Monthly, Nikkei Entertainment, Miyazaki Quntto, etc.Published a collection of the photos submitted for tourism of Taiwan and Japan to provide Japanese tourism operators. |
| TV Ads | <ol style="list-style-type: none">Kanto Region: From March to December 2015, 30-second commercials advertising tourism in Taiwan were aired on 16 TV stations such as Fuji, Nippon, Asahi, Chukyo Television. TBS in Kanto, Nagoya, Hokkaido and Nagano – since a large number of people living in these areas love traveling abroad. Special emphasis was put on the golden weeks within April, June, and October to November as well as the time before summer break, Christmas, and lunar New Year's Day. The broadcasting of these commercials generated a total of 16,000 Gross Rating Points (GRP) in Japan. Commercials broadcasted by Fuji, Nippon, and the Nagoya TV Station were aired on weekdays in time slots directed at office workers before work, noontime hours aimed at housewives, and prime evening time viewers. Other TV stations aired all-day commercials, matching the work and rest time of the audience to maximize the advertising impact.Kansai Region: From March to December 2015, 30-second commercials were aired on 16 TV stations such as Yomiuri Telecasting in Shikoku, Kyushu, Okinawa, and other potential cities and areas, targeting large numbers of people taking charter flights abroad and generating 21,400 GRP in value. They were aired by UMK (UHF Miyazaki K.K.) in 40 time intervals and MRT (Miyazaki Radio & Television) 65 time intervals. Different commercial times were purchased according to audience attributes; most TV stations purchased commercials, which were cheap and could be aired all day long for all audience while UMK and MRT aired the ads during the 06:00 - 10:00 p.m. time slot. |
| Radio Programs | Invited the Kochirahirataya Kyoto Head Office, the program of Kyoto Broadcasting System to introduce Taiwan tourism. |
| TV Programs | <ol style="list-style-type: none">Invited "The Solitary Gourmet", the famous drama about culinary to shoot episodes in Taiwan. We also invited Kyoto Broadcasting System (KBS) to shoot special program in Taiwan.Invited "Rainbow color Jean", Kansai Telecasting Corporation to film TV special about Taiwan tourism for spring and autumn seasons. We also invited "Shittoko!", MBS, "The Best Cruise Journey", BS TBS and Naikai Broadcasting Co., Ltd. To film TV special about Taiwan tourism. |
| Internet Media | <ol style="list-style-type: none">Created "Taiwan Mikke!" fan page on facebook. It received 1,5000 followersEstablished the official website of "The Heart of Asia" to disseminate related tourism activities and information about media reports, annual events, tourism spotlights, etc. |

| | |
|---------|---|
| 電視廣告 | <ol style="list-style-type: none">關東地區：於 104 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，於富士、日本、朝日、中京及 TBS 等 16 家電視臺播放 30 秒廣告，並加強於 4 月、6 月、10 月至 11 月黃金周、暑假前、聖誕節、新年假期前加強宣傳，總計播出 1 萬 6,000 GRP。其中富士、日本、朝日、中京及 TBS 電視臺，主要觀眾為上班族，平日以上班族出門前收視時段及晚間高收視者時段為主，採ㄇ字型時段廣告，其他電視臺配合各階層民眾作息時間，採全日型時段廣告，提高宣傳效果。關西地區：於 104 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 30 秒廣告，總計播出 2 萬 1,400 GRP 值及宮崎電視臺 40 檔次、宮崎放送 65 檔次。並依各電視臺觀眾屬性，購買不同時段廣告，以可涵蓋各階層之「全日型時段」為主，宮崎電視臺、宮崎放送於晚間 6 點至 10 點播放，配合各目標階層民眾作息時間，以達宣傳效果。 |
| 廣播節目 | 邀請 KBS 京都電臺廣播節目《こちら平田屋京都本店》介紹臺灣觀光。 |
| 電視節目 | <ol style="list-style-type: none">邀請東京電視臺知名美食日劇《孤獨美食家》來臺拍攝、KBS 京都放送電視臺《ぼじぼじたまご》拍攝臺灣旅遊特別節目。邀請關西電視臺「にじいろジーン」春秋兩季、MBS 電視臺「知っこ!」、BS TBS「極上のクルーズ紀行」及南海放送來臺取材播放臺灣觀光特輯。 |
| 網路媒體 | <ol style="list-style-type: none">開設臉書《台 みっけ!》粉絲團，吸引近 1 萬 5,000 名粉絲的關注。製作「旅行心臺灣」觀光專屬官網、LINE@，將媒體報導、年度活動、光點等藉網路行銷活動，傳遞觀光活動與訊息。 |
| 戶外媒體 | 於東京澀谷交叉路口及大阪道頓堀戶外電視牆，播放木村拓哉為臺灣拍攝之臺灣觀光廣告、大阪梅田地下街燈箱廣告等。 |
| 推廣／公關活動 | <ol style="list-style-type: none">參加東京馬拉松、立川推廣會、與京急百貨合作辦理「台灣 Fair」、JR 仙台 Road Show 等，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、辦理「臺灣觀光美食饗宴」以美食行銷臺灣觀光。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」；與東武世界廣場合作辦理臺灣觀光彩繪電車暨車廂廣告等，透過多元管道宣傳臺日觀光交流。其他：日本物產博覽會 (6/26 - 6/28) 臺北火車站。藝人活動：偶像團體 Spexial 參加「東京女子時尚秀活動 (9/27)」、辰亦儒參加「日本女子博覽會活動 (10/31)」、陽岱鋼參加「北海道臺灣日 (7/31)」。 |

| | |
|------|--|
| 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、名古屋にっぽ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。 |
|------|--|

(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：交通日報、世界旅行新聞、旅行情報新聞、觀光 Leisure 新聞、交通觀光新聞、旅行新聞、韓國觀光新聞、交通情報新聞、Travel Focus。雜誌：KTX Magazine、THE TRAVELLER、Lonely Planet Magazine Korea、TOUR DE MONDE、每日經濟 ECONOMY、Korea Tourism News、Marie Claire、HanKyoreh21、Cine21、COSMOPOLITAN、BAR&DINING、女性中央、ELLE、Golf Digest、Top Golf、Golf Magazine、Travie、AB Road、Tour Korea、Nylone、Lemon Tree、Go Out、Bazaar。 |
| 電視廣告媒體 | <ol style="list-style-type: none">於 10 月至 12 月在 KBS-2、MBC 等電視臺播放 92 檔 15 秒電視廣告外，另行採購 KBS 及 MBC 電視臺 15 秒廣告。與 TOUR 2000 等旅行社合作進行「電視購物」Home Shopping 促銷旅遊商品。 |
| 旅遊書 | 與《Taiwan Holiday》、《Hello Taipei》等書籍合作、印製韓語版「台灣觀巴」、「台灣好行」摺頁及「Time for Taiwan」導覽手冊。 |
| 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。製作「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。持續強化「噗通噗通 24 小時臺灣」APP，進行景點、美食、交通資訊提供。 |
| 戶外媒體 | <ol style="list-style-type: none">於釜山高鐵站燈箱、釜山地鐵西面站安全閘門刊登廣告、於首爾地鐵月臺電視播放 30 秒廣告。MEGABOX、CGV 及樂天 Cinema 三大電影院系列播映 15 秒微電影廣告。 |
| 推廣／公關活動 | 2015 年 4 月 26 日、5 月 23 日分別於釜山西面站樂天百貨前廣場、首爾龍山地鐵站 iPark Mall Plaza 辦理推廣活動，現場邀請販售臺灣行程之旅 |

| | |
|-----------------------------|--|
| Outdoor Ads | At the intersections in Shybuya, Tokyo and outdoor TV walls in Dotonbori, Osaka, we broadcasted the tourism advertisement that Kimura Takuya stared in. |
| Public Relations Activities | <ol style="list-style-type: none">Participated in Tokyo Marathon, Takijawa promotion conference, Taiwan Fair in cooperation with Keikyo Department Store and JR Sentai Road Show. We set up booth in these places to present Taiwan tourism information, games with give-away. "Taiwan Tourism and Gourmet Feast" was held to promote Taiwan tourism.Assisted the local government and private sectors to perform marketing cooperation such as "Seibu Taiwan Day", panted train and car advertising in cooperation with Tubu World Square and other channels to promote the tourism exchange between Taiwan and Japan.Others: Japan Travel & Products Expo (June 26 - 28) in Taipei Station.Artist Activities: Idol group Spexial attended the "Tokyo Girl Collection" (September 27), Taiwan talent Calvin Cheng attended the "JAPAN GIRLS EXPO" (October 31) and Dai-Kang Yang participated the "Hokkaido Taiwan Day" (July 31). |
| Travel Fairs | Participated in JATA Travel Expo, Yosakoi Soran Festival and tourism promotional activity in Hokkaido, the Northeastern Japan Festival and tourism promotional activity, Domatsuri tourism promotional activity in Nagoya, Yosakoi Soran Festival and tourism promotional activities in Mie County, Asian-Pacific Festival in Fukuoka, tourism promotional activities in Kyushu, etc. |

(II) Promotional Activities in Korea

| Method of Promotion | Content of Promotion |
|---------------------|---|
| Print Media | <ol style="list-style-type: none">Newspapers: Ads were placed in Traffic News, World Travel News, Tourism Information News, Leisure news, Tourism Traffic News, Travel News, Korea Tourism News, Focus & Metro Rapid Transit News, Travel Focus, etc.Magazines: Ads were placed in KTX Magazine, THE TRAVELLER, Lonely Planet Magazine Korea, TOUR DE MONDE, Daily ECONOMY, Korea Tourism News, Marie Claire, HanKyoreh21, Cine21, COSMOPOLITAN, BAR&DINING, MNB magazine, ELLE, Golf Digest, Top Golf, Golf Magazine, Travie, AB Road, Tour Korea, Nylone, Lemon Tree, Go Out, Bazaar, etc. |
| TV Ads | <ol style="list-style-type: none">A 15-second commercial ad was aired on KBS-2 and MBC TV channels a total of 24 times from October to December 2015. Another 15-second commercial ad was bought from KBS and MBC.Conducted TV shopping campaign "Home Shopping" to promote travel products with TOUR 2000 and other travel agencies. |

行社共同參與，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，以及體驗嘆通嘆通臺灣的多元文化。



旅展活動

參加韓國國際旅展、釜山國際旅展、HANATOUR 國際旅展。

(三) 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、Dwnews.com (多維新聞網)、Jade Tour、紐約社區報、Smithsonian、世界日報、明報、星島日報、環球華報、先楓報、星島東周刊、世界明周刊、The Globe and Mail、Galgary Herald、Travel Week、Outpost、Metro Vancouver、台加月刊、Travel & Leisure 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；東方年代、城市電視、KCBS-TV(LA)、WCBS-TV(NY)、KPIX-TV(SF)、ETTV(東森美洲衛視)、KTSF-26、星島中文電臺、Global TV Network CIII、Global TV Network CKMI、Global TV Network Chan、NGC Canada、Star Chinese Movies- North America、HGTV、National Geography 等電視頻道播放臺灣觀光形象宣傳影片。 |
| 廣播節目 | 運用加拿大 FM96.1、AM1470、AM1320、Fairchild Radio；美國 KCBS(廣播)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 CBS SF 網站、Oakland Zoo 網站、加拿大雄獅旅遊網、OSSN 網路 Banner 廣告、Student Universe、Smithsonian、Travelport、United.com 聯合航空網站、Google 等網站刊登臺灣觀光 Banner 或影片。 |

| | |
|-----------------------------|---|
| Travel Books | Cooperated with "Taiwan Holiday" and "Hello Taipei" – two travel books; printed Korean version of foldouts for "Taiwan Tour Bus" and "Taiwan Tourist Shuttle" as well as the Korean version of travel guidebook – "Time for Taiwan". |
| Internet Media | <ol style="list-style-type: none">1. Strengthened the functionality of the Tourism Bureau's official Korean website, held a tour Taiwan campaign to increase membership in the Bureau's website, and invited well-known Korean bloggers to visit Taiwan.2. Created the exclusive official website for the "푸통푸통 24시타이완" (Heartbeat of Taiwan) to publish microfilms and information on annual events and other tourism activities.3. Continued to enhance the APP for the "푸통푸통 24시타이완" to provide more information about attractions, culinary and transportation. |
| Outdoor Ads | <ol style="list-style-type: none">1. Ads were placed in light boxes inside the Busan high-speed train station and on the western security gates of the Busan Metro; a 30-second TV commercial was broadcast on the Seoul Metropolitan Subway platform.2. A 15-second advertising microfilm was broadcast on MEGABOX, CGV, and LOTTE Cinema. |
| Public Relations Activities | On April 26 and May 23, 2015, held two promotion activities separately at Rakuten Department Store's square which located at Busan station's west side and at iPark Mall Plaza, Yongsan Station, Seoul. Those travel agencies sold Taiwan travel were also participated in the activity. We set up booth to experience food, culture and LOHAS. This was a chance to directly contact consumers and made them experience the multi-culture of Heartbeat of Taiwan. |
| Travel Fairs | Participated in the Korean World Travel Fair, BITF in Busan, and HanaTour International Travel Show. |

(III) Promotional Activities in America and Canada

| Method of Promotion | Content of Promotion |
|---------------------|---|
| Print Media | Advertised the image of Taiwan tourism and travel products on the following newspapers or magazines: The Epoch Time, Asian Fusion Magazine, Dwnews.com, Jade Tour, New York Community Times, Smithsonian, World Journal, Ming Pao, Sing Tao Daily, Global Chinese Press, New Leaf Weekly, Eastweek, Ming Pao Weekly, The Globe and Mail, Galgary Herald, Travel Week, Outpost, Metro Vancouver, Taiwanese Canadian Monthly and Travel & Leisure. |
| TV Programs | The promotional film of the image of Taiwan tourism was on air on the following channels: ETTV America, Broadcasting Corporation of Mainland China, New Tang Dynasty Television (NTD), World Journal, CNBC Channel, Eastern Era, Talent Vision, KCBS-TV(LA), WCBS-TV(NY), KPIX-TV(SF), ETTV, KTSF-26, SingTao Chinese Radio, Global TV Network CIII, Global TV Network CKMI, Global TV Network Chan, NGC Canada, Star Chinese Movies- North America, HGTV, National Geography, etc. |

| | |
|---------|---|
| 戶外媒體 | 使用 Smithsonian、洛杉磯國際機場、洛杉磯市區公車、舊金山地鐵站 & 車廂、Oakland Zoo、溫哥華市區公車等戶外廣告版面，刊登臺灣形象廣告。 |
| 推廣／公關活動 | <p>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：</p> <ol style="list-style-type: none"> 1. A Journey to Taiwan 奧斯卡報名投稿暨洛杉磯電影放映會。 2. 參加 2015 iHeart Media 夏日音樂嘉年華。 3. 參與名人 Malan Breton 2015 臺灣 Fashion Show。 4. 參加中央車站博物館日活動。 5. 華盛頓自然歷史博物館臺灣觀光推廣晚會。 6. 辦理 2015 年花旗球場臺灣之夜。 7. 參加 2015 紐約臺灣旅遊及文化節 (Taiwan Tourism and Culture Festival) 活動。 8. 辦理紐約臺灣美食節暨觀光說明會。 9. 參加臺灣旅遊及文化節 (Taiwan Tourism and Culture Festival) 活動。 10. 參加 2015 USTOA Travel Now 旅行就是現在企劃。 11. 辦理「台灣燈會」說明會。 12. 為全球開發中國家學童募文具慈善活動。 13. Bowers Museum 臺灣之夜推廣活動。 14. 參加 LA Times 書展。 15. 參加洛杉磯時報美食展。 16. 北美地區臺灣推廣會—紐約、舊金山、洛杉磯。 17. 奧克蘭動物園整合行銷宣傳活動。 18. 舊金山 Viator 網路旅行社製作臺灣旅遊產品影片製作案。 19. 裙襖搖搖 LPGA 菁英賽案。 20. 溫哥華臺灣電影節。 21. 舊金山臺灣電影節。 22. 北加州臺灣文化節。 23. 愛城民俗文化節。 24. Samovar Lounge 餐廳舉辦臺灣美食活動。 25. 參加庫柏蒂諾國際童玩節。 26. 參加美國旅遊業協會年會。 27. 2015 “TASTE TAIWAN” 北美餐廳臺灣美食宣傳活動。 |



1

| | |
|-----------------------------|--|
| Radio Programs | Broadcasted the message about Taiwan tourism and preferential treatments by Canada FM96.1, AM1470, AM1320, Fairchild Radio and America KCBS. |
| Internet Media | Placed ad on the following websites: CBS SF, Oakland Zoo, Canada Lion Travel, OSSN's web banner, Student Universe, Smithsonian, Travelport, United.com, Google, etc. |
| Outdoor Ads | Advertised the image of Taiwan tourism on the following medias: Smithsonian, Los Angeles International Airport, the city bus in Los Angeles, San Francisco BART, Oakland Zoo, the city bus and outdoor advertising in Vancouver, etc. |
| Public Relations Activities | <p>Created many promotional activities to increase Taiwan's publicity:</p> <ol style="list-style-type: none"> 1. Oscar Submission for A Journey to Taiwan. 2. Participated in 2015 iHeart Media. 3. Participated in Malan Breton 2015 Taiwan Fashion Show. 4. Participated in the "Celebrate Taiwan@ Grand Central". 5. Held a tourism promotion party in National Museum of Natural History in Washington. 6. Held the "2015 Taiwan Night" in Citi Field. 7. Participated in the "2015 Taiwan Tourism and Culture Festival" in New York. 8. Held the Taiwan Fine Cuisine joint Promotion and a tourism seminar. 9. Participated in the "Taiwan Tourism and Culture Festival". 10. Participated in the "2015 USTOA Travel Now". 11. Held a seminar on the "Taiwan Lantern Festival". 12. Pencils for Kids. 13. Produced in a promotion festival of Taiwan in Bowers Museum. 14. Participated in the "Festival of Books" in Los Angeles. 15. Participated in the LA Times-Taste Event. 16. Held tourism promotion conferences in North America – New York, San Francisco and Los Angeles. 17. OhBear+Oakland Zoo Promotion. 18. Publishing and promotion for the 6 Taiwan videos. 19. 2015 Swinging Skirts LPGA Classic. 20. Vancouver Taiwanese Film Festival 2015. 21. 2015 Taiwan Film Days. 22. Taiwan American Cultural Festival 2015. 23. Edmonton Heritage Festival. 24. Samovar Lounge "The Food of Taiwan". 25. 2015 Cupertino Happy Kids Festival. 26. 2015 USTOA Annual Conference. 27. 2015 "TASTE TAIWAN" Culinary Event. |

| | |
|--------------|---|
| Travel Fairs | Attended the major travel fairs to increase the effect of promotion for Taiwan's tourism: <ol style="list-style-type: none">1. Participated in the "2015 Travel Fair" held by New York Times.2. Participated in the "2015 Cruise Shipping Miami".3. Participated in the travel fair held in Montreal.4. Participated in the outdoor travel fair held in Toronto.5. Participated in the travel fair held in Ottawa.6. Participated in the "2015 Cruise3Sixty" in Fort Lauderdale, Florida.7. Participated in the travel fair held in Washington D.C.8. Participated in the "2015 LA Travel & Adventure Show".9. Participated in the "2015 Tour & Travel Exchange" in Arizona.10. Participated in the "2015 WTM Latin America" in Brazil.11. Participated in the "San Diego Travel & Adventure Show".12. Participated in the "2015 UCLA Travel Fair".13. Participated in the "2015 Cruise Shipping Miami".14. Participated in the "Guadalajara Travel Fair" in Mexico.15. Participated in the "2015 Pacific Orchid Exposition".16. Participated in the "2015 SF / Bay Area Travel & Adventure Show".17. Participated in the "2015 IMEX AMERICA". |
|--------------|---|

(IV) Promotional Activities in Europe

| Method of Promotion | Content of Promotion |
|---------------------|---|
| Print Media | Took advantage of print media to expose the image of Taiwan's tourism in the main source markets including: <ol style="list-style-type: none">1. In Germany: Ads were placed in the following newspapers or magazines: Globetrotter Magazin, GEO Saison, onrail, Spartacus Traveler, Touristik Aktuell, Reise Tipps, Rolling Pin, Allgemeine Zeitung, Gießener Anzeiger, Market am Mittwoch, Schweiz am Sonntag, Stuttgarter Zeitung.2. In England: Ads were placed in the following newspapers or magazines: Travel Weekly, Lonely Planet, The Guardian, Star Magazine-Travel weekly and Hedge.3. In France: Ads were placed in the following newspapers or magazines: Midi Libre, L'Est Éclair, Libération Champagne, Centre Presse Aveyron, L'Uni ,Nordlittoral.fr, Centre-presse.fr,Lamarseillaise.fr, and Lemessenger.fr. |
| Television Programs | We strengthen the image of Taiwan tourism to the European countries by broadcasting the promotional advertisement or invitation of filming program including: <ol style="list-style-type: none">1. "Ainsley eats the Streets", a food program on Channel 4 in England.2. "LA TOURNÉE DES POPOTES TV", "Vue du Ciel" in France.3. "This is my Taiwan" program on Channel NTV in Germany. |

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. 參加 2015 紐約時報旅展。
2. 參加 2015 邁阿密郵輪展。
3. 參加蒙特婁旅展。
4. 參加多倫多戶外旅展。
5. 參加渥太華旅展。
6. 參加 2015 年佛州羅德岱堡郵輪展 Cruise3Sixty。
7. 參加華盛頓 DC 旅展。
8. 參加 2015 洛杉磯旅遊暨冒險展 (LA Travel & Adventure Show)。
9. 參加 2015 Tour & Travel Exchange 亞利桑那旅遊交易會。
10. 參加 2015 巴西拉丁美洲旅展 (WTM Latin America)。
11. 參加 2015 聖地牙哥旅遊暨冒險展。
12. 參加 2015 加州大學洛杉磯分校旅展。
13. 參加 2015 邁阿密郵輪展。
14. 參加墨西哥 Guadalajara 旅遊展。
15. 參加 2015 太平洋蘭花博覽會 (Pacific Orchid Exposition)。
16. 參加 2015 舊金山／灣區旅遊暨冒險展。
17. 參加 2015 美洲國際獎勵旅遊暨會議展。

(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： <ol style="list-style-type: none">1. 德國：Globetrotter Magazin 雜誌、GEO Saison 國家地理旅遊雜誌、onrail 雜誌、Spartacus Traveler 雜誌、Touristik Aktuell 雜誌、Reise Tipps 雜誌、Rolling Pin 雜誌、Allgemeine Zeitung 日報、Gießener Anzeiger 日報、Market am Mittwoch 日報、Schweiz am Sonntag 日報、Stuttgarter Zeitung 日報。2. 英國：Travel Weekly、Lonely Planet、The Guardian、Star Magazine - Travel weekly、Hedge。3. 法國：Midi Libre、L'Est Éclair、Libération Champagne、Centre Presse Aveyron、L'Union、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： <ol style="list-style-type: none">1. 英國 Channel 4 電視臺美食節目《Ainsley eats the Streets》。 |

| | |
|---------|--|
| | <ol style="list-style-type: none"> 法國 LA TOURNÉE DES POPOTES TV (移動食堂) & Vue du Ciel (從天空俯瞰)。 德國 NTV 名人帶錄 Das ist mein 節目。 |
| 網路媒體 | <p>使用轄區內重要網路媒體，擴散臺灣觀光宣傳管道：</p> <ol style="list-style-type: none"> 德國：Bild.de、Reisen&Golfen、news4press、newsmax、Touristik-News.com、go-with-us.de、FINE ART Reisen。 英國：Cox&Kings (coxandkings.co.uk)、Escapism (escapism.com)、Wendy Wu Tours (wendywu.co.uk)、Black Tomato (blacktomato.com)、Master Che (mastercheftravel.co.uk)。 法國：http://www.marcovasco.fr/。 |
| 戶外媒體 | <ol style="list-style-type: none"> 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。 瑞士蘇黎世：Tourasia 旅行社於蘇黎世市區刊登公車車身廣告、TUI Flextravel 旅行社刊登臺灣觀光促銷廣告。 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。  |
| 推廣／公關活動 | <ol style="list-style-type: none"> 1 月 17 日至 2 月 22 日 PATA 德國分會主辦之 3 大城旅遊業者展銷會。 5 月 30 日至 31 日法蘭克福大型消費者活動。 5 月 19 日至 21 日 IMEX 國際獎勵旅遊與會議展。 7 月 7 日至 10 日參加德國 Meier's Weltreisen 旅行社冬季行程目錄展銷會。 9 月 17 日至 18 日參加 Suntrips 旅行社臺灣遊程銷售訓練說明會。  |

| | |
|-----------------------------|--|
| Internet Media | <p>We take advantage of the major Internet medias to expand the promotion channels:</p> <ol style="list-style-type: none"> In German: Bild.de, Reisen & Golfen, news4press, newsmax, Touristik-News.com, go-with-us.de, FINE ART Reisen. In England: Cox&Kings (coxandkings.co.uk), Escapism (escapism.com), Wendy Wu Tours (wendywu.co.uk), Black Tomato (blacktomato.com), Master Chef (mastercheftravel.co.uk). In France: http://www.marcovasco.fr/ |
| Outdoor Media | <ol style="list-style-type: none"> In German: The large advertisements in Frankfurt, Munich and Berlin, king size lightbox advertisements at Terminal 1 of the Frankfurt Airport, Germany. In Switzerland: The moving advertising on the cable cars in Zurich, 2 weeks in-store screen promotion in of TUI's important and most frequented own travel agency in Zurich. In Spain: Mallorca 312 International Cyclosportive. |
| Public Relations Activities | <ol style="list-style-type: none"> Participated in the roadshow in the sales exhibition hosted by PATA for tourism industries in three major cities from January 17 to February 22. Participated in "The Bergerstrassenfest Festival" (a consumer activity in Frankfurt) held from May 30 - 31. Participated in the IMEX 2015 in Frankfurt from May 19 - 21. Attended the winter itinerary orientation held by Meier's Weltreisen, a travel agency in Germany on July 7 - 10. Attended the sales training held by Suntrips, a travel agency in Germany on September 17 - 18. Attended the promotion roadshow held by FTI, a travel agency in Germany on September 21 - 25. Attended the pre-departure orientation held by Tischler, a travel agency in Germany, in Garmisch-Partenkirchen on October 9 - 11. Attended the pre-departure orientation held by Diamir, a travel agency in Germany, in Dresden on October 2 - 5. Held a tourism seminar and Tea Sipping also cooking culinary arts (Semaine gourmande avec l'Office du Tourisme de Taïwan) in Paris, France on February 17. |
| Travel Fairs | <ol style="list-style-type: none"> In Germany: ITB Travel Fair in Berlin, the travel fairs held by the branch of PATA, Travel Fair in Leipzig. In England: World Travel Market (WTM) in London, Destinations Show in London, Destinations Show in Wales. In France: International French Travel Market Top Resa in Paris. |

| | |
|------|--|
| | 6. 9月21日至25日參加FTI旅行社2015年亞洲產品促銷roadshow。 7. 10月9日至11日參加南德Tischler旅行社亞洲行程說明會。 8. 10月2日至5日德國Diamir旅行社於德列斯登主辦行程說明會活動。 9. 2月17日於法國巴黎辦理臺灣觀光說明會搭配品茶及美食烹飪教學活動。 |
| 旅展活動 | 1. 德國：ITB 柏林旅展、PATA 德國分會 3 大城旅展、萊比錫旅展。 2. 英國：WTM 倫敦旅展、倫敦消費者旅展、威爾斯 8 大城市產銷會。 3. 法國：巴黎 TOP RESA 旅展。 |

(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 6 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 | <p>全球重要郵輪船隊公司均在邁阿密設立總公司或分公司，因此臺灣每年組團參加全世界最大的「2015 邁阿密郵輪展」，持續提升臺灣郵輪觀光能見度。</p>  |
| 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，104 年度總計獎助 37 艘次郵輪，帶進 5 萬 1,675 人次旅客。 2. 運用亞洲郵輪專案 (Asia Cruise Fund, ACF) 機制，與香港、菲律賓及海南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 2015 邁阿密郵輪展進行 ACF 宣傳酒會，邀請重要郵輪公司代表及媒體，擴大宣傳 ACF 獎助機制，並宣示亞洲郵輪旅遊目的地結盟合作之決心。 |

(V) Promotional Activities in Cruise Market

| Method of Promotion | Content of Promotion |
|-----------------------------|--|
| Print Media | Made tour guide manuals for the six International ports, which can receive cruises. We also made promotional post cards of express visa to provide Southeast cruise tourists important travel information. |
| Travel Fairs | Since major international cruise lines have set up head or branch offices in Miami, a Taiwanese delegation participates in the world's largest "2015 Cruise Shipping Miami" exhibition every year to enhance the visibility of the cruise tourism market in Taiwan. |
| Public Relations Activities | 1. According to the key points on subsidies for overseas cruises, we continued to subsidize the ports or local administrations to conduct welcome activities. The activity can attract overseas cruises to come to Taiwan and strengthen their positive impression. We total subsidized 37 cruises and brought 51,675 tourists to Taiwan in 2015. 2. According to the mechanism of Asia Cruise Fun, ACF, We cooperated with Hong Kong, Philippines and Hainan to provide promotional subsidy to encourage the international cruises to stay at the ports of the ACF members. We invited the representatives of cruise companies and the press to the propaganda party in 2015 Cruise Shipping Miami. We not only promoted the subsidy mechanism of ACF but also declared the determination of alliance of Asia Cruise Travel Destination. |

(VI) Promotional Activities in Hong Kong, Singapore, Malaysia, New Zealand, and Australia

| Method of Promotion | Content of Promotion |
|---------------------|--|
| Print Media | 1. Hong Kong: (1) Chinese Media: Printed ads of Taiwan themes and regional travel-related information were placed in U Magazine, JetSo, East Daily, The Sun Daily, Economy Daily, Apple Daily, am730, Sky Post, Headline Daily, Wenweipo, Metro Pop, City Magazine, E Weekly, Sportssoho, etc. (2) English Media: Standard, Travel, HutchGo, Priceline. 2. Singapore: Printed ads with Taiwan themes and regional travel-related information were placed in the United Morning Paper (Chinese), United Evening Paper (Chinese), Shin Min Daily News (Chinese), The Straits Times (English), Today (English), My Paper (MRT paper), Berita Harian, iWeekly, 8Days, and Campus magazines. 3. Malaysia: (1) Chinese Media: Sin Chew Daily, Kwong Wah Daily, Guang Ming Daily, China Press, Nanyang Press, and Oriental Daily News See Hua Daily News as well as in the Chinese magazines Tourism, Foodson, Let's |

(六) 港星馬暨紐澳地區廣告宣傳辦理情形

| 宣傳方式 | 內容 |
|-----------|---|
| 推廣／公關活動 | <p>1. 香港：</p> <p>(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、Sportsoho 運動版圖雜誌等媒體刊登臺灣主題及區域旅遊相關訊息。</p> <p>(2) 英文媒體：Standard、Travel、HutchGo、Priceline。</p> <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、8Days、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。</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：Sunday Telegraph、星島日報（Sing Tao）、澳洲新報（Australia Chinese Daily）、the Sun Herald、Gold Coast Bulletin、Tweed Daily News、Lismore Northern Star、Brisbane Sunday Mail、捷星航空機上雜誌（Jetstar Australia magazine）、the Global Goddess、Weekend Australian、Vacations&Travel、the Telegraph、APN、Clyclist、Get up&Go、Women Health。</p> |
| 旅遊書 | 馬來西亞 Kerson Media Global Sdn Bhd：「不一樣的臺灣，探索花一冬之旅」中英文旅遊手冊。 |
| 電視節目及電視廣告 | <p>1. 香港：</p> <p>(1) TVB—「街坊廚神 3」60 分鐘（6 集）。</p> <p>(2) 香港有線電視 Cable TV—「節目為食情報局」3 分鐘（13 集）。</p> <p>(3) 香港有線電視 Cable TV—「3S 放大假—花東特輯」3 分鐘（2 集）。</p> <p>(4) 香港有線電視娛樂 12 臺—「親子超豪假期」60 分鐘（4 集）。</p> <p>2. 新加坡：</p> <p>(1) 亞洲新聞臺（CNA）《First Look Asia》8 分鐘（2 集）。</p> <p>(2) 亞洲新聞臺（CNA）臺灣旅遊節目 30 分鐘（52 集）。</p> |

| | |
|---------------------|--|
| | <p>Travel, Traveller’s Digest, Leisure Travel, Newtide, My Wedding, and Travelmate Magazine.</p> <p>(2) English newspapers: Print ads and editorials were placed in The Star, as well as in the English magazines Gaya, Leisure Travel, Astelier, Marie Claire, Calibre, Travelution, Time Out, Asia Horizon, and Escape!.</p> <p>(3) Malaysian newspapers: Print ads and editorials were placed in Harian Metro, Utusan Malaysia, Kosmo!, Borneo Post as well as in Malaysian magazines Santai and Libur.</p> <p>4. Australia: Sunday Telegraph, Sing Tao Daily, Australia Chinese Daily, the Sun Herald, Gold Coast Bulletin, Tweed Daily News, Lismore Northern Star, Brisbane Sunday Mail, Jetstar Australia magazine, the Global Goddess, Weekend Australian, Vacations&Travel, the Telegraph, APN, Clyclist, Get up&Go, and Women Health.</p> |
| Travel Books | “Different Taiwan – A Winter Tour for Flowers”, a Chinese-English travel handbook by Kerson Media Global Sdn Bhd from Malaysia |
| TV programs and ads | <p>1. Hong Kong:</p> <p>(1) 6 episodes of “Neighborhood Gourmet”, a 60 minutes serial, for TVB.</p> <p>(2) 13 episodes of the 3 minutes-serial “Tasty Bureau” on Hong Kong Cable.</p> <p>(3) 2 episodes of “Holiday SSS – Hualien and Taitung Specail”, a 3 minutes serial, for Hong Kong Cable TV.</p> <p>(4) 4 episodes of 60 minutes serial “Super Holiday for Parents and Child” on Hong Kong Entertainment Channel.</p> <p>2. Singapore:</p> <p>(1) 2 episodes of 8 minutes program “First Look Asia” on Channel NewsAsia (CAN).</p> <p>(2) 52 episodes of 30 minutes Taiwanese travel program on Channel NewsAsia (CAN).</p> <p>3. Malaysia: 2 episodes of “FEST”, a 30 minutes festival and travel program in Malay language.</p> <p>4. Southeast Asia, Australia, and New Zealand:</p> <p>(1) 10 episodes of 60 minutes “Fun Taiwan Challenge 2”.</p> <p>(2) 10 episodes of 60 minutes “Travel Taiwan” on major television channels in Hong Kong, Singapore, and Malaysia.</p> |
| Internet Media | <p>Travel and keyword ads on Yahoo and Google:</p> <p>1. Hong Kong:</p> <p>(1) Placed ads about hot spring, fruit collecting, health and other</p> |

| | |
|---------------------|---|
| | <p>theme travel and joy in winter tourism in Taiwan on Travelzoo in cooperation with Westminster Travel.</p> <p>(2) Cooperated with the head of Hong Kong travel agencies, HutchGo to conduct the festival of hot spring and culinary on Hutchgo.com. Placed ads on Flyagain and meetHK.com to promote this internet campaign and winter travel of Taiwan. We expected to this campaign boosted the tourists came to Taiwan in the fourth quarter.</p> <p>2. Singapore: Set up the website for Singapore Office, Channel NewsAsia (CAN), YouTube and Holiday.SG.</p> <p>3. Malaysia:</p> <p>(1) Applied Wi-Fi advertising in 270 restaurants under 13 brand names.</p> <p>(2) Created and maintained www.taiwan.net.my, a website in Malay language for tourism in Taiwan.</p> <p>4. Australia:</p> <p>(1) Australia: Placed ads in Travel Daily, Travel Today, Travel blackboard, eGlobal Travel, Fairfax online, News.com.au, adcon, Expedia Australia, Web Jet, and managed an Australian Facebook page.</p> <p>(2) Into Water and beyond, Internet travel video series program.</p> |
| Outdoor Advertising | <p>1. Singapore: Ads were installed on the exterior walls of the hallway of the Convention Center (location of the travel exhibition) and in subway stations (on escalators, columns, roof tops, hallways, floors, and light boxes).</p> <p>2. Australia: Ads were installed in subway stations in Sydney, Melbourne and Brisbane.</p> |

(VII) Promotional Activities of Emerging Asian Markets.

| Method of Promotion | Content of Promotion |
|---------------------|--|
| Print Media | <p>1. Thailand: Ads were placed in Around, Travel Guide Magazine, Daily News, Matichon, Thai Post, The Nation, KOMCHADLUEK, ASTV POOJADKARN, BANGKOK BIZNEWS, Traveller's Companion, Bangkok Business, Shi Jie Ri Bao, Condast Traveller and United Daily News.</p> <p>2. Indonesia: Ads were placed in Escape, National Geographic, Kompas, Travelxpose, Panorama, getaway!, The Travel Time, Indonesia Shang Bao, Guo Ji Ri Bao, Qiandao Ribao, and Jawa Poss.</p> <p>3. The Philippines: Ads were placed in Asian Travelife, Smile, Philippine Star, Philippine Daily and United Daily News.</p> <p>4. Vietnam: Ads were placed in the Lao Dong and Bao Tuoi Tre.</p> |

3. 馬來西亞：馬來文節慶旅遊節目《FEST》30 分鐘（2 集）。
4. 東南亞及紐澳：
 - (1) 《瘋臺灣全明星 II》60 分鐘（10 集）。
 - (2) 於港星馬主要頻道製播電視節目《旅行臺灣》60 分鐘（6 集）。

| | |
|------|---|
| 網路媒體 | <p>YAHOO & Google 旅遊及關鍵字廣告：</p> <p>1. 香港：</p> <p>(1) 與西敏旅行社合作於 Travelzoo 刊登臺灣溫泉、採果、養生等主題旅遊廣告，體驗冬季遊臺樂趣。</p> <p>(2) 與 HutchGo 香港網路旅行社龍頭合作，於 Hutchgo.com 辦理溫泉美食嘉年華活動、Flyagain 及 meetHK.com 網頁廣告，加強推廣溫泉美食嘉年華，宣傳臺灣冬季主題旅遊，期衝刺第 4 季來臺旅遊人次。</p> <p>2. 新加坡：新加坡辦事處網站、亞洲新聞臺 (CNA)、YouTube、Holidays.SG 旅遊資訊網站。</p> <p>3. 馬來西亞：</p> <p>(1) 於馬來西亞 13 家品牌共 270 間餐廳辦理 Wi-Fi 網路廣告。</p> <p>(2) 委託製作及維護臺灣觀光馬來西亞穆斯林網站 www.taiwan.net.my（馬來文）。</p> <p>4. 澳洲：</p> <p>(1) Travel Daily、Travel Today、Travel blackboard、eGlobal Travel、Fairfax online、News.com.au、adcon、Expedia Australia、Web Jet、澳洲版臉書粉絲團經營。</p> <p>(2) Into water and beyond 網路影像節目。</p> |
| 戶外媒體 | <p>1. 新加坡：會議中心（旅展場地）外牆通道、廣告、地鐵全站廣告（手扶梯、圓柱、屋頂、通道、地板、燈箱等）。</p> <p>2. 紐澳：地鐵月臺廣告（雪梨、墨爾本及布里斯本）。</p> |

(七) 亞洲新興地區廣告宣傳辦理情形

| 宣傳方式 | 內容 |
|------|---|
| 平面媒體 | <p>1. 泰國：Around、Travel Guide Magazine、Daily News、Matichon、Thai Post、The Nation、KOMCHADLUEK、ASTV POOJADKARN、BANGKOK BIZNEWS、Traveller's Companion、Bangkok Business、世界日報 Condast Traveller、聯合日報。</p> <p>2. 印尼：Escape、National Geographic、Kompas、Travelxpose、Panorama、getaway!、The Travel Time、商報、國際日報、千島日報。</p> |

| | |
|---------------|--|
| | <ol style="list-style-type: none">3. 菲律賓：Travelife、Smile、Philippine Star、Philippine Daily、聯合日報。4. 越南：勞動報、青春報。5. 印度：Travel Biz Monitor、Voyagers World、Travelscapes、TNH、Wonderlust、Whereabouts、India Today Travel Plus、Lonely Planet、National Geographic Travel、Discovery Channel Magazine、Travel and Leisure、Outlook Business、Asiana Wedding、Asia Spa、Harper's Bazaar Bride、Travel Span、Travel and Leisure、Cond Nast Traveller、Harper's Bazaar。6. 中東：阿曼雜誌、Time out Dubai、Arabian Travel News、Gulf News Tabloid 廣告。 |
| 電視節目及 電視廣告 | <ol style="list-style-type: none">1. 泰國：旅遊節目拍攝 — Channel 7「Gin Plag Gin Lag」、Channel 1「The First」、Channel 5「World 360 Degree」。2. 印尼：旅遊節目拍攝 — Trans7 之《Spotlite》。 |
| 網路媒體 | <ol style="list-style-type: none">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/。2. Facebook 廣告：泰國、菲律賓、印尼、越南。3. 部落客邀訪：泰國、印尼。4. 中東：www.dmi.ar 橫幅廣告。5. 印度：Telly Calendar 拍攝。 |
| 戶外媒體 | 中東：杜拜機場外道路、阿布達比機場外道路、杜拜市區 Mupis 及 MEGACOMS 廣告。 |

(八) 大陸地區廣告宣傳辦理情形

| 宣傳方式 | 內容 |
|------|--|
| 平面媒體 | Lonely Planet、City Weekend、Shanghaiist、Talk Magazine、Time Out Beijing Family、Shanghaiexpat、TTG、Time Out Beijing、天下雜誌社、《玩家惠》雜誌、《北京晚報》、《旅遊周刊》、《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、PPTV《民宿大闖關·臺灣》等。 |

| | |
|---------------------|---|
| | <ol style="list-style-type: none">5. India: Ads were placed in Travel Biz Monitor, Voyagers World, Travelscapes, TNH, Wonderlust, Whereabouts, India Today Travel Plus, Lonely Planet, National Geographic Travel, Discovery Channel Magazine, Travel and Leisure, Outlook Business, Asia Wedding, Asia Spa, Travel Span, Travel Span, Leisure, Cond Nast and Harper's Bazaar.6. The Middle East: Ads were placed in Omen Magazine, Time out Dubai, Arabian Travel News and Gulf News Tabloid. |
| TV Programs and Ads | <ol style="list-style-type: none">1. Thailand: Filming travel programs in Channel 7 "Gin Plag Gin Lag", Channel 1 "The First" and Channel 5 "World 360 Degree".2. Indonesia: Filming travel program - Trans7's "Spotlight". |
| Internet Media | <ol style="list-style-type: none">1. Special language websites: Tailand: http://www.taiwan.net.my/th/ Indonesia: http://www.taiwan.net.my/id Vietnam: http://www.taiwan.net.my/vi2. Facebook Advertisement: Thailand, Philippines, Indonesia and Vietnam.3. Blogger Invitation: Thailand and Indonesia.4. Middle East: Placed advertising banner on www.dmi.ar.5. India: Shot the photos for Telly Calendar. |
| Outdoor Ads | The Middle East: Placed outdoor Ads in the road outside Dubai International Airport and Abu Dhabi International Airport. Placed ads of Mupis and MEGACOMS in Dubai urban. |

(VIII) Promotional Activities in Mainland China

| Method of Promotion | Content of Promotion |
|---------------------|--|
| Print Media | Printed ads with Taiwan themes and regional travel-related information in Lonely Planet, City Weekend, Shanghaiist, Talk Magazine, Time Out Beijing Family, Shanghaiexpat, TTG, Time Out Beijing, CommonWealth Magazine, Traveler Weekly, Beijing Evening, Beijing Tourism and World Traveler. |
| Electronic Media | Ads were broadcast via Beijing People's Broadcasting Station, Mainland China Central Television, PPTV (Home Stay. Taiwan), etc. |
| TV Programs | Advertised tourism in "Follow the movies to travel in Taiwan", "Dad is Back" the second season on Zhejiang Television, "Traveler" on the World Traveler, "Ride through Taiwan, Ride for Dream" on Jiangsu Television". |

| | |
|------|---|
| 電視節目 | 《跟著電影遊臺灣》、浙江衛視《爸爸回來了》第二季、旅行者傳媒《旅行者》、江蘇電視臺《破風臺灣·涉夢而行》專題報導等。 |
| 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、去哪兒網等。 |
| 戶外廣告 | 北京君太百貨、上海日月光廣場、上海百腦匯臺灣美食廣場戶外廣告等。 |
| 旅展活動 | 中國國際旅遊交易會（China International Travel Mart，CITM）、上海世界旅遊博覽會（World Travel Fair，WTF）。 |



三、優惠措施

（一）好禮大相送

1. 臺北捷運卡，共發送 20 萬張捷運票。
2. 高雄捷運搭乘券，共發放 3 萬張。
3. 桃園機場往返臺北單程國道客運巴士券，共發送 8 萬張。
4. 主題遊樂園抵用券，共發送 3 萬張。
5. 臺灣溫泉券，共發放 3 萬張。

（二）過境到臺灣，送你免費遊：共計 5,258 人次參加。

（三）包機補助：共補助 215 架、包機 3 萬 2,148 人次。

（四）郵輪迎賓補助：共補助來臺停靠 192 艘次、26 萬 1,338 人次。

（五）獎勵旅遊補助：共補助 344 個單位、5 萬 8,458 人次。

（六）接待修學旅行學校獎助：共獎助 381 所學校、3 萬 6,698 人次。

| | |
|----------------|--|
| Internet Media | Placed ads on YOKU, Mafengwo, Baidu, Sina Weibo, Tencent Weibo, Ctrip, Dianping.com, TaobaoTravel, Kuxun.cn, Qunar.com, etc. |
| Outdoor Ads | Installed outdoor ads in the Grand Pacific Mall, the SML Center in Shanghai and BuyNow Taiwanese Food Court in Shanghai. |
| Travel Fairs | Participated in China International Travel Mart (CITM) and World Travel Fair (WTF). |

III. Preferential Deals and Giveaways

- (I) The Four Seasons Giveaway
 1. A total of 200,000 Taipei Metro tickets were given away.
 2. A total of 30,000 Kaohsiung Rapid Transit tickets were given away.
 3. A total of 80,000 Taoyuan-Taipei one-way Intercity bus tickets were given away.
 4. A total of 30,000 amusement park tickets were given away.
 5. A total of 30,000 Taiwan Hot Spring tickets were given away.
- (II) Free Tours for Transit Passengers: A total of 5,258 passengers.
- (III) The Charter Flight Incentive Program: A total of 215 charter flights, carrying 32,148 passengers, were subsidized.
- (IV) The Incentive Program for Cruise Ships: A total of 192 cruise ships, carrying 261,338 passengers, were subsidized.
- (V) The Incentive Program for Encouraging Traveling: 58,458 travelers from 344 organizations were subsidized.
- (VI) The Incentive Program for Receiving Study Travel: A total of 381 schools, receiving 36,698 people, were subsidized.



3

智慧觀光

Wise Tourism

騎遇福爾摩沙

Taiwan Cycling Festival: Formosa 900



◆第三章 國民旅遊推展與行銷

第一節 推動大型節慶賽會活動

臺灣豐富多元的自然與文化資源，是發展觀光事業的絕佳素材，具有吸引國際觀光客來臺旅遊之魅力。觀光局從國內外遊客觀點，選出富有臺灣特色之節慶賽會活動，行銷國際觀光市場。工作重點如下：

一、辦理「2015 台灣燈會」

「2015 台灣燈會」自 104 年 3 月 5 日至 3 月 15 日假臺中市烏日高鐵特定區、臺中公園燈區及豐原廟東商圈燈區舉辦。以值年生肖「羊」為主題所設計之主燈—「吉羊納百福」，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、6 大主題「傳統燈區」、「環場光環境」，以代表希望、信心、愛情、幸運之幸運草懸掛紅色梨山蜜蘋果燈籠所構成的「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—秘境尋堡」及大陸燈藝師精心製作的「交流燈區」，形成光彩奪目的環場燈光秀。

本次燈會吸引港澳、大陸江蘇、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 萬名外籍旅客參訪，總參觀人次高達 1,375 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 120 億元，更被國際媒體盛讚為「沒有雲霄飛車的迪士尼樂園」。

二、辦理「2015 臺灣夏至 235」系列活動

「2015 臺灣夏至 235」系列活動自 104 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，除與全家便利商店和清玉美味有限公司異業合作，創新推出「臺灣夏至 235」專區商品，帶起民眾熱烈迴響。另規劃用美食串起臺灣的北回歸線，除與國家地理頻道合

◆Chapter 3 Domestic Travel Promotion

Section 1 Promotion of Major Festival Activities

The abundant and diverse natural and cultural resources in Taiwan are excellent material for developing tourism industry as they have the charm to attract international tourists. Based on the perspective of domestic and international tourists, the Tourism Bureau selected some festivals and activities that were full of unique features of Taiwan and promoted them in the global tourism market. The major tasks were as follows:

I. Held the "2015 Taiwan Lantern Festival"

The "2015 Taiwan Lantern Festival" was held in HSR Wuri Lantern Area, Taichung Park Lantern Area and Fengyuan District's shopping Lantern Area on March 5-15, 2015. The centerpiece lantern was "The Lucky Ram", which was designed to represent the animal sign of 2015 according to Chinese zodiac. As the highlight of the entire event, the centerpiece lantern exhibited the excellent handcraft art in Taiwan. Besides, there were four secondary lanterns and six large "Traditional Lantern Areas", namely, the "Radiant Environment", the "Blessing Lantern Area" where apple-shaped lanterns were hung in the form of four leaves clover to present hope, faith, love and luck, "Happy Lantern Area" where costumed-shaped lanterns were displayed by tourism industry, children's favorite "Creative Lamp Area-A Castle in Wonderland", 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.



Many lanterns made by international groups from Jiangsu, Nagoya, Hokkaido were displayed in this lantern festival. The festival was visited by 13,750,000 tourists in total, including hundreds of journalists from the international media and nearly 60,000 foreign tourists, which is the best record in the history. It generated approximately 12 billion New Taiwan Dollars in revenue. This lantern festival was highly praised by international medias as "A Disney Land without Roller Coaster".

II. Held "2015 Taiwan Fun on the Tropic of Cancer"

The "Taiwan Fun on the Tropic of Cancer" activity ran from June 1 until September 30. The culinary food was the topic of this campaign. Horizontal alliance with Family Mart and Kingyo company, exclusive commodity of Taiwan Fun on the Tropic of Cancer, working with the National Geography to film "The Taste of Tropic Taiwan" video for international

作拍攝「北回臺灣的滋味」進行國際宣傳外，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，彙整中央氣象局及嘉義縣、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 11 個單位推出 13 個系列活動，活動期間共計吸引 196 萬 4,707 人次參與，經濟效益約達新臺幣 18 億 2,800 萬 2,240 元，成功形塑臺灣夏日節慶活動新品牌，達成產業捲動之目的。

三、辦理「2015 台灣美食展」

為使臺灣廚藝界及美食有共同宣傳的舞臺，於 104 年 7 月 17 日至 20 日假臺北世界貿易中心一館 A、D 區復辦「台灣美食展」，以「台灣美好食代」為主題，結合食之藝、食之器、食之材、食之旅及伴手禮 5 大元素分區，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，4 天展期締造 14 萬 0,629 人次進場參觀之佳績、媒體報導超過 1,762 則，創造 1 億 4 千萬之媒體價值，展覽本身加強美食之文化層面，藉由探討臺灣美食之深度與廣度，推廣臺灣美食文化。另延續「食來運轉遊臺灣」，以「美景 + 美食」為主軸，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。



四、辦理「2015 臺灣自行車節」

「2015 臺灣自行車節」主軸活動自 104 年 10 月 30 日至 11 月 22 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 臺灣兩馬騎跡」4 大主軸活動，結合宜蘭縣、花蓮縣、臺東縣、臺中市、臺北市、新北市、新竹縣、新竹市、彰化縣政府、金門縣及相關國家風景區管理處之旅遊活動，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」3 大目標。



五、辦理「2015 台灣好湯—溫泉美食嘉年華」

觀光局自 104 年 10 月 2 日起至 105 年 1 月 31 日止，以「喔熊愛泡湯，泡湯送好康」為主軸宣傳臺灣溫泉美食活動，除整合全臺 19 處溫泉區(域)、200 家取得溫泉標章之店家，發行「溫泉好康護照」優惠泡湯民眾外，另有 Apple Watch Sport、溫泉會館精品雙人房住宿券(一泊二食)、免費泡湯券、美食優惠券、限量版泡湯喔熊 8 吋公仔等多項獎品供本次參與活動民眾抽獎。此外，觀光局除辦理啟動記者會、「食在好湯、竹藝雅宴」實體行銷活動外，相關活動廣告

marketing and a series of domestic marketing campaigns. All of those activities made tourists not only to enjoy the beautiful scenery but also to taste the delicious food during the celebration.

Besides, Center 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) all 11 government offices held 13 activities which attracted 1,964,707 tourists in total and generated approximately 1,828,002,240 New Taiwan Dollars in revenue. This campaign successfully built up a new summer celebration brand and achieved the goal to intergrade the industry economy activities.



III. Held the “2015 Taiwan Culinary Exhibition”

In order to promote Taiwan Food, Taiwan Culinary Exhibition (TCE) was held in Hall One of Taiwan World Trade Center from July 17 to 20. The theme of the TCE this year was “Taiwan’s Fine Food Era” and featured five specialty zones, including art of food, containers of food, ingredients of food, journeys of food, and food presents. This exhibition created massive business opportunities and strengthen the branding of Taiwan food. 140,629 people visited the TCE and media reports were over 1,762 pieces in 4 days. It created 140 million media value. The exhibition focused on the culture level and displayed a variety of cuisines to promote Taiwan food culture. By maintaining the slogan of “Wheel of Food-travel in Taiwan”, based on the theme of “Fine Scenery Plus Fine Food”, together with the TCE and the slogan of “OhBear Guides You to Taste Fine Food”, and associated with inter-departmental assistance 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.

IV. Held the “2015 Taiwan Cycling Festival”

“2015 Taiwan Cycling Festival” was held from October 30 to November 22, 2015. This activity combined four main events, namely, “Taiwan KOM Challenge”, “Formosa 900”, “Sun Moon Lake Come! Bikeday” and “OK Taiwan Bike and Horse Riding Tour” with related travel activities held by the governments of Yilan County, Hualien County, Taitung County, Taichung City, Taipei City, New Taipei City, Hsinchu County, Hsinchu City, Changhua County, Kinmen County 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.”

資訊更陸續於高鐵站、火車站、客運站、高速公路服務區、監理站、醫院、臺北捷運各站及 3 大夜市（士林、逢甲、瑞豐）等近百個全國人潮重要匯集據點及無線電視、有線電視、廣播、公共運具（臺鐵西部幹線全數 EMU800 型電聯車車廂 LCD）露出，期藉由本活動營造、深化臺灣特有溫泉、美食文化，並經由媒體大量露出吸引國內外觀光客一塊享受、體驗。



第二節 友善旅遊環境措施

為創造優質、友善之國際觀光旅遊環境，讓國內外觀光客能便捷地取得各類觀光旅遊資訊、掌握國內各重要觀光景點、解決旅遊時所需之交通問題，具體作法如下：

一、建置「台灣好行」景點接駁旅遊公車系統

- (一) 104 年「台灣好行」由 103 年之 33 條擴增至 39 條。除了保留 103 年的路線外，新增竹塹線、田尾線、斗六古坑線、關子嶺烏山頭線、哈佛快線及太魯閣線等 6 條路線。全年累計搭乘量約 335 萬人次。
- (二) 104 年各單位持續推動優惠套票，計發行 80 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 日於臺北辦理「規劃大師優勝隊伍之分享會」活動，引起熱烈迴響。



V. Held the "2015 Taiwan Hot Spring and Fine-Cuisine Carnival"

With the slogan of "OhBear Loves Hot Spring Baths, Win a Prize with A Soak," the Tourism Bureau advertised the "Hot Spring Fine Cuisine Carnival" from October 2, 2015 to January 31, 2016. 200 facilities awarded Hot Spring Certification Marks in 19 hot spring areas in Taiwan were integrated for the activity. "Hot Spring Passport" issued to offer preferential treatments and chance for winning raffle prizes, including Apple Watch Sport, accommodation voucher of hot spring resort tween room with one night and two meals, free soak ticket, cuisine discount, limited OhBear 8-inches dolls and so much more were offered for people joining the carnival. In addition to the launch press conference, "Bamboo Arts and Craft Feast" marketing and promotion activities, relevant advertising information were placed in nearly one hundred major spots with heaviest crowds in Taiwan, including THSR stations, railway stations, bus stations, the freeway service areas, motor vehicle offices, hospitals, MRT stations in Taipei, and three major night markets (i.e., Shilin, Fengjia, and Ruifeng.) They also exposed on wireless TV, cable TV, radio, public transportation (all the LCD monitors in EMU800 of Taiwan Railway West Truck Line.) It was expected that the particular culture of hot spring and fine cuisine in Taiwan would be deepened to attract domestic and foreign tourists.

Section 2 Measures to Create a Friendly Travel Environment

To create a high quality and friendly international level travel environment, efforts were made by the Tourism Bureau, MOTC to help domestic and foreign tourists have convenient access to various travel information about, for example, major tourist attractions in Taiwan and how to solve transportation problems while traveling. Specific measures were as follows:

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

- (I) In 2015, the "Taiwan Tourist Shuttle" project expanded its services from 33 up to 39 routes as compared to 2014. The existing routes in 2014 were retained with the following 6 routes increased: "Zhuqian Route", "Tianwei Route", "Douliu Gukeng Route", "Guanziling Wushantou Route", "Harvard Route" and "Taroko Route". An approximate total of 3,350,000 people made use of the shuttle services within the year.
- (II) In 2015, the various administrations continued to promote the discounted tickets, and over 80 kinds of ticket packages were published for tourists.
- (III) Established e-Bus system and provided free download APP for tourists in Chinese, English, Japanese and Korean to quickly obtain the bus information.
- (IV) In order to present the convenient and easy tourism atmosphere of the "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 were presented on November 30 in Taipei.

- (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) 105 年度「台灣好行服務升級計畫」評審作業於 104 年 10 月底選出臺北市等 28 個推動單位、42 條旅遊路線，未來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 106 種套裝旅遊行程，104 年，國外旅客計 20 萬 7,584 人次，國內旅客 19 萬 8,646 人次，總旅客量 40 萬 6,230 人次，直接觀光收益達 5.3 億餘元。「台灣觀巴」自 93 年度開辦至今，總旅客量超過 208 萬人次，其中國外旅客 110 萬多人次（約占總數 53%），國內旅客 98 萬多人次（約占總數 47%），直接觀光收益計達 25.8 億元。
- (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。



1

三、推動「台灣好玩卡」

- (一) 104 年首度評選出直轄市組高雄市政府（含高、屏、澎）與非直轄市組宜蘭縣政府 2 個優勝縣市所提計畫，並於 104 年 7 月 15 日正式推出「高屏澎限定」以及「宜蘭限定」2 張卡片，至 104 年底分別約銷售 2.2 萬及 2 萬張票卡，讓來臺灣自由行的旅客，擁有簡單旅行的全新體驗。



2

- (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 the "2016 Plan for Upgrading Taiwan Tourist Shuttle Service" was completed in October, 2015. Based on the evaluation, 28 executive administrations including Taipei City were selected, as well as 42 travel routes. The traveling service network is expected to be expanded in the future.

II. Set up the Taiwan Tour Bus System Operations

- (I) Travel operators were given assistance in developing a series of 106 kinds of nationwide tour packages covering northern, central, southern, and eastern Taiwan. A total of 406,230 tourists utilized this system in 2015, of which 207,584 were foreign tourists and 198,646 domestic. More than 53 million New Taiwan Dollars of direct tourism receipts were generated. Since Taiwan Tour Bus System was launched in 2004, it had serviced more than 2,080,000 travelers, of which more than 1,100,000 were foreigners (approximately 53% of the total) and more than 980,000 were locals (about 47% of the total). It had generated more than 2.58 billion New Taiwan Dollars in tourism receipts.
- (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 the brand image.
- (III) Assist bus operators 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 the Taiwan Tour Bus professionals evaluation to inspect the service content. The evaluation urged bus operators to supply diverse high quality services and strengthen competitiveness.
- (V) Held the "Taiwan Tour Bus" marketing and promotion activity through various medias (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 the convenient, high quality image of Taiwan Tour Bus.
- (VI) Encouraged bus operators to participate in travel fairs held at home and abroad; and wherein they could advertise Taiwan Tour Bus and expand international markets.

- (二) 另為廣續推動 105 年「台灣好玩卡」，亦於 104 年 12 月 1 日完成了新案評選，再新增直轄市組的「臺中市」（含苗、中、彰、投），及非直轄市組的「臺東縣」2 個優勝縣市，將輔導於 105 年發行第 3、4 卡，擴大友善旅遊的範疇。

第三節 推動國民旅遊卡

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。104 年公務人員休假補助費共計約新臺幣 80 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 55 億元；另外，公務人員以「國民旅遊卡」額外帶動之消費約 439 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) Tourism Bureau selected municipal city Kaohsiung and non municipal city Yilan as two winners of Taiwan Pass proposal for the first time in 2015 and officially issued “Kaohsiung, Pingtung, Penghu Pass” and “Yilan Pass” on July 15, 2015. By the end of 2015, these passes were sold 22 thousands and 20 thousands separately and made tourists who liked to travel by themselves have a whole new experience in simple Taiwan trip.
- (II) In order to promote Taiwan Pass in 2016, Tourism Bureau selected municipal city Taichung (including Miaoli, Taichung, Changhua, Nantou) and non municipal city Taitung as two winners of Taiwan Pass and will assist those authorities to issue the third and the fourth pass by 2016 to expand the area of friendly travel.

Section 3 Promotion of the National Travel Card

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. Besides, 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 proven 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 2015, subsidies given to civil servants who took their annual leave in Taiwan amounted to approximately 8 billion New Taiwan Dollars. About 5.5 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 43.9 billion New Taiwan Dollars of expenditures, contributing greatly to the overall growth of tourism and economy in our country.



4

永續觀光

Sustainable Tourism

生態賞鷗暨海上看馬祖

2015 Mazu Tern Watching Tour



◆第四章 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營；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營。

(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。

(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，由行政院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。

◆Chapter 4 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, we 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

Three forest parks were established by Forest Bureau of the Council of Agriculture in accordance with the "I-Taiwan 12 Projects-green forestation".

(V) National Farms

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

(四) 平地森林園區

行政院農委會林務局依據「愛台 12 項建設—綠色造林計畫」劃設 3 處平地森林園區。

(五) 國家農場

行政院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 8 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 | 交通部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。 | <p>1. 國家級： 包括東北角、東海岸、花東縱谷、澎湖、馬祖、北海岸觀音山、參山、日月潭、阿里山、雲嘉南、西拉雅、茂林、大鵬灣，共 13 處，分別由觀光局所轄管理處規劃經管。</p> <p>2. 縣(市)定： 青草湖、淡水及霧社等 3 處縣定風景特定區。</p> <p>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。</p> <p>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。</p> |
| 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。 |



1

(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 six 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 | These scenic areas are evaluated, designated, and established by the Tourism Bureau, MOTC and county / city governments in accordance with the “Act for the Development of Tourism” and the “Regulations for the Administration of Scenic Areas.” | <p>1. National Scenic Areas: 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.</p> <p>2. County and City Scenic Areas: The four scenic areas administered by county or city governments are Qing-Cao Lake, Tamsui, Jiaoxi, and Wushe.</p> <p>3. Provincial Scenic Areas: The scenic areas administered by the Taiwan Provincial Government are Shimen Reservoir.</p> <p>4. Municipality and County / City Designated Scenic Areas: The 22 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, Liyu Lake, Fenghuanggu, Taian Hot Spring, Qixingtang Coast, and Hutoushan.</p> |
| National Parks | Designated and Established by the Ministry of the Interior in accordance with the “National Park Act.” | There are nine 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。 | 1. 國家森林遊樂區： 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。 2. 會屬農林機構： 包括棲蘭森林遊樂區及明池森林遊樂區 2 處，由行政院國軍退除役官兵輔導委員會森林保育事業管理處經管。 3. 大學實驗林： 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。 |
| 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 處由行政院農委會林務局經管。 |
| 國家農場 | 行政院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 | 行政院農委會與經濟部依照「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。 |

二、觀光資源之規劃建設與經營管理重點

(一) 協助縣市政府整建競爭型國際觀光魅力據點示範計畫

以「由下而上」(bottom-up) 的方式，透過競爭型計畫協助縣市政府發揮創意、善用在地特色資源、整備相關軟硬體設施，打造出吸引國際觀光客的據點。104 年度新推出 4 處新據點，內容如下：

1. 新竹縣「風華再現—打造台灣漫畫夢工場」

結合本土優質動漫及內灣鐵道文化，期望吸引亞洲地區遊客前往竹東動漫園區魔法森林、愛情合興車站、內灣水月灣仙境旅遊，成功經營臺灣第一座漫畫夢工場。



1 「竹東動漫園區」皮卡丘主題驛站
Pikachu booth in Zhudong Anime Park

| | | |
|----------------------------------|--|--|
| 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". | 1. National Forest Recreation Areas: 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. 2. Agricultural and Forestry Agencies under the Veterans Affairs Commission: Two forest recreation areas, Qilan and Mingchi, are administered by the Forest Conservation Office of the Veterans Affairs Commission, Executive Yuan. 3. University Experimental Forests: Two experimental forests, Xitou and Huisun, are administered by National Taiwan University and National Chung Hsing University, respectively. |
| Forest Park | Based on I-Taiwan 12 Projects—Green Forestation. | The 3 forest parks are in Danongdalu 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 non-governmental organizations. | There were also tourist and recreation areas for the public, such as tourist agricultural areas, leisure farms, large parks, fruit orchards, dairy farms, and amusement parks. |

2. 南投縣「南投太極美地～茶竹の故郷・臺灣心動線」

以茶竹文化為發展觀光之主軸，透過鹿谷凍頂烏龍茶發源尋根，融入當地茶文化、茶產業、茶藝、竹藝及清末竹山開拓史蹟的故事，搭配相關遊憩活動及體驗，並串聯溪頭、凍頂山、麒麟潭、小半天等周邊據點之景觀休憩設施。



3. 臺東縣「慢活臺東—鐵道新聚落」

活化臺鐵舊宿舍空間，並加以更新改造，規劃原住民文創舞臺、特色產品展售及南島文化展演空間。

4. 澎湖縣「海峽風華・平湖美學—澎湖灣悠活渡假」

以媽宮文化城、青灣仙人掌公園加上馬公內海周邊（風櫃半島／馬公市區、馬公港、媽宮文化園區等地區），以「雙心一軸」方式，透過既有觀光遊憩資源特色形塑，挖掘潛力資源，再造澎湖海島特色環境風貌，再利用仙人掌主題形塑澎湖海島日間光點，結合日治時期所建之大山砲臺縣定古蹟，創造示範性主題綠色環保低碳休閒遊憩園區，形塑不同於一般地區之觀光休閒遊憩，再造澎湖深度生態與人文歷史旅遊話題。

(二) 協助縣市政府辦理「跨域亮點計畫」與「遊憩據點特色增值整備計畫」

為延續「觀光拔尖領航方案」之成果，觀光局擬訂之「觀光大國行動方案」內提報的 4 項執行策略中，有關「特色觀光」意涵，研提「跨域整合特色產品，營造優質品牌形象」為行動方案，擬訂「跨域亮點及特色增值計畫中程計畫」（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「遊憩據點特色增值計畫」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。

1. 跨域亮點計畫

本計畫設定整合資源、創造特色、整體行銷、跨域增值與質量並重的 5 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，創造增值收益，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。

2. 特色增值計畫

本計畫計畫期程自 104 年至 107 年，運用「由上而下」(top-down) 的執行策略，透過競爭型補助方式協助地方政府打造具國際競爭力的觀光遊憩亮點，建置舒適、便利、友善之旅遊環境，並誘導國內（外）觀光客的來訪人次，帶動區域內周邊景點及相關產業發展，活化地區經濟。

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

(I) Assisted County and City Governments in Organizing the “Competitive International Tourist Attraction Demonstration Plans”

By means of the “bottom-up” mechanism and a competitive planning model, county and city governments were assisted in expressing their creativity and in making good use of distinguishing local resources. Related software and hardware facilities were reorganized to attract international tourists. In 2015 the four new tourist attractions are listed as follow:

1. Hsinchu County, the “Reconstruction of Classic Style – Comics Dream Park”

This project combined high-quality local anime talents and railway culture of Neiwan Line. We expected to attract the tourists from Asia to visit these sights, such as Zhudong Anime Park, Love He Xing Station, Neiwan moon bay fairyland trip, which help to run the first Comics Dream Park successfully.

2. Nantou County, the “Nantou – Homeland of Tea and Bamboo, a Tai Chi Holiday Destination”

This project focused on the culture of tea and bamboo. We have blended it with the origins of Dong Ding oolong tea in Lugu Township, local tea culture, tea industry, tea arts, bamboo arts, and the history of immigration to Zhushan in late Qing Dynasty. We connected these tourism facilities in neighboring scenic attractions such as Xitou, Dong Ding Mountain, Qilin Tan, and Xiaobantian.

3. Taitung County, the “LOHAS in Taitung – a New Railroad Settlement”

This project renewed the abandoned dorms of Taiwan Railway. We further renovated and organized the cultural and creative performance stages, featured product fair and Austronesian cultural exhibition.

4. Penghu County, the “Leisure Holidays – Aestheti Glamour of Penghu Bay”

Taking Tianhougong Culture City, Qinwan Cactus Park and areas near Magong inland sea (Fenggui Peninsula, Magong Urban, Magong Harbor and Tianhougong Culture Area,) in “one axis and two centers” method, we rebuilt the features, landscape, and potential of Penghu Island. We created a demonstration of green environment, low-carbon recreational spot. We used cactus theme to present image of the Penghu tourism and combined the historic sites built during Japanese colonial period to remake the depth of nature and culture ecology of Penghu tourism.

本計畫共有 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，各計畫總經費分別為「桃園市—石門水庫大漢流域跨域亮點計畫」3 億 7,900 萬元、「新竹市—新竹 1916 園區」3 億 8,000 萬元、「苗栗縣—魅力世遺·國際慢城舊山線亮點計畫」3 億 512.76 萬元、「彰化縣—清水之森·幸福東南角」2 億元、「雲林縣—雲遊 3 林」3 億 2,250 萬元、「嘉義縣—雲梯·茶道·梅山驛站」3 億 1,088 萬元，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。



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，104 年度完成「屏東縣瑪家鄉涼山露營遊憩區及停車場民間參與擴整建、營運移轉案」、「鳳凰山莊委託民間參與營運 (OT) 案」、「連江縣南竿鄉下津沙據點 (55 據點) 服務設施營運移轉案」、「井仔腳鹽業文化園區 BOT+OT 促參自提案」及「交通部觀光局雲嘉南濱海國家風景區管理處布袋遊客中心促參委外經營案」等 5 案，並積極協助辦理交通部 104 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。

觀光局未來除積極列管追蹤潛在廠商外，亦將持續配合財政部促參司及交通部推動政策，持續推動民間參與政府公共建設觀光遊憩案件，希望將民間的活力及創意導入遊客旅遊服務設施，提供旅客更新、更便捷的遊憩服務。

第二節 國家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管理處 <http://www.necoast-nsa.gov.tw>

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，104 年度持續推動「重要觀光景點建設中程計畫 (101-104 年)」項下「東北角暨宜蘭海岸國家風景區建設計



(II) Assisted countycity governments to held Cross-border Spotlight Plan and “Plan for Value-adding and Reconditioning of Recreation Areas”

In order to extend the achievements of “Project Vanguard for Excellence in Tourism”, the Tourism Bureau intended to implement “Cross-field Spotlights and Value-Adding Mid-Term Plan (2015 - 2018)” which approved by Executive Yuan on August 19, 2015. This plan follows the direction of Special Tourism, the one strategy of Taiwan Tourism Action Plans and contains two minor plans including “Cross-field Plans” and “Recreational Area Value-adding Plans”, the plans will assist local government to build international recreation spotlights and improve the quality of travel environment.

1. Cross-field Spotlight Project

Five major goals for the projects have been set as follows: Resource integration, feature creation, overall marketing, 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.

2. Value-adding Project

This project started from 2015 to 2018 and was carried out by top-down strategy, competitive planning model to assist local administrations to build comfortable, convenient, and friendly travel environments as international tourism spotlights. This will not only increase the tourists but also enhance the economy activities around the tourism areas.

Total 16 local administrations applied for this project. We invited professional consultant to hold the second phase selection committee. The 6 projects we chose are Yunlin County, Miaoli County, Hsinchu City, Chiayi County, Taoyuan City, 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” 379 millions NTD, “Hsinchu City, Hsinchu 1916 Park” 380 millions NTD, “Miaoli County, Old Mountain Line Railway” 351.276 millions NTD, “Changhua County, Qingshui Forest. The Happiness of south east corner” 200 millions NTD, “Yunlin County, Travel in Yunlin” 322.5 millions NTD, “Chiayi County, Suspension Bridge, Tea Ceremony, and Meishan Inn” 310.88 millions NTD. The Tourist Bureau will assist the 6 local administrations to implement the Cross-field spotlight projects.

III. Encouraged Private Investment in Tourism

Through the completion of “Pingdong County Majia Township Liangshan Champing Site and Parking place BOT Project”, “Phoenix Villa OT Project”, “Lienchiang County Nangan Township Jinsha Spot Service Facilities OT Project”, “Jingzaijiao Salt Culture Park BOT and OT project” and “Southwest Coast National Scenic Area Administration Budai Tourist Center BOT Project”, the MOTC Investment Conference actively held in 2015, the bonds between the Tourism Bureau and private operators have been created. They are expected to encourage the cooperation between National Scenic Area Administrations and private operators for promoting the development of the tourism industry.

畫」之重點建設工作，依國際觀光重要景點、國內觀光重要景點、地方觀光景點及國家風景區經營管理維護等 4 項投資重點與優先順序，持續辦理相關遊憩服務設施改善，配合輔導民間參與投資觀光事業等工作，尤其輔導福容貝悅 ROT+BOT 興建營運，共引進民間投資 14 億元，並創造近 3 百個工作機會，於 104 年 7 月 23 日進入營運階段，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. 跨域亮點計畫

(1) 國際觀光重要景點建設

- A. 外澳及宜蘭濱海遊憩區服務設施改善：壯圍旅遊服務園區周邊及周邊園區興建工程（第二期）等 1 處（104 年度完成總進度 20%）。



- B. 福隆遊憩區服務設施改善：福隆濱海公園涼亭及棧道整修工程等 1 處。

(2) 國內觀光重要景點建設

宜蘭濱海遊憩區周邊服務設施：石城觀景區空間改善工程、大里遊客中心環境教育解說館、104 年度龜山島棧板修復及海陸域清理工程等 3 處。

(3) 地方觀光重要景點建設

辦理環境及設施整修：遠望坑親水公園棧道基礎結構整修工程、104 年度特定區零星設施維護工程、104 年度特定區指標牌誌工程等 3 處。



In the future, the Tourism Bureau will not only actively regulate and follow the potential firms but also comply with the policies of the MOTC and Promotion of Private Participation, the division under the Ministry of Finance. It is expected that the latest and best recreational services will be available for visitors by adding the vitality and creativity of private enterprises to travel service facilities.

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 (2012 - 2015)" is ongoing. In 2015, the Bureau Tourism, MOTC continued to improve travel services and facilities in this area according to the order of investment priority: Major international tourist attractions, major national tourist attractions, local tourist attractions, and national scenic areas. Private operators were also assisted in participating and investing in the tourism industry, especially the Fullon Hotel ROT and BOT Project attracted 1.4 billion NTD of private investment and created about 300 work opportunities, which added an international glamour to this area. The major achievements are as follows:

1. Cross-border Spotlight Plan

(1) International Tourist Attractions

- A. The Improvement Projects of the Service Facilities in Waiao and Yilan Coastal Recreation Areas: The construction project (the second phase) of Zhangwei Travel Service Area and its neighboring area. (the progress was 20% in 2015.)
- B. The Improvement of the Service Facilities in Fulong Recreation Area: We have completed the renovation project of pavilion in Fulong Park and wood trestle.

(2) Major National Tourist Attractions

The Improvement of the Service Facilities in Yilan Coastal Recreation Areas: We have completed the improvements of Shicheng Lookout Area, Environmental Education Pavilion in Dali Visitor Center and the 2105 renovation of wood skids in Guishan Isle and the cleanup project of marine and terrestrial areas.

(3) Major Local Tourist Attractions

The Improvement of Environment and Facilities: We completed The Improvement of The Yuanwangkeng Water Park's basic trestle construction in 2015, The Improvement of Facilities in Specific Areas and The Project of marks and signs in Specific Areas.

2. 經營管理

- (1) 福隆遊客中心、南方澳遊客中心、外澳館(9號咖啡餐飲業)及舊草嶺環狀線的無障礙環境，榮獲內政部104年度友善建築評選最佳貢獻獎、展演類、遊憩類及餐廳類等6項大獎。大里遊客中心優質之旅遊服務亦獲頒交通部觀光局I-center考評第二名。



(2) 加強水域遊憩活動宣導

- A. 暑假期間率同區域管轄縣市政府、岸巡等單位，於沿岸無人看管水域進行水域安全防溺宣導及發送摺頁宣導。執行期間宣導總人數計1,635人次，發送水域安全防溺宣導摺頁計485份。104年度暑假已達0死亡事故作為，未來本項工作仍將持續推動。
- B. 於104年10月14日辦理「東北角海域安全講習」活動，提醒民眾注意共同提升海岸水域活動安全。
- C. 於104年1月至3月及同年10月至12月舉辦假日磯釣安全宣導行動服務及海釣安全聯合稽查計45次，發送勸導摺頁460張。進行遊客安全之勸導計3,344次，開立舉發單數量35張。
- (3) 104年7月1日修訂「龜山島生態旅遊作業管理要點」及「龜山島生態旅遊申請須知」，以維護旅遊秩序及遊憩安全，並於遊客中心、遊憩據點、東北角管理處網站、摺頁及多媒體說明周知。
- (4) 104年完成福隆停車場出租作業，活化福隆遊客中心附設冷飲部、萊萊分校觀景臺、大里遊客中心等處，積極辦理促進民間參與業務，運用公私協力策略活化觀光設施之經營。
- (5) 持續辦理龍洞南口海洋公園及遊艇港ROT、福隆濱海旅館區ROT+BOT案及外澳服務區OT案之履約管理作業。

3. 宣傳推廣

- (1) 為增加國際宣傳，於104年度以「舊草嶺自行車隧道及環狀線」參加有全球觀光界「諾貝爾獎」之稱的「2015明日旅業大獎(Tourism for Tomorrow Awards)」，於全球57個國家及地區，計158件申請中入圍「目的地獎(Destination Award)」之殊榮，是臺灣第一個，也是亞洲唯一入圍此一獎項的單位。
- (2) 東北角暨宜蘭海岸國家風景區觀光資源豐富、四季皆美，為行銷轄區優質之觀光資源，104年度共舉辦了6大觀光活動，活動期間吸引約45萬觀光人潮，104整年度共計有430萬旅遊人次。例如：「2015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5萬人次參加；為推廣海洋觀光，舉辦「龍洞四季灣遊艇港嘉年華」。



2. Operations and Management

- (1) The barrier-free environment in Fulong Visitor Center, Nanfangao Visitor Center, Waiao House (No.9 Café at the beach) and Old Caoling Tunnel were rewarded six prizes of Friendly Building Contests 2015 in best contribution, exhibition class, recreation class and restaurant class etc. Dali Visitor Center was also rewarded second place for its high quality service in I-center's criteria by Tourism ,MOCT.

(2) Strengthened the Advocacy of Water Activities

- A. During the summer vacation, we cooperated with local governments and coast patrol agencies to make public enlightenment about safety in water areas by exhortation and spreading foldouts along guardless water shores. A total of 485 foldouts about safety in water areas were spread, with an estimated 1,635 persons being advised within the period of water safety promotion. In the summer vacation of 2015, the death toll of drowning accidents was zero; therefore, the activity will be maintained in the future.
- B. On October 14, 2015, the "Safety in North-East Waters Seminar" was held to caution people to keep awareness of safety in water areas.
- C. From January to March and October to December 12 in 2015, we had promotion of safety rock fishing and inspection of safety sea fishing for 45 times, delivered 460 foldouts, exhorted travelers to take care of safety for 3,344 times, and gave 35 tickets.
- (3) On July 1, 2015, we amended the "Key Points on Ecotourism Management Guidelines for Guishan Isle", and "Application Guidelines to Guishan Isle Ecotourism" to maintain travel order and recreational safety. Foldouts and other multimedia ads were also placed at the Visitor Centers, recreational locations, and on the website of the administration of Northeast and Yilan Coastal National Scenic Area.
- (4) In 2015, We have completed the leasing of Fulong Parking Lot, improvements of beverages store in Fulong Visitor Center, Lailai Branch, Dali Visitor Center and encouraged private anticipation to activate the management and operation of tourism facilities.
- (5) We continued to implement the contractual management tasks of renovating the Longdong South Ocean Park and Yacht Port ROT, and the Fulong Coastal Hotel Area ROT+BOT project and the contract performance of Waiao Service Area OT.

3. Advertising and Promotion

- (1) In order to increase international awareness, we held "Old Caoling Bicycle Tunnel and Round Tour" to participate in Tourism for Tomorrow Awards 2015, considered as the Nobel Prize in tourism industry. Among 57 countries and areas, 158 applications worldwide, we were finalist in "Destination Award", the first in Taiwan, and the first one in Asia.

華」，吸引觀光客共計 5,000 人次。

「2015 年福隆國際沙雕藝術季」以玩具聯合國為主題，活動期間吸引國內、外觀光客共計 30 萬人次；「2015 新港澳路跑活動」及「騎遇東北角」單車活動結合宜蘭頭城地方協會及發展壯圍鄉在地產業為主旨，亦超過 1,500 人次共襄盛舉；2015 草嶺古道芒花季活動配合芒花生態館啟用，共有 8 萬 0,500 人次參加。



- (3) 「台灣好行—黃金福隆線」由原有的 9 個站點擴增至 11 個景點，新增「黃金瀑布」、「南雅南新宮」2 大站點，以全新低地板無障礙公車服務旅客，更推出 6 款中、英、日、韓旅遊套票，並前進上海及香港國際旅展行銷，有效提高國際知名度。黃金福隆線從 100 年 6 月營運以來，累計至 104 年 12 月底共超過 1 百萬搭乘人數，未來持續鎖定海外自由行、銀髮族及無障礙旅客，建置更便利及貼心之無縫隙旅遊服務。
- (4) 運用轄內「山、海、河」資源，推動優質生態觀光旅遊，其中舊草嶺隧道環狀線更入選十大自行車經典路線，並成立草嶺古道芒花館進行環境教育工作；並強化旅遊資訊，豐富旅遊行銷宣傳管道，以網頁互動與便利性機能，創造即時通宣傳效能。
- (5) 為推廣東北角豐富地質景觀，將宣導生態環境保育及觀光資源永續觀念，融入志工訓練課程中，並結合在地國中小、社區及居民，進行解說推廣及導覽訓練，以增進學生及居民認識地質、關懷自然環境之知能。



- (6) 辦理解說志工培訓、座談、表揚、考核及人力資料庫之建立，充分運用社會資源及專業知識。

4. 未來發展重點

(1) 加強水域遊憩活動宣導

- A. 打造宜蘭新亮點：興建壯圍旅遊服務園區。
- B. 特優友善建築參選：南方澳及福隆遊客中心特優友善建築參選。

- (2) Northeast and Yilan Coast National Scenic Area has a variety of tourism resources and is beautiful in all seasons. In order to promote the high quality resort, we held 6 big tourism activities and drew 450 thousands visitors during activities. A total of 4.3 million visitors participated these events in 2015. Estimated 50,000 tourists participated in "2015 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 5000 tourists participated in "Longdong Four Seasons Bay Yacht Festival." A total of 30 thousand tourists visited "2015 Fulong International Sand Sculpting Arts Festival." Over 1,500 people joint the "2015 Xingangao Running Event" and "Cycle Along the Northeast Coast". The goal of bicycle activities was to unite Toucheng local associations and develop local industry in Juanwei Township. A total of 80,500 tourists participated in the "2015 Caoling Historic Trail and Silver Grass Festival" which in accordance with the openign of Silver Grass biodome.
- (3) "Taiwan Tourist Shuttle – Gold Fulong Line" expanded to 11 spots from 9. New spots are "Gold Waterfall" and "Nanya Nanxin Temple" with low-floor barrier-free bus. Besides, we published 6 travel packages in Chinese, English, Japanese and Korean and attended the international travel fair in Shanghai and Hong Kong, which could increase its international awareness. Gold Fulong Line has serviced more than 1,000,000 passengers between June 2011 and December 2015. We will focus on foreign independent travelers, the seniors and the disabled to set up more convenient and considerate travel service.
- (4) We promoted quality ecotourism by utilizing "mountain, ocean, and river" resources within the jurisdiction. Old Caoling Bicycle Tunnel was chosen in the Top Ten Classic Cycling Routes. Caoling Historic Trail Silver Grass Pavillion was established for environmental education. We strengthened travel information contents, broadened travel marketing and promotional channels. We used interactive website and its convenient functions to create instant promotional efficacy.
- (5) Campaigns for ecological conservation and sustainable tourism resources were harmonized into volunteer training programs to promote the rich geological landscape of the Northeast Coast. Local forces, e.g., primary and junior high schools, communities and residents, were also tapped to further education, promotion, and tour-guide training, so as to raise the understanding students and residents have about their local geology, as well as their awareness to care about the natural environment.
- (6) Volunteer interpreter trainings, seminars, recognition presentations, and evaluations were carried out. Also, a manpower databank was established, augmenting the use of social resources and professional know-how.

4. Future Development

(1) Establish Human Concern Environment

- A. Build new spotlight in Yilan: Establish Jhuangwei Travel Park.
- B. Attend Friendly Building Competition: Nanfangao and Fulong Visitor Center attended the competition.

C. 無障礙設施再升級：推動龍門露營區無障礙環境。

(2) 加強水域活動安全宣導

- A. 推動鼻頭地質環境教育場域。
- B. 海岸地區遊憩活動安全宣導與管理。

(3) 提升國際觀光客友善環境

- A. 推動穆斯林旅遊環境。
- B. 建置舊草嶺環狀線中、英、日及韓語指標牌示。
- C. 加強韓國及東南亞國際行銷，增加國際客源。
- D. 結合觀光業者推出套裝遊程。

(4) 提升自償率

- A. 推動穆斯林旅遊環境。
- B. 推動龜山島收費機制。

東北角將持續推動以上 4 大工作重點，另外秉持 4S 精神，以安全 (Safety)、永續 (Sustainability)、特色 (Style)、服務 (Service) 為原則，質量並重，循序漸進地推動觀光業務，讓世界看見東北角之美，並打造「魅力東北角，幸福樂活宜蘭行」的永續發展願景為目標。

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

東部海岸國家風景區具有壯麗山水及豐富的自然生態、獨特的史前文化遺址及阿美族傳統文化，有從事泛舟、泡湯、潛水、賞鯨等活動潛力，為四季皆宜的旅遊勝地。104 年推動「重要觀光景點建設中程計畫 (101-104 年)」項下「東部海岸國家風景區建設計畫」，重要工作項目如下：



1. 規劃建設

(1) 先期規劃

完成「東海岸自行車友善環境路網整體規劃案」、「東部海岸國家風景區觀光整體發展計畫檢討案」、「都蘭地區觀光永續發展評估案」等案，以永續觀光發展的原則，重新檢視整體發展策略以及未來行動方案。

(2) 工務建設

- A. 營造友善環境：完成綠島紫坪木棧道及旅服中心庭院改善、小野柳及加路蘭遊憩區友善環境改善、三仙臺島涼亭與步道鋪面改善及花蓮遊客中心友善環境改善等工程。

C. Upgrade barrier-free facilities: Upgrade Longmen Camp accessibility facilities.

(2) Strengthen Advocacy about Water Area Safety

- A. Promote Bitao as geological educational environment.
- B. Advocate and manage safety awareness of water activities.

(3) Improve a friendly environment for foreign tourists

- A. Promote Bitao as geological educational environment.
- B. Establish signs in Chinese, English, Japanese and Korean for Old Caoling Tunnel Route.
- C. Strengthen promotion for South Korea and Southeast Asia to increase source tourist market.
- D. Release travel packages in collaboration with tourism industry.

(4) Increase Self-Liquidation Ratio

- A. Encourage private investment: Invite businessmen to invest in The Beiguan Tidal Park.
- B. Promote Guishan Isle toll collection system.

We will continue to carry out the four subjects mentioned above and implemented these plans by four principals "Safety", "Sustainability", "Specialty" and "Service" to make the world see the beauty of Northeast and Yilan Coast National Scenic Area.

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

East Coast National Scenic Area boasts the majestic scenery and rich natural ecology, as well as unique prehistoric archaeological sites and the traditional culture of the Amis people. Offering tourists opportunities for rafting, hot spring bathing, scuba diving, whale watching, and a multitude of other activities, this place is a destination 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 2015 under the "Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)" were as follows:

1. Planning and Construction

(1) Initial Planning

We completed "Plan for Friendly East Coast Bike Route", "A Review on the Overall Development Project of National Scenic Areas Along East Coast", "The Evaluation of the Sustainable Development Project of Tourism in Dulan Area", etc. We inspected strategies and action plans by "Sustainable Tourism" principal.



- B. 建構自行車休憩空間：與地方產業結合，完成東河及光豐農會驛站改善。
- C. 部落觀光環境整備：完成北回歸線地標整體環境改善、靜浦部落意象改善、豐濱鄉豐濱村貓公部落（河濱公園）展演空間改善等工程。



- D. 全年度共完成 34 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) 服務品質提升

- A. 104 年度整體服務的滿意度評價總平均分數為 84.63 分，相對於 103 年總平均分數 83.22 分為高。獲得交通部觀光局 104 年度國家風景區經營管理與安全維護督導考核第 2 名。
- B. 遊客中心「I-center 旅遊服務體系服務品質提升」第三層級評比第 3 名、小野柳遊客中心「給寄居蟹一個家」為「謝謝你的 I-旅遊服務特色票選」第 2 名。
- C. 與在地部落市集、商家、賣店等單位合作新增 4 處「借問站」，包括加路蘭部落市集、水往上流部落市集、芭崎賣店、台慶不動產（東河店）。

(2) Public Works

- A. Created a Friendly Environment: We completed the improvements of the Green Island's Ziping Plank and the garden of visitor center, Xiaoyeliu and Jialulan Recreational Area, Xiaoyeliu Trail and Parking Place, Sanxiantai Pavilion and Pavement and Hualien Visitors Center Mechatronic Facility in order to build a friendly travel environment.
- B. Established Bicycle Recreation Spaces: We have completed improvements of Donghe and Guangfeng Farmer Cooperative Stations in collaboration with local industries.
- C. Tribe Tourism Environment Renovation: We have improved the environment of the Tropic of Cancer landmark, JingPu Tribe Landscape and performance stage of Fongbin township Fongbin village Maogong Tribe in order to promote tribe tourism.
- D. We have completed 34 constructions in 2015. Improved recreation facilities and enhanced the tourism service quality.

2. Operation and Management

(1) Improvement of Service Quality

- A. The average score of service satisfaction in 2015 was 84.63, which is higher than the score 83.22 in 2014. We won the second place in the management and safety among all the National Scenic Areas.
- B. The Visitor Center won third place in rank three of the evaluation for I-center travel service system in 2015. "A home for Hermit Crab" held by Xiaoyeliu Vivitor Center won the second place in I-travel service polls event.
- C. We set up four new information stations, including Jialulan Tribe Market, Water Running Upward Tribe Market, Baqi Store and Taiching Real Estate(Donghe branch).

(2) Implement of Environmental Education

- A. We won the excellent prize for the fourth "Taitung County Environment Education Award" and competed the "National Environment Education Award" as representative for Taitung.
- B. We held eight beach cleansing activities in collaboration with indigenous people, surfing stores and East Coast Administration.
- (3) Increase Tourist Safety: We held the "Air Emergency Assistance Training Session" in collaboration with the third brigade the third squad of National Airborne Service Corps.
- (4) Result of Outsource Management: We completed "Xibulan Visitor Centor" and "Jiqi Beach Recreation Area" outsourcing managements and established Jialulan Market and Tropic of Cancer Market.

(2) 落實環境教育

- A. 獲得第四屆「臺東縣環境教育獎」特優，並代表臺東縣爭取「國家環境教育獎」。
- B. 結合部落居民、衝浪店家及管理處人員辦理淨灘（海）活動 8 場。

(3) 提升遊客安全：與內政部空勤總隊第三大隊第三分隊合作「空中急難救護機制訓練」。

(4) 委外經營成效：完成「奚卜蘭遊客中心」及「磯崎海濱遊憩區」出租委外經營，新設立加路蘭及北回歸線生活市集。

3. 宣傳推廣

(1) 推廣觀光遊憩活動

- A. 更新改善導覽標示：完成小野柳、三仙臺、水往上流、都歷及蕃薯寮等據點全區導覽圖。
- B. 大型亮點活動：運用在地獨特自然與人文資源辦理「三仙臺迎元旦曙光活動」、「沓都瑪樣樂舞宴」等活動，計約 7,000 名遊客參加。
- C. 運動旅遊推廣：辦理「2015 勇闖東海岸自行車挑戰賽」、「2015 秀姑巒溪國際泛舟鐵人三項競賽」等活動，計約 3,000 名遊客參加。
- D. 文化觀光推廣：辦理「東海岸大地藝術節」、三仙臺、北回歸線、阿美族民俗中心駐點展演、月光小棧藝文展演等，以大地藝術、歌舞、藝術的形式，讓遊客深刻體驗東海岸族群的創意與熱情，計約吸引 19 萬遊客人次。
- E. 深度小鎮風情：讓在地人說在地故事，辦理「成功小鎮漁村風情之旅」、「月光下夜訪小野柳」、「2015 綠島低碳生態旅遊推廣計畫」，計約 1 萬 6,000 名遊客參加。
- F. 智慧觀光旅遊：辦理「103-104 年東海岸旅遊達人募集活動」，運用 APP 科技，結合虛擬卡牌遊戲與實體活動、店家，讓使用者輕鬆獲得旅遊資訊，計吸引 3 萬 8,319 人次。



(2) 部落觀光推廣

- A. 「部落工作假期」：持續深入推動特色部落遊程活動，帶領志工朋友探訪部落生活，體驗精采各異的部落工作假期，每梯次招募約 30 位志工，到部落 4 天 3 夜，旅行部落、參與部落、認識部落。

3. Advertising and Promotion

(1) Promotion of Tourism Activities

- A. We have completed guide maps of Xiaoyeliu, Sanxiantai, Water Running Upward, Douli and Fanshuliao, etc.
- B. Big Spotlight Activities: We made use of the local unique nature and humane resources to held "Katomayan Tribal Music and Dance Festival" and "Sanxiantai New Year's Day Sunrise". An estimated 7 thousand people participated in these activities.
- C. Promotion of Sports Travel: We held "2015 East Coast Super Rider Cycling Race" and "2015 Xiuguluan River Time for Raft Triathlon". An estimated 3 thousand people participated in these activities.
- D. Promotion of Culture Tourism: We conducted "Taiwan East Coast Land Art Festival" by the form of songs, dance and art at Sanxiantai, Tropic of Cancer, Amis Folk Center and Moonlight Inn to make tourists appreciate the hospitality of East Coast people. An estimated 190,000 people participated in these activities.



- E. Exploring the Beauty of Small Town: Let's listen to the story from the local people. We held "Night Travel to Xiaoyeliu", "A Tour of the Fishing Village in Chengong Township" and "2015 The Project of Promoting Low-emissions Tour on Green Island". An estimated 16,000 tourists participated in these activities.
- F. Smart Tourism travel: We held "The Recruitment of the East Coast Travel Master 2014 - 2015". We took advantage of APP to connect virtual card game and physical activities and stores to make users get travel information easily. An estimated 38,319 people participated in these activities.

(2) Promotion of Tribe Tourism

- A. "Tribal Working Holiday": We continued to promote the featured tribal tours and led volunteers to explore tribe life and experience the splendid working holidays. We recruited 30 volunteers for 4 days 3 nights at tribes to involve and to know the tribe culture.

B. 「守護花東、我愛船騎」：結合東海岸傳統部落文化體驗的單車微旅行，以自行車輔以遊覽車接駁，讓遊客沿途輕鬆飽覽東海岸的炫麗風光，體驗原鄉部落山海為伴的生活智慧。

C. 「東部海岸部落觀光產業聯盟」：建立各部落與相關產業業者經驗交流分享平臺，加強各部落間夥伴關係，促進部落間產業合作機會。另聘請部落觀光發展專業顧問，打造東部海岸部落觀光品牌。



D. 「部落觀光成果發表會」：參加原民會與交通部觀光局在臺北火車站共同舉辦的「歡迎來做部落客 部落觀光行銷活動」，邀集 6 大風景區管理處展示最獨特的部落觀光遊程，歡迎民眾親至部落作客，感受原鄉風情。

4. 未來發展重點

- (1) 維護東部海岸與綠島地區之整體自然景觀與人文資源，促進資源永續發展。
- (2) 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。
- (4) 推展部落觀光，協助營造部落觀光環境與建構部落觀光產業，建立東部海岸部落觀光主題旅遊品牌。

(三) 花東縱谷國家風景區 <http://www.erv-nsa.gov.tw>

花東縱谷國家風景區之縱谷地形因菲律賓板塊與歐亞大陸板塊擠壓而形成，位處中央山脈和海岸山脈之間，全長 158 公里，擁有豐富的自然景觀及多元的人文景緻，形成得天獨厚的觀光資源。為打造花東縱谷成為具國際水準之水、陸、空多元遊憩觀光渡假勝地，分別將鯉魚潭風景區及鹿野龍田地區塑造為國際級水域及空域遊憩場域，並推動低碳交通載具串聯各大觀光景點，塑造「慢遊」之新旅遊型態。104 年持續推動「重要觀光景點建設中程計畫 (101-104 年)」項下「花東縱谷國家風景區建設計畫」，重要工作項目如下：



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

1. 規劃建設

(1) 國際及國內重要景點及原住民族部落建設

辦理鯉魚潭風景區、鹿野龍田地區、鹿野神社、羅山遊憩據點、六十石山、卑南鄉頂岩灣、海端鄉南橫入口及所轄 15 鄉鎮等公共設施及周邊環境改善，強化改善各項軟硬體設施，提升遊憩環境品質及遊憩功能。

B. “Guard Taidong and Hualien – I Love Cycling and Sailing”: We introduced a new way to experience East Coast traditional culture by a bicycle trip. Through bicycle and tour bus, tourists can easily enjoy the splendid scenery along East Coast to appreciate the life by the mountain and sea.

C. “The Industrial Alliance of Tribal Tourism on East Coast”: We built a platform for tribes and related industry sectors to share experience and enforce the partnership. Our goal is to promote the cooperation between tribes and private industries. We also invited professional consultant to help to create the tourism brand for East Coast tribes.



D. Tribe Tourism Presentation: We joined the “Welcome to the Tribes. Tribe Tourism Promotion” held by the Council of Indigenous People and Tourism Bureau at Taipei Station. Six National Scenic Area Administrations were invited to present the most special tribe itineraries. We welcomed fellows of Taiwan to visit and feel the charm of tribes.

4. Future Development

- (1) Preserve nature and human resource in the East Coast and Green Island to promote sustainable tourism.
- (2) Establish East Coast and Green Island as travel paradise for slow journey and LOHAS.
- (3) Encourage private sectors to invest tourism industry, which will increase the local job opportunities and flourish local economy.
- (4) Assist to establish tribe tourism environment and industry structure to make the branding of East Coast Tribe Tourism.

(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. The length is 158 km. 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 order to meet the international standard and become a diversified tourism resort, we built the Liyu Lake as water area spot and Luye Longtian as air area spot. We promote the low-carbon transportation linked all the tourism spot. The results of continued implementation of key tasks in line with the “East Rift Valley National Scenic Area Development Plan” in 2015 under the “Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)”. The major achievements in 2015 are as follows:

(2) 全區無障礙及友善旅遊環境

辦理全區無障礙暨兒童廁所改善工程、潭南步道無障礙設施改善、鹿野管理站、瑞穗地區、大坡池遊客中心、池上遊客中心周邊公共服務設施改善及環境綠美化，打造養生、環保健康之觀光遊憩場域。



(3) 優化「東部自行車路網」

辦理鹿野鄉龍田自行車道、玉富自行車道、主題旅遊路線指標建置、鯉魚潭潭南自行車道、關山地區自行車道及瑞穗臺電鐵馬驛站等設施改善工程，提升旅遊安全及鐵馬驛站之服務功能。

(4) 先期規劃設計

辦理鳳林遊憩區開發計畫、花東縱谷旅遊軸線及服務空間規劃、觀光整體發展計畫、舊溪口及光復隧道再利用評估計畫、天龍吊橋結構安全檢測等。

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地點，加強相關硬體設施改善工作，並增加現場巡查人員巡查頻率；另針對鯉魚潭水域、鹿野龍田地區空域、利吉惡地、逢阪事件紀念碑、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作為。

(2) 遊憩安全管理

- A. 加強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、鯉魚潭水域安全巡守員輪值、加裝監視器及辦理緊急應變訓練等。
- B. 加強飛行運動場地安全管理：活動前應提出申請並經審核通過，使用當日填報到離記錄，落實回報機制。

1. Planning and Construction

(1) International and national attractions and aboriginal constructions

Carried out improvements of public facilities and surrounding in Liyu Lake Scenic Area, Luye Longtian, Luye Shrine, Luoshan Recreation Area, Liushidanshan, Beinan Dingyanwan and the entrance of Southern Cross-island Highway at Haiduan in 15 townships to enhance the qualities and functions in these attractions.

(2) Barrier-free and Friendly Travel Environment

Carried out improvements of barrier-free public toilets for children in all areas. We also improved the barrier-free facilities in Tannan, Luye Station, Ruisui and Daipo Visitor Center and Chishang Visitor Center to establish a healthy and ecological tourism.

(3) Improve "Eastern Taiwan Bikeway Network"

Carried out improvements of the cycling path in Longtian Longtian, Yufu, Liyu Lake, Guanshan and Ruisui to enhance the safety and service of the bicycle tour system.

(4) Initial Plan and Design

Implemented the development project of Fonglin Recreational Area and East Rift Valley. We carried out the evaluation on the reuse of Jiuxikou Tunnel and Guangfu Tunnel and safety check in Tianlong Suspension Bridge.

2. Operation and Management

(1) Risk Management in Dangerous Areas

Improved the facilities in the spots with potential danger and increased the frequency of on-site patrols. We installed warning signs and increased block facilities to strengthen safety control in Liyu Lake Water Areas, Longtian, Liji Badlands, the monument in memory of Fongban Event, Liukou Hot Spring and Tianlong Suspension Bridge, etc.

(2) Safety Control

- A. Enhanced safety control measures for the pedal boats in Liyu Lake and established SOP mechanism, enhanced patrols and the informing system. Assigned patrolmen to take turns on duty in this area, installed monitors, offered training drills for emergency management.
- B. Enhanced the safety control in aerosports fields. Applications for the use of the sports fields should be applied in advance. Implemented the registering when tourists attended or left the aero activities.

(3) Revitalization and Reuse of Recreational Facilities

Reused and reactivated the recreation facilities in tourism areas, including Linrong Rest Area, Liyu Lake Campground, Seth Village, Lungtian Recreational Area, Liyu Lake stores, Luye Plateau, Chishang and Loushang Visitor Center.

(3) 遊憩設施活化利用

積極辦理轄內遊憩設施活化再利用，包括含林榮休憩區、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

培養環境學習社群，於 104 年提出環教場域認證申請，營造永續經營發展之目的。

(5) 資訊系統建置強化管理效能

完成「花東縱谷國家風景區管理處 GIS 地理資訊系統」建置，簡化行政作業、節約人力及經費資源，以提升管理之效能。

3. 宣傳推廣

(1) 主協辦各類主題行銷活動

主辦「鯉魚潭螢蝶生態之旅」、「夏至 235 系列活動—北回音樂會 & 客來奉茶」、「2015 臺灣自行車節—輪轉花東嘉年華縱谷野餐日」及「2015 東臺縱谷杯飛行傘國際邀請賽及全國排名賽」等大型主題活動。

協辦「洄瀾國際鐵人三項菁英賽」、太平洋燈會「鯉魚潭紅面鴨」、「2015—鯉魚展競技·龍舟競渡嘉年華」及「國際熱氣球嘉年華」等活動。



(2) 出版縱谷最美攝影專輯

出版「2013 - 2014 花東縱谷最美麗攝影專輯」將花東縱谷之美收集成冊，讓遊客能按圖索驥，親自發現縱谷之美。

(3) 品質提升及產業升級

行銷「募集縱谷好咖與部落亮點，啟動 38 綠色旅遊發展計畫」之亮點業者或店家、幸福部落及幸福商品等，發行「花東縱谷漫慢行」旅遊誌，有效傳達縱谷特色之幸福產業。

(4) 辦理新媒體即時互動服務

新增縱谷粉絲團暨旅遊專區，並在各活動期間於 Facebook 粉絲專頁宣傳。

(4) Certification of Environment Education Facility and Field

"Certification of Environment Education Facility and Field" was proposed in 2015 to develop environment education groups and sustainable development.

(5) Enhanced Information System

We completed the "East Rift Valley National Scenic Area Administration GIS" and simplified the process of administration to save manpower and funding.

3. Advertising and Promotion

(1) Held Marketing Events with Various Themes

Held large-scale events such as "Liyu Lake Ecology Tour for Butterfly and Fireworm Watching", "Taiwan Fun on the Tropic of Cancer", "2015 Taiwan Cycling Festival" and "2015 East Taiwan Valley Paragliding Accuracy National Open Championship & Pre-pgawx event".

We also co-organized "Huilan International Triathlon", "2015 Dragon Boat Festival" and "International Balloon Festival".

(2) Published the Photography Album

Published the photography album of East Rift Valley to demonstrate the beauty of this place.

(3) Upgrade Quality and Industry

Searched for the tribe spotlight and activated 38 green travel plan. We have promoted these spotlight owners, stores, happy tribes and happy products and published travel magazine to convey the features of East Rift Valley.

(4) Provided Real Time Interactive Media

Added the East Rift Valley Page and the Tour Taiwan Fanpage to the Web of Taiwan - The Heart of Asia, and promoted activities on the Facebook fanpage.

(5) Convenient Travel

Planned "Taiwan Tourist Shuttle - East Rift Valley" to provide seamless travel transportation and convenient travel experience.



(5) 提供便利的旅遊

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，提供觀光客便利的旅遊體驗。

(6) 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，以部落為發展基礎單位，打造擁有美麗縱谷的未來部落旅遊發展機制。

4. 未來發展重點

- (1) 以「鯉躍水舞·遨翔縱谷」為發展主軸，打造具國際水準之水、陸、空多元遊憩活動觀光渡假勝地。
- (2) 以「優質觀光」、「特色觀光」、「智慧觀光」及「永續觀光」為觀光發展指導原則，以營造優質、具特色、科技應用及環境永續之觀光旅遊環境。
- (3) 改善原住民族部落觀光服務設施，推廣部落深度旅遊。

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

澎湖群島具有豐富海洋資源玄武岩地質、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 104 年持續推動「重要觀光景點建設中程計畫(101-104 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

整修菜園漁塢區至興仁水庫間自行車路網服務設施，建構串聯菜園至興仁及澎南遊憩系統自行車旅遊帶。

(2) 景點添新粧

- A. 辦理據點休憩設施改善：針對隘門林投沙灘增設南洋風沙灘發呆亭，虎井軍事觀測所、南海遊客中心及小門遊憩區景觀美化，奎壁山遊憩區設置拍照景點，北寮奎壁山地質公園、中屯風力園區、通樑、蛇頭山、風櫃洞、菓葉觀日樓及北海遊客中心等熱門景點增設停車場設施，提供更完善、舒適及多元的服務功能。
- B. 據點景觀改善：加強景點植栽綠美化，分別辦理吉貝嶼、興仁、奎壁山、鳳凰山林相整理及銀合歡疏伐，塑造整體綠美化環境與景觀風貌。

(3) 營造友善環境

- A. 北寮奎壁山地質公園周邊景觀設施改善：北寮奎壁山現為重要觀光景點，為提升本區觀光遊憩品質，以新建多功能公廁、整合停車場、人車動線規劃、遊客遊憩服務設施、資訊站及賣店等功能作整體規劃，強化本區遊憩服務資源。

(6) Tribal Tourism

Carried out the East Rift Valley tribal tourism project in order to make a beautiful tribal tourism system.

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) Develop substantial tourism environment by quality, uniqueness, intelligence and sustainability as implementation strategies.
- (3) Improve the tourism facilities in aboriginal villages and promote in-depth tribal tourism.

(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 2015, the results of the “Penghu National Scenic Areas Development Plan” under the “Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)” were as follows:

1. Planning and Construction

(1) Developing New Tourist Attractions

We have improved the bicycle service facilities between Tsaiyuan fish farm and Xingren reservoir to establish a travel passage around Tsaiyuan, Xingren and Pengnan recreation system.

(2) Makeovers for Tourist Attractions

- A. Recreational Facility Improvement: We established pavilion at Lintou Coast Resort in Aimen and renovated Hujing Military Observatory, South Sea Visitor Information Center and Xiaomen Recreational Area. Photo taking sites was set up at Kuibishan Recreational Area. Parking lots were added in Kuibishan Geology Park, Zhongtun Wind Force Park, Tongliang, Shetoushan, Fenggui Cave, Guoye Sunrise Building and North Sea Visitor Information Center to provide more complete and comfortable facilities and various services.
- B. Landscaping Improvement: We enhanced aesthetics by planting gardens and greenery; renovated the forest forms and thinned the white leadtree bushes in Jibeiyu, Xingren, Kuibishan, and Fenghuangshan.



- B. 馬公第三漁港浮動碼頭及蛇頭山無障礙設施改善：浮動碼頭辦理全面性修繕，並新增設 2 座無障礙引橋；另蛇頭山遊憩區設置無障礙木棧斜坡道，提供民眾更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

於 3 月 19 日辦理漁翁島遊客中心濱海環境清新潔淨宣示活動，聯合西嶼鄉公所、臺灣澎湖地方法院檢察署、衛生福利部澎湖老人之家、西嶼鄉竹灣國民小學、西嶼鄉合橫國民小學、橫礁村、合界村、澎坊股份有限公司、湖西鄉愛蓮讀書會、都市男女企業行、彩虹育樂股份有限公司、澎湖監理站、澎管處志工人員及清潔外包廠商等單位，動員人數約 280 人，清理範圍約為 1,000 公尺，資源回收 174 公斤，其他清理垃圾約 530 公斤。

(2) 提升同仁及觀光產業人員技能訓練

- A. 浮潛指導員訓練：104 年 3 月 30 日至 31 日，與國立澎湖科技大學合作辦理「104 年度浮潛指導員研習（含複訓班）」，內容包括基本知識、配備操作、入水法、水面浮潛、伴潛、救援法等。充實業者具備帶領遊客從事浮潛活動能力，提升澎湖地區觀光水域遊憩活動安全品質，本次訓練研習合格學員共計有 61 名。
- B. 水上摩托車活動安全教育訓練：104 年 4 月 1 日至 2 日與國立澎湖科技大學共同辦理水上摩托車活動，教授學員各項水上摩托車的技能與安全須知，並宣導配戴安全防護裝備，及遵守騎乘水上摩托車應遵循之規則技巧、救援法等事項，以維護遊客安全。本次訓練研習合格學員計有 33 名。
- C. 水上安全救生員訓練：與中華民國紅十字會台灣澎湖縣支會共同主辦「104 年度水上安全救生員訓練班（含複訓班）」，訓練日期為 104 年 10 月份之星期六、日例假日，共 8 天。共計有 21 人報名，18 人參訓，14 人訓練合格；其後辦理相關檢定，其中游泳池救生員檢定，計有 5 人檢定合格；開放水域救生員檢定，計有 21 人檢定合格。



(3) Creating a Friendly Environment

- A. Improvement project of the landscape facilities around the Geopark in the Kuibishan, Beiliao: Kuibishan, Beiliao is a very important tourist site. In order to improve tourism quality, we built new public toilets, reorganized parking lots, traffic routes for people and cars, recreational service facilities, information station and stores to strengthen the recreational service resources.
- B. Improved the third fish port in Magong and barrier-free facilities in Shetoushan: We repaired the floating dock in the third fish port in Magong and constructed another 2 barrier-free bridge; besides, added barrier-free wood ramp to offer the public a more friendly and safe travel environment.

2. Operation and Management

(1) Environmental Improvement Plan

On March 19, we held the environmental clean-up announcement activities at the Fisher Island Visitor Center and collaborated with Xiyu Township Office, Taiwan Penghu District Court, Penghu Senior Citizens' Home, Xiyu Township Zhuwan and Heheng Elementary Schools, Hengjiao and Hejie Villages, Ailian Book Club, Huxi Township, Men and Women in the City, Rainbow Recreation Ltd, Penghu Vehicles Office, volunteers in Penghu Office and staff of outsource cleaning company. A total of 208 people joined the activities, cleaned about 1000 meters long area, recycled 174 kg resource, and cleaned 530 kg garbage.

(2) Held Water Recreation Industry Skills Training

- A. Snorkeling Instructor Training: In cooperation with the National Penghu University of Science and Technology, the program "Regulations on Governing Water Recreation Activities" was held on March 30 and 31, 2015. It taught instructors basic training, equipment instruction and diving rescue methods to make the operators have the ability to lead the diving activities and improve safety of water activities in Penghu. A total of 61 trainees achieved certification in this training period.
- B. Jet Skiing Safety Training: On April 1 and 2, 2015, a jet skiing activity was held in conjunction with the National Penghu University of Science and Technology. In this activity, the trainees learned about skills and safety precautions for jet skiing. They were also taught to use safety equipment, follow the regulations of jet skiing, and water rescue in order to protect the safety of tourists. A total of 33 trainees achieved certification in this training period.
- C. Lifeguard Training: Penghu National Scenic Area Administration and Taiwan Red Cross Society Penghu branch held "2015 Water Safety Lifeguard Training Session". In 2015, a total of eight days of training was held on every Saturdays during October. A total of 21 people applied, 18 people attended and 14 of them passed the training session. 5 people achieved the certification of swimming pool and 21 people achieved the certification of open waters.

- D. 災害防救 CPR+AED 緊急救護訓練：104 年 7 月 28 日與 11 月 13 日分別辦理上下半年自衛消防編組訓練，課程包含：CPR（心肺復甦術）+AED（自動心臟去顫器）、實作火場逃生新觀念、滅火避難器具介紹，及自衛消防編組應變處置實作，以期當意外發生時能隨身應用，避免或降低財務、人員損傷。

(3) 促進民間投資案

- A. 「菜園休閒漁業區賣店及烤肉棚」出租案：104 年 3 月 26 日與民間機構—菜園有限公司簽約，委託營運期間自 104 年 4 月 1 日至 108 年 12 月 31 日止，每年收取租金計新臺幣 25 萬 8,000 元，每年約節省 15 萬元維護管理費用，本案民間機構每年僱用員工 6 人，創造民間就業機會。
- B. 「西嶼西臺遊客中心賣店」出租案：104 年 4 月 28 日與民間機構—三山商號簽約，委託營運期間自 104 年 5 月 10 日至 108 年 5 月 9 日止，每年收取租金計新臺幣 30 萬 2,250 元，每年約節省 2 萬元維護管理費用，本案民間機構僱用員工 2 人，創造民間就業機會。

3. 宣傳推廣

(1) 元宵乞龜活動

於元宵節期間（104 年 3 月 3 日至 3 月 9 日）辦理「澎湖愛元宵乞龜乞平安」活動，提供「綠蠵龜元宵寶實公仔」1,500 個及「肪片龜」300 個，讓每一位到澎湖旅遊的朋友，藉由摸彩乞龜獲得綠蠵龜公仔寶實之元宵加值喜悅，帶回澎湖元宵節滿滿幸福平安和喜樂。

(2) 2015 澎湖自行車季系列活動

為迎向世界最美麗海灣，推動低碳觀光遊程，於澎湖最迷人、浪漫的春分季節，積極推出一連串自行車的帶狀活動，包括「大小澎友～騎來嬉夕」觀音亭示範遊程、「輪到澎湖—單車旅遊趣」領騎服務及「觀音亭濱海自行車道導覽自行車借用」等活動。

(3) 摩西分海擂鼓鳴金報時摩西帶路宣傳

為加強海洋地景保育及安全宣導工作，於 104 年 5 月 8 日起至 6 月 27 日止特定日子共 8 場次，並於 104 年 5 月 30 日配合董事長遊臺灣旅遊團體增加 1 場次，在北寮奎壁山「摩西分海」開啟步道前 30 分鐘時段，由街頭藝人鯊魚叔叔扮演摩西，並表演親子互動魔術、精美氣球製作、歌曲演奏等。



1 摩西分海擂鼓鳴金報時摩西帶路宣傳活動

“The Drum Is Beating, Here Parts the Sea; the Gong Is Beating, Here Comes the Flood” – A Campaign for Moses’ Leading the Way

- D. CPR + AED Disaster Prevention and Emergency Rescue Training: On July 28 and November 13 2015, we held two disaster and defensive fire drills. These classes include: CPR + AED, fire escape drills and introduction of fire control, emergency escape facilities and emergency drills of defensive fire control group. These trainings were expected to lower the loss when accident happened.

(3) Promoted Private Investment

- A. “Tsaiyuan Leisure Fish Store and Barbecue Area” Rental Case: We authorized the private sector – Tsaiyuan Company Ltd. to run business by contract from April 1, 2015 to December 31, 2019 on March 26, 2015. The yearly rental is 258,000 NTD and it saves 150,000 in maintenance a year. This private sector created work opportunities for the public by hiring 6 staffs a year.
- B. “Xiyu West Fort Visitor Center Stores” Rental Case: We authorized the private sector – Sanshan Corporation Ltd. to run business by contract from May 1, 2015 to May 9, 2019 on April 28, 2015. The yearly rental is 302,250 NTD and it saves 20,000 in maintenance a year. This private sector created work opportunities for the public by hiring 2 staffs a year.

3. Advertising and Promotion

(1) Qiqi Ceremony

During the Lantern Festival (March 3 to March 9, 2015), we held “Penghu Loves Lantern Festival Qiqi Ceremony for Peace” activity to supply 1,500 baby green sea turtle action figures and 300 fong-pian sticky rice turtles for each tourist came to Penghu. These fortunate gifts will make everyone joyful and safe in Penghu Lantern Festival.

(2) 2015 Penghu bicycle series activities

In order to embrace the beautiful seashore and promote low carbon tourism, we held a series of bicycle activities during lovely, romantic spring time in Penghu, such as “Friends, let’s Ride in Penghu”, “Fun Biking, Cycling in Penghu” Guided Bicycle Tour Service and “Guanyinting Rental Bike Biking Tour”.

(3) “The Drum Is Beating, Here Parts the Sea; the Gong Is Beating, Here Comes the Flood” – A Campaign for Moses’ Leading the Way

In order to strengthen the environmental conservation, we held 8 activities between May 8 and June 27, 2015, added 1 activity for cooperation with Taiwan VIP Travel Group. The street artist Uncle Shark, roleplaying as Moses, played the magic show, made custom shaped balloon and played music for families and kids 30 minutes before the trail “Mose Leads the way” opens.

(4) “Fresh Tour in Penghu”

In order to promote Penghu tourism, we planed and implemented the theme travel focused on stone tidal weirs, geopark, lighthouse, the senior citizens and barrier-free. All these activities contributed 4 million NTD media value, 21,314 views of website, 39,492 people attended the internet campaign and 585 people participated in 22 tours, 585 people in total.

(4) 澎湖新鮮玩旅遊推廣活動

推廣澎湖地區之主題旅遊，針對「石滬」、「地質公園」、「燈塔」、「銀髮樂齡」、「無障礙」等 5 種主題資源與客群，分別進行深度、互動、學習、休閒及體驗旅遊活動之規劃與執行。共創造媒體價值預計約 4 百多萬元，另外有 2 萬 1,314 人次進入官網及 3 萬 9,492 參與網路活動，出團數 22 團，計 585 人參與遊程。

(5) 「臺灣夏至 235」系列活動—相約澎湖漁翁島點燈音樂饗宴

澎管處於 6 月 21 日假西嶼鄉漁翁島燈塔園區辦理「相約澎湖漁翁島燈塔草地音樂會活動」，主要透過臺灣夏至 235 活動行銷虎井地標及燈塔旅遊，活動邀請各界約計 300 人，一同齊聚在全臺最古老的漁翁島燈塔欣賞夕照、光雕以及草地音樂會。

(6) 「2015 澎湖沙灘路跑」觀光行銷活動

結合運動賽事所精心規劃暑假壓軸之觀光盛事「2015 澎湖沙灘嘉年華」活動，內容計有 3K 健走組、6K 競賽組及 12K 挑戰組，而 12K 挑戰組由來自肯亞的 Richard Mutisya 獲得冠軍。傍晚接續舉辦的沙灘音樂會，邀請到金曲歌王蕭煌奇進行長達 45 分鐘的壓軸演唱，為「2015 澎湖沙灘嘉年華」活動畫下完美句點！

(7) 2015 光雕花火秀觀光行銷活動

2015 澎湖光雕花火秀於 8 月 20 日情人節的夜晚，數以萬計的倒數聲中盛大展開，絢麗奪目與千變萬化的煙火搭配炫麗的 3D 立體光雕秀，為澎湖觀光旅遊掀起另一波高潮。



(8) 「騎遇福爾摩沙」澎湖騎士團

觀光局為協助提振國人秋冬到澎湖旅遊意願，特將年度主軸活動「2015 臺灣自行車節～騎遇福爾摩沙 FORMOSA900—『澎湖跳島騎士團』」移師到澎湖辦理，於 11 月 14 日起一連三天，以跳島追風、乘風破浪及雙腳踩踏方式，時速 20 公里的速度，欣賞自行車道沿途風景及享受冬陽暖暖及逆風而行的快感，同時結合豐富、超凡的人文與自然景致，發展澎湖成為國際著名的休閒渡假低碳島嶼。

(9) 冬季旅遊—石敢當石在有意思

為推廣澎湖冬季旅遊，藉由尋找石敢當活動縮短澎湖旅遊淡季，以體驗文化方式形塑不同於夏季之旅遊意境，意在推廣並賦予具有傳統歷史的石敢當不一樣的概念意義，創造不同一般旅遊路線的深度文化之旅。

(10) 大陸市場觀光交流成果

- A. 大陸地區媒體踩線團共 10 餘團：包括大陸華東地區、大陸海旅會、南京市旅遊產業代表、大陸人民網採訪、無錫中國旅行社董事長、廈門旅遊局參訪團、百度旅遊網、大陸華夏旅遊同業等。
- B. 大陸地區政府單位合作：於 7 月 27 日至 8 月 7 日由廈門旅遊局邀請澎管處共同參與「陝西、甘肅、寧夏及青海旅遊宣傳推介活動」，遠赴大陸四大城市進行實地交流活動；另為打造澎湖特色旅遊新印記，張處長於 8 月 15 至 18 日赴廈門參加「2015 海峽兩岸婚戀旅遊文化節」開幕活動，並於 9 月 19 日於林投沙灘辦理「2015 海峽兩岸婚戀旅遊文化節—澎湖集體婚禮」，藉此行銷、營造澎湖浪漫魅力。

(5) “Taiwan Fun on the Tropic of Cancer” Series – The Lighting and Music Feast on Fisher Island

On June 21, 2015, the “Lighting and Music Feast on Fisher Island” was held at Fisher Island Lighthouse to promote the Hujing landmark and lighthouse travel. About 300 people were invited to attend this activity and appreciated the sunset, light art and grass concert by the oldest lighthouse in Taiwan.

(6) “2015 Penghu Beach Running Event” Tourism Campaign

“2015 Penghu Beach Carnival” was deliberately planned by the end of the summer and the activities are 3K hiking group, 6k race group and 12K challenge group. Richard Mutisya from Kenya won the champion in the 12K one. We invited the famous singer Ricky Hsiao, the winner of Golden Melody Award, to participate in the wonderful music concert as the last performer for 45 minutes long in the beautiful sunset beach.

(7) 2015 Penghu Light Sculpting Firework

Penghu Light Sculpting Firework was held in Valentine’s Night on August 20, 2015. Splendid and amazing fireworks came with the 3D light sculpting definitely becomes a hot spot for Penghu tourism.

(8) Formosa 900 – Penghu Cyclists Group

In order to encourage citizens to take a trip to Penghu in fall and winter, the “Formosa 900 – Penghu major activity of “Taiwan Cycling Festival” was held in Penghu by the Tourism Bureau. Started from November 14, 2015, the activity lasted for three days. You can appreciate the beautiful scenery along the road and the breeze under the sun. These human and nature landscapes are going to make Penghu an international leisure low-carbon island.



(9) Winter Travel – The interesting Shigandang

In order to promote Penghu Tourism in winter, searching Shigandang activities can shorten the low travel season of Penghu, bring visitors special travel experience to create an unique and deep culture trip that is different from visiting Penghu in summer.

(10) The Results of the Exchange with Mainland Tourism Market

- A. Chinese Media Tour Groups are about 10 groups: The delegation in East Mainland China, Nanjing Tourism Delegate, Mainland People Daily, Wuxi Mainland China Travel Agency Chairman, Xiamen Tourism Bureau, Baidu Travel, Mainland Huaxia travel industries and so on.
- B. Collaborated with Mainland China Government: Xiamen Tourism Bureau invited Penhung Administration to join the “Promotion of Tourism in Shannxi, Gansu, Ningxia, and QingHai between July 27 and August 7, 2015. Director Chang attended the opening of “2015 Cross Strait Wedding in Love Festival” in Xiamen between

- C. 郵輪觀光發展推廣：國際郵輪母港集團—麗星郵輪「天秤星」號，自 104 年 7 月 18 日至 10 月 31 日，每星期四、六，由廈門啟航停靠馬公港。

(11) 觀光宣傳成果（媒體採訪及觀光踩線）（說明會、發表會）

- A. 銀髮族第 2 條「無礙樂齡遊程」踩線活動：為推動第 2 條「無礙樂齡遊程」路線，於 104 年 10 月 21 日邀請澎湖縣快樂銀髮關懷協會，於澎湖遊客中心視聽室透過幼兒園學童表演及「獻壽桃」儀式，讓澎湖縣銀髮族歡慶九九重陽節活動。
- B. 媒體部落客「澎湖離島低碳電動車觀光遊程」踩線活動：104 年 12 月 3 日邀請部落客有高宜汝（平面媒體）好遊趣雜誌、蘇國輝（電子媒體）欣台灣、蔡淑真／GRACE（部落客）Grace 幸福漫步、林士新／阿新（部落客）、Y Shin 旅遊、美食筆記、蕭雅純／兔兔（部落客）等人體驗低碳島澎湖遊程。

4. 未來發展重點

澎湖國家風景區是島嶼型的風景區，在觀光發展朝向國際化趨勢，隨著澎湖在 102 年底正式加入「世界最美麗的海灣」組織成員及被 agoda.com 選為亞洲 8 大新興旅遊城市之一，未來國際能見度將大幅提升。惟在旅遊市場上，仍需要面對區域及國際性的競爭，除了提升自身競爭力與吸引力、洞察現行法令規範，以及運用交流機會行銷澎湖外，能更進一步接觸國際市場脈動，因此應正視並積極開拓大陸市場（含港澳），主打臺灣海峽「島嶼中繼站」跨界祕境遊；歐美等高緯度地區遊客，積極推廣澎湖淡季觀光，同步提高旅客的質與量。

同時，持續以「環境生態優先」、「提升遊憩區設備品質」、「遊客服務第一」、「追求國際景觀水準」、「結合在地民眾參與」等 5 大工作理念來永續營造澎湖的美。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、自然悠閒的國際渡假島嶼。

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

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 日成立馬祖國家風景區管理處以來，專責推動辦理該風景區各項開發建設與經營管理工作。104 年度持續推動「重要觀光景點建設中程計畫（101 - 104 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) 完成馬祖國家風景區東莒地區整體景觀規劃案：因應國軍精粹案及整體環境變遷，進行東莒地區整體景觀、空間與閒置軍事設施再利用規劃，與既有遊憩資源進行系統性串聯；另檢討民間參與公共建設計畫，調整其執行計畫與相關實質建設方案，以作為公、私部門進行發展建設與推動配合工作之依據與參考，從而形塑未來東莒地區觀光吸引力，帶動整體觀光發展。
- (2) 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：完成夫人村據點（86 據點）移撥作業，並完成津沙尖（57 據點）、四維營區（77 據點）、大沃西（08 據點）促參報核作業，由交通部核准授權，並依促參法辦理後續招商事宜，另南竿鄉下津沙據點（55 據點）業完成招商作業，委託營運期間 104 年 9 月 1 日至 111 年 3 月 31 日止。

August 15 and August 18. Held “2015 Cross Strait Wedding in Love Festival – Penghu Group Wedding” on September 19 to promote the “2015 Romance of Penghu Tourism”.

- C. Promotion of Tourism Cruise: The Starcruise “Libra” stops at the Magong Port every Thursday and Saturday between July 18 and October 10, 2015.

(11) Promotion Results

- A. The second route of the free aging itinerary tour for the seniors: In order to promote the second senior citizens route, we held a ceremony of “Long Life Peach” and kindergarten kids performed on October 21, 2015 to celebrate the Chung Yeung Festival in Penghu Visitor Center.
- B. Blog media campaign “Low-carbon tourism in Penghu by electric motor”: On December 3, 2015, we invited well-known Bloggers, Gao Yiru (print media) Travel Go magazine, Su Gao Huei (Electronic Media) Shin Taiwan, Cai Shuzhen / GRACE (Blogger) Grace Walk in Happiness, Lin Shihsin / Sin (Blogger) Sin's Travel, Food Note, Xiao Yachun / Bunny (Blogger) to experience the low-carbon trip in Penghu.

4. Development in the future

Penghu officially was one of “The Most Beautiful Bays in the World Club” in the end of 2013 and was elected as one of the 8 emerging travel cities in Asia by agoda.com. It can be expected that higher popularity comes with higher challenge and competition. In order to meet the standard and requirement of international tourism spot, we not only need to improve our competitiveness but also need to open up more potential markets such as Mainland China (Hong Kong and Macao), European countries and countries in high latitudes.

We will continue the sustainable development of Penghu by “prioritizing the ecology environment”, “promoting the quality of the facilities in recreational areas”, “prioritizing tourist service”, “pursuing international landscape standards” and “local participation”. We expect Penghu stays the fresh nature scenery, friendly and convenient environment and world-class tourism industry to be one of the international holiday island located in the blue sea and azure sky.

(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 (2012 - 2015)” produced the following major results:

1. Planning and Construction

- (1) Completed the Matsu National Scenic Area Dongju section landscape planning: In order to coordinate the military and the environment change, we reused the

- (3) 持續推動地質公園學齡學童環境教育交流計畫：4月12日至13日由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10月17日至19日由馬祖8所中小學赴臺回訪交流。



1

- (4) 推展馬祖地質公園朝向國際化發展：邀請各國專家學者蒞馬參訪及辦理國際觀光講座，並於5月7日至8月3日委由國立臺灣大學以馬祖地質、生態、戰地特色及傳統文化為主軸舉辦「揭開馬祖神秘的面紗」特展，結合連江縣政府提供相關考古文物，及研究成果與北竿當地藝術家吳香官先生提供廢棄軍品製作之花仙子藝術品，於桃園國際機場第2航廈D區（日本、韓國、澳洲及美洲等航線）藝文展演空間展出。另赴日本參加亞太地質公園大會，期間發表相關論文，並參訪世界級地質公園山陰海岸及系魚川市，相互交流在地質公園發展與推動上之經驗，以拓展馬祖地質公園之國際能見度。此外，出版馬祖地質公園英文旅遊書「Booklet for Matsu: A guide for enjoying Matsu」及印製「馬祖地質公園旅遊諮詢 Q&A」，以提供國際遊客無縫接軌旅遊服務，並提供馬祖地區服務人員使用，以提升馬祖國際觀光島嶼服務軟實力。



2

- (5) 南竿遊客中心停車空間及周邊美化工程：南竿遊客中心停車空間及周邊美化工程為結合軍方管理資源，由中興嶺整建出新福利社並增建平臺，成為遊客深度旅遊景點，其視野廣闊，營造生態環境的氛圍，形成大北海遊憩區一系列遊程的起點，並與南竿遊客中心前新設停車場與植栽，讓遊客能有充足的停車空間。
- (6) 104年北竿地區大沃山暨周邊遊憩景點整建工程：包含大沃山周邊環境景點改善、08據點新設廣場、增設壁山觀景臺護欄與橋仔村入口意象等。完竣後，預估增加北竿地區遊憩景點數量，並擴充各景點之服務、遊憩設施功能，增加旅客停留賞玩時間達0.5日，塑造北竿地區獨特旅遊魅力，注入民間動能以增加旅客留駐時間，促進區域經濟活絡及發展。
- (7) 媽祖宗教文化園區景觀綠美化工程：搭配媽祖巨神像遊憩人潮，新設廣場與廁所；預估增加南竿地區遊憩景點數量，並擴充各景點之服務、遊憩設施功能，270度無敵海景視野景觀，並規劃潛在委外經營需求之設施，注入民間動能以增加旅客留駐時間，促進區域經濟活絡及發展。
- (8) 東引遊憩系統地區景點整建工程：包含一線天新設平臺、三山據點等景點設施改善、安東坑道及燕秀潮音周邊環境整建、東引遊客中心入口標誌、燈具與周邊環境整建。完竣後，預計增加東引遊憩景點，提升品質，並充分營造戰地氛圍，塑造馬祖地區獨特旅遊魅力。
- (9) 自99年至104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，管理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16戶、莒光福正聚落保存區16戶，並鼓勵已完工申請戶經營特色民宿、餐飲店、特產店及提供社區發展協會使用等，藉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。

unused and idle military facilities and connected them to all the tourism resources. We considered making private industries join public construction to improve the cooperation between private and public administration and to promote the tourism development.

- (2) Reused the idle military camps to reactivate the local tourism industry: Encouraged participation processes of Furen Village (86 spot), Jinsha Village (57 spot), Siwei Camp (77 spot) Dawoxi (08 spot) are granted by MOTC. Nangan Twonship Xiajinsha (55 spot) invest recruitment was completed and the entrust operation period is from September 1, 2015 to March 31, 2022.
- (3) Promoting environment education exchanges for students in Geopark: Caoling, Beimen and Jinshan Elementary Schools visited Matsu and local junior guid gave them a detail understanding about cultural and environement between April 12 and 13. The 8 schools in Matsu visited Taichung in return between October 17 and 19.
- (4) Matsu Geopark Internationalization: Invited National Taiwan University to host an exhibition about geology, ecology, battlefield scenes and traditional culture of Matsu in Taoyuan International Airport between May 7 and August 3. Attended the Asia Pacific Geoparks Symposin, visited San'in Kaigan Global Geopark and Itoigawa-shi Geopark to exchange experience and expand the popularity of Matsu. Publish the English travel guide "Booklet for Matsu: A guide for enjoying Matsu" and "Matsu Geopark Q&A" to provide foreign tourists and local service staff.
- (5) Nangan Visitor Center Parking Space and Landscaping works: New canteen was established by Zhongxingling to make use of military resource and to become a new tourist attraction. This place has a wide field of vision and special ecology surrounding. It will be the start point of a tour and the Nangan Visitor Center's parking offers a lot places for tourists.
- (6) In 2015, Renovation of Beigan Dawoshan's surrounding: Improved surrounding in Dawoshan, new square in 08 spot and new fence in Bishan Lookout, all the constructions were expected to increase the length of tourist' visit by 0.5 day. These new attractions and facilities poured with local people's enthusiasm will be able to promote the development of local economy.
- (7) Landscaping works of Mazu History Park: New square and toilets were established to satisfy the crowd for seeing the Statue of Goddess Matsu. 270 degrees view of ocean, expansion of services and facilities will require plans for outsource operation. Local people's enthusiasm will be able to promote the development of local economy.
- (8) Innovation of Donyin Recreation Area: Improved new platform in A Thread of Sky, surrounding in Sanshan, Andon Tunnel and Yanxiu Tidal Echo and entrance sign of Dongyin Visitor Center, all these new attractions not only add battlefield atmosphere but also shape the tourism in Mazu.
- (9) Conducted the 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, 16 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

2. 經營管理

- (1) 為提升遊客安全服務，於馬管處 4 遊客中心（南竿、北竿、東引、莒光）設置 AED 儀器並定期巡檢，建物定期消防安檢保養，另所轄景區至少每周巡檢 2 次以上，配合馬管處首創走動式行動服務「愛趴 GO」，宣導遊客安全。
- (2) 與馬祖氣象站合作，建置在地天氣氣象（馬祖天氣小幫手）內容，俾利蒞馬遊客及當地居民瞭解馬祖當地氣候。
- (3) 每年皆針對所轄 62 處據點含本特定區內各遊憩據點（含辦公廳舍）範圍之停車場、遊客服務中心（管理站）、公廁、步道及招標規範所列之公共設施投保公共意外責任險。
- (4) 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。
- (5) 與馬祖岸巡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。
- (6) 每年度定期召開馬祖地區潛在危險據點旅遊安全管理會議，104 年 11 月 11 日召開 104 年度下半年馬祖地區旅遊安全管理會議，邀請行政院海岸巡防署海岸巡防總局北部地區巡防局第 10 岸巡大隊等相關單位與會，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。
- (7) 為突破人力困境，於臺北、東引等地辦理志工培訓活動，善用管理處臺籍志工及馬祖在地志工共計 36 位，104 年度服務總計 4 萬 3,270 人次。此外，透過與大專院校策略聯盟，募集暨南大學學生至馬祖進行走動式服務。
- (8) 臉書粉絲團人數突破 9,500 人，較 103 年人數 6,500 人成長 3,000 人，關注人數穩定成長中。

3. 宣傳推廣

- (1) 104 年元旦於百年古蹟東莒燈塔辦理迎曙光暨元旦路跑活動，參與人數近 300 人。
- (2) 於 104 年 2 月 5 日率領馬祖地區旅行業者 22 人前往香港參加「2015 香港樂活展」推薦馬祖特色行程。
- (3) 104 年 4 月 15 日東引遊客中心景觀平臺落成啟用，販賣部提供餐飲及馬祖特色點心。



- (4) 104 年 5 月 18 日起開放北海坑道夜賞藍眼淚，獨特生態點亮坑道璀璨，擦亮馬祖能见度，活動自 104 年 5 月 18 日至 9 月 30 日，經統計 4,244 人次參與。

encouraged to operate featured home stays, restaurants, special product shops, or provide places for the community development association.

2. Operation and Management

- (1) In order to enhance tourism safety, regular fire inspections and scheduled building maintenance were implemented. Besides, in accordance with "I-Pa-Go", the mobile services recently invented, patrols in scenic attractions in this area were served more than twice per day to ensure the safety of tourists.
- (2) Collaborated with Matsu Weather Station to provide tourists information about local weather on the Web (with a link to Little Weather Helper).
- (3) Took out public liability insurance coverage plans on recreation area, offices, parking places, tourist center, public toilets and other public facilities to protect the personal safety of visitors.
- (4) Carried out the drill of Emergency Management Information Cloud with MOI. Reported the information and emergency response plan through the LINE group and online report system during holidays.
- (5) To enhance safety control for tourists and local people who engaged in coastal activities, we collaborated with the Matsu Coast Guard to install a light box for life vest rental service.
- (6) Held an annual meeting for travel safety control in potentially dangerous scenic attractions in Matsu Area. On November 11, 2015, we invited Coast Guard Administration North Region Bureau the 10th Coast Brigade and related unit to discover potentially dangerous areas and develop measures to ensure travel safety for tourists.
- (7) In order to solve the problem of lack of manpower, we held volunteer training in Taipei and Dongyin and recruited 36 people in Matsu Administration. Volunteer services were up to 43,270 times in 2015. Besides, Chi Nan University students visited Matsu through collages strategic alliance and provided service by walking around.
- (8) More than 9,500 people joined the fanspage on Facebook, which was 3,000 more as compared to 6,500 fans in 2014. The number of people who are concerned about the Facebook fanspage grows stably.

3. Advertising and Promotion

- (1) Held a road running at the Dongju Lighthouse, a centenary monument, to welcome the first sunrise on New Year's Day, 2015. Approximately 300 people participated in the activity.
- (2) Attended "Lohas Expo Hong Kong" on February 5, 2015, with 22 Matsu travel operators to promote the Matsu package tours.
- (3) Completed Dongyin Visitor Lookout and started to run business on April 15, 2015. The concession stores sell beverage, food and Matsu snacks.

- (5) 「2015 生態賞鷗暨海上看馬祖」持續列入 2015 臺灣觀光年曆活動，自 7 月 1 日至 8 月 30 日於每星期一、三、五、日辦理，航程主要包含北竿外海之鐵尖島、中島（賞鷗），隨後繞經北竿橋仔、芹壁村（從海上欣賞海蝕地質景觀及閩東建築之美），活動辦理期間，經由各電視臺及各旅遊媒體報導賞鷗行程，引起廣大迴響，並實際反映於搭乘人次上，總計 1,050 人次參與。
- (6) 104 年 8 月 14 日、15 日、21 日、22 日、28 日、29 日及 9 月 4 日、5 日於南竿遊客中心辦理北海仲夏音樂會小型帶狀演出，結合采盟旅遊補給站、夜賞馬祖藍眼淚活動共同辦理，除提供來馬遊客夏夜休憩活動選擇外，也提供馬祖地區表演團體一個演出舞臺，8 場次共吸引 800 人次欣賞。
- (7) 為持續推廣外國遊客赴馬祖旅遊，所籌拍的「馬祖·卡踞 Matsu.Kaliu」影片，由知名品酒人 John 帶領遊客到馬祖找尋美酒、美食及美景，於管理處 youtube 官方頻道上線至今點閱人數即破 18 萬人次，並入圍塞爾維亞觀光影展。
- (8) 為增加國際能見度，協助香港、中國、韓國、日本、美國及馬來西亞記者馬祖採訪行程，104 年外國旅遊人次達到 621 人次，大陸旅客突破萬人。
- (9) 於 104 年 11 月 8 日於南竿辦理第一屆馬祖國際馬拉松賽，吸引兩岸三地、美國、日本及非洲等地選手，超過 800 人參與。
- (10) 邀請旅行攝影家海明威，赴馬祖拍攝，相關作品於環臺灣島紀錄片裡加入馬祖片段。



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「地質之旅、賞鳥之旅」、「軍事體驗之旅」、「慢活禪修之旅」及「宗教文化之旅」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。



- (4) Watching Blue Tears in Beihai Tunnel opened from May 18, 2015. This special ecological spotlight polishes the Matsu tourism. A total of 4,244 tourists have seen the unique ecology scene between May 18 and September 30, 2015.
- (5) "2015 Matsu Tern Watching Tour" was still listed in the "2015 Taiwan Tourism Events". It was held on every Monday, Wednesday, Friday, and Sunday from July 1 to August 30. The itinerary including Tiejian Island, Chongdao Island, Qiaozai Village and Qinbi Village, where tourists can see the eroded marine landscapes and the beautiful buildings of Eastern Fujian style. This activity drew a lot of attention through TV and travel medias and a total of 1,050 tourists have participated in this tour.
- (6) On August 14, 15, 21, 22, 28, 29 and September 4, 5, 2015, Beihai Summer Concert was held in Nangan Tourist Center in coordination with Tasameng Travel Supply Station and Watching Blue Tears. This concert is not only a leisure activity for tourists but also a stage for performing groups in Matsu. Eight events attracted 800 people to enjoy the concert.
- (7) In order to attract more foreign tourists to visit Matsu, a film, "Matsu, Kaliu" hosted by John, a well-known wine taster, led tourists to a journey for fine wine, fine food, and fine scenery in Matsu. The film had been viewed more than 180,000 times on the official YouTube channel of the Matsu Administration and had been nominated in Serbia Tourism Film Festival.
- (8) In order to increase international popularity, we invited journalists from Hong Kong, Mainland China, South Korea, Japan, America and Malaysia to visit Matsu. In 2015, foreign tourists hit 621 people and tourists from Mainland China were over 10,000 people.
- (9) Held the first Matsu International Marathon in Nangan on November 8, 2015, drew many athletes from Hong Kong, Mainland China, America, Japan and Africa. Total over 800 athletes participated in this race.
- (10) Invited travel photographer-Hemingway, to film Matsu and his work will be collected in Roundabout Taiwan documentary.

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 featured resort islands.
- (3) Establish strategic alliance, supply high quality service network in all aspects to increase the length of tourist visit.
- (4) Organize the domestic tourism attractions to become a whole recreational system. The system connects each attraction's tourists to expand coverage. We expect this system can attract international tourists and meet the international standard of tourism.

(六) 北海岸及觀音山國家風景區 <http://www.northguan-nsa.gov.tw>

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。104 年持續推動「重要觀光景點建設中程計畫 (101-104 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) 完成基隆湖海灣周邊景觀改善工程、基隆情人湖入口周邊景觀改善工程及金山遊客中心改善（含增設電梯）工程等國際景點建設，提升遊憩品質與提供遊覽解說服務。
- (2) 完成石門風箏公園整體景觀改善工程、麟山鼻遊憩區周邊景觀改善工程、萬里龜吼公廁新建及周邊景觀改善工程等國內景點建設，改善遊憩活動空間。
- (3) 完成北海岸（萬里段、基隆段）自行車道及周邊環境改善工程、北海岸及觀音山風景區電桿地下化等路廊景觀改善工程之地方景點建設，促進地方觀光發展。



2. 經營管理

(1) 經營管理

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；全區遊客量由 103 年 579 萬人次增至 104 年 648 萬人次，104 上半年北海岸及觀音山國家風景區管理處（北觀處）整體服務滿意度分數高達 85.54 分，是繼 101 年度以來連續為 13 個國家風景區最高。另野柳地質公園 104 年遊客人次達 315 萬人次，占全區遊客量近 5 成。

(2) 觀光資源維護

- A. 落實安全教育宣導與訓練、執行環境清潔整頓及清淨家園與綠網計畫，持續辦理漂流木活化再利用，落實遊憩設施安全暨清潔維護管理工作。
- B. 鼓勵公私機構團體及個人認養轄管遊憩據點，實施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。
- C. 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。
- D. 打造白沙灣遊客中心及周邊環境為無障礙旅遊示範景點。

(3) 安全維護

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。

(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. We 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 2015, 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 (2012 - 2015)”. Major achievements are as follows:

1. Planning and Construction

- (1) Completed improvements of Jilonghu Bay’s surrounding landscape, Lovers Lake’s surrounding landscape and Jinshan Visitor Center (including elevators) to improve the service quality of recreation attractions.
- (2) Completed improvements of Shimen Kite Park, Linshan Cape Recreation Area’s surroundings, Wanli Guihou public toilets and surrounding landscape to improve the recreation space.
- (3) Completed improvements of cycling trail and landscape along north coast, the underground project of utility poles and landscape of corridors in North Coast and Guanyinshan to improve local tourism development.

2. Operation and Management

(1) Operation and Management

Improved software and hardware facilities at recreation sites in order to created an international, safe and friendly environment. These areas received a total of 6,480,000 visits in 2015 with a great increase compared to 5,790,000 visits in 2014. The overall tourist satisfaction score reached 85.54, which has been the best of 13 national scenic areas for two consecutive years after 2012. Besides, the Yeliu Geopark received 3,150,000 visits in 2015, occupied fifty percent of total amount of tourists visited this area.

(2) Tourism Resource Maintenance

- A. We have enforced safety instruction and training, maintained clean and orderly environment to encourage the reuse of driftwood. We have implemented the management of the safety and sanitation in the recreational facilities.
- B. Encouraged public organizations, private organizations, and individuals to adopt and manage recreational sites 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.
- C. 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.

(4) 推動有感措施

分別於 104 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) 「首創網路申請淨灘暨學生淨灘時數認證制度」獲 104 年交通部「創新獎」、「管理類」甲等獎。
- (6) 「水中清道夫計畫」獲觀光局 104 年創新創意點子王競賽「創意獎」第一名。
- (7) 「金山遊客中心」、「中山公園停車場」、「跳石海濱公園」等 3 處獲新北市 104 年公廁金質獎「休閒遊憩組」。
- (8) 「友善旅遊環境建構計畫」獲行政院國家永續發展委員會 104 年國家永續發展獎—「永續發展行動計畫績優獎」。

3. 宣傳推廣

- (1) 編製「基隆情人湖公園步道導覽圖」、「台灣好行—皇冠北海岸線」等摺頁及「旅行舊時光—金山萬里老故事漫遊」、「北海岸探奇：三芝石門生態之旅」、「北海岸探奇：金山萬里生態之旅」等出版品，提供遊客完善之旅遊資訊。
- (2) 執行「2015 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) 辦理「北海岸聽海音樂節—野柳之夜」，行銷野柳地質夜間風情，以售票方式於地質公園舉行，售票所得全數捐給北海岸公益團體。



- (4) 104 年持續推動「台灣好行—皇冠北海岸線」，自淡水捷運站到龜吼漁港站沿線共停靠 13 站觀光景點，規劃 4 款特色優惠套票，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，打造北臺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。
- (5) 辦理「2015 愛在幸福北海岸三部曲」系列活動：「婚定野柳·女王見證婚禮」、「緣定富貴角·大富大貴健走趣」、「愛在海灣音樂會」，擴大「幸福北海岸」形象宣傳。

1 北海岸聽海音樂節—野柳之夜
North Coast Music Festival – The Night of Yeliu

- D. Developed the Baisha Bay Visitor Center and surrounding environment into barrier-free scenic site.

(3) Safety Maintenance

Established the contingency operations plan and communication network in preparation for natural disasters and raised first-response capabilities. We also installed surveillance systems in recreation areas to monitor status and ensure safety functionality. We improved staff emergency response and professional skills through training to achieve short, medium, and long-term goals for emergency response plans.

(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, 2015 to stream tour group traffic and improve recreational quality.

- (5) “Beach Cleansing Hours Certification for Students” was rewarded innovation prize by MOTC in 2015.
- (6) “Water Scavenger Plan” was rewarded the first place of innovation prize by MOTC in 2015.
- (7) “Jinshan Visitor Center”, “Zhongshan Park Parking Lot” and “Jumping Stone Coast Park” were rewarded 2015 Golden Public Restrooms Prize in New Taipei City.
- (8) “The Plan for Friendly Travel Environment” was rewarded the Sustainable Development Action Plan Prize by National Council for Sustainable Development Network in 2015.

3. Advertising and Promotion

- (1) In order to provide tourist complete travel information, we published many publications such as “Lovers Lake Park Guide Map”, “Taiwan Tourist Shuttle – the Crown North Coast Line”, “Travel through Time: The Old Story about Jinshan Wanli”, “North Coast Adventure: Ecotourism of Sanzhi Shimen” and “North Coast Adventure : Ecotourism of Jinshan Wanli”.
- (2) Implemented “2015 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) Held “North Coast Music Festival – The Night of Yeliu” to promote the night scenery of Yeliu Geopark. We donated all the income form this activity to North Coast nonprofit organizations.
- (4) Keep promoting “Taiwan Tourist Shuttle – the Crown North Coast Line” and “Taiwan Tourist Shuttle – Bus East Line” to build a seamless service between different attractions. This measure not only increased the foreign independent tourists but also connected Taiwantrip’s tourist shuttle routes.
- (5) Held “Wedding in Yeliu: Queen’s Witness”, “Love begins from Fugui Cape: Hike for Rich” and “Love in Bay Concert” to promote North Coast as happy attraction.
- (6) Held “The North Coast Hot Spring and Culinary Carnival”, the “2015 Guanyinshan Eagle-Watching”, “Shimen International Kite Festival”, “2015 North and Guanyinshan

- (6) 辦理「北海岸溫泉美食嘉年華」、「2015 觀音・觀鷹」、「2015 TVBS 北海岸公益路跑」、「2015 石門風箏節」、「2015 山海悸動・北觀國家風景區采風攝影徵件活動」及參加「2015 台灣美食展」等觀光行銷活動，並辦理「104 年觀光局國家風景區志工大會」，除了志工間互相觀摩與交流，亦推廣轄管遊憩據點。



- (7) 發布活動新聞稿請記者協助報導宣傳，並適時邀請轄區記者舉行參訪及參加座談，使其瞭解管理處各項建設，做出正確報導。

4. 未來發展重點

- (1) 建構皇冠海岸：改善台 2 省道沿線景觀，藉以串聯沿線之遊憩據點，形塑北海岸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。
- (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，讓北觀成為一處四季皆可遊的風景區。
- (4) 踏上國際舞臺：推動野柳地質公園以聯合國教科文組織（UNESCO）支持的地質公園（GEOPARK）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。

National Scenic Area Photo Contest” and “2015 Taiwan Fine Food Fair” to promote tourism activities. We also conducted “2015 National Scenic Area Volunteer” to exchange experience for volunteers.

- (7) Promoted tourist events through press releases and media coverage. The press was invited to attend seminars to understand various constructions conducted by every administration, and was thus expected to make accurate reports.

4. Future Development

- (1) Improve the Crown North Coast Line: We will improve the landscape and integrate scenic sights along Provincial Highway 2 to transform the North Coast and Guanyinshan National Scenic Area into a shining crown-like recreation area.
- (2) Lovers Lake, Huhai Bay, and Hoping Island had been announced as the scenic attractions within the national scenic area in December 2014. We expect that the complete land and sea traffic network will make Lovers Lake and Huhai Bay become new attractions for North 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, barrier-free tours 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 2015, “Tri-Mountain National Scenic Area Development Plan” in accordance with the “Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)” produced the following major results:

1. Planning and Construction

- (1) In order to improve recreational facilities in the Lion's Head Mountain Scenic Area, we have completed “the landscape of the bank in the south of Kangji suspension bridge in the Lion's Head Mountain Scenic Area”, “the Improvement in Wuzhishan Climbing System”, “Penglai River Trail Ecological Tour Guide and the improvement of recreation facilities”, “the Improvement of Shierliao Trail” and “the Improvements of Nanzhuang Visitor Center and Lion's Head Mountain ecological classroom”.
- (2) In order to rebuild the image of Lishan and provide various leisure experience to tourists, we completed improvement of Guguan Hot spring Museum's display area, “Demolishment of Five Lodges in Lishan and Landscaping Construction”, “Improvement of the Barrier-free Friendly Environment in Four Seasons Flower

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

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。104 年持續推動「重要觀光景點建設中程計畫（101-104 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「獅頭山風景區康濟吊橋南岸景觀改善工程」、「獅頭山風景區五指山登山系統改善工程」、「獅頭山風景區蓬萊溪護魚步道環境教育解說及休憩服務設施改善工程」、「獅頭山風景區十二寮步道改善工程」及「南庄遊客中心及獅山生態教室展示空間改善工程」等公共服務設施建設案計 5 項。
- (2) 為重塑梨山新風貌並提供遊客多樣化之休閒體驗，辦理「谷關溫泉文化館展示空間改善工程」、「梨山五棟小舍拆除及景觀綠美化工程」、「梨山四季賞花園區無障礙友善環境改善工程」、「梨山風景區櫻花步道延伸工程」、「梨山遊客中心周邊公共服務設施及景觀改善工程」、「梨山管理站（前棟）及梨山文物陳列館結構補強改善工程」、

「谷關原味野地體驗營入口意象營造工程」、「104 年度梨山風景區梨山文物陳列館內部空間改善工程」及「梨山賓館串接攬勝樓步道工程委託規劃設計」等公共遊憩設施規劃設計與建設案計 9 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「八卦山風景區鳳鳴地區入口意象改善工程」、「八堡圳公園整體景觀改善工程」、「八卦山灰面鷲鷹主題館環境教育意象形塑工程」、「名間鄉廊下村步道銜接工程」、「員林鎮小嶺頂步道改善工程」、「松柏嶺遊客中心結構補強改善工程」、「八卦山脈生態遊客中心結構補強改善工程」、「八卦山脈生態遊客中心室內展示空間改善工程」及「長青及二水自行車道護欄與休憩設施改善工程」等公共服務設施建設案計 9 項。

2. 經營管理

- (1) 辦理 104 年度高山地區傷患救護及直升機後送等，天然災害應變暨緊急救護訓練、AED+CPR 講習訓練研習會及高山地區災害演練。
- (2) 辦理 104 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 104 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 104 年旅宿業穆斯林、無障礙及樂齡接待輔導研習及原住民族部落觀光產業輔導計畫。
- (5) 推動環境教育：參山處 2 名同仁取得環境教育人員認證，並協助「就是愛荔枝樂園」申辦環境教育設施場所認證，業於 105 年 2 月初通過認證。
- (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 1,258 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」104 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 104 年度增加國庫收益新臺幣 13 萬 5,800 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」104 年度增加國庫收益新臺幣 391 萬 4,906 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）」104 年度增加國庫收益新臺幣 80 萬 2,772 元。

Garden”, “the Extension Cherry Blossom Trail in Lishan Scenic Area”, “Improvement of Lishan Visitor Center Facilities and landscape”, “Construction of Entrance of Guguan Camp Ground”, “2015 Interior Improvement of Lishan Cultural Artifacts Exhibition Hall” and “the Plan for connecting Lishan Guest House and Belvedere’s Trail”.

- (3) In order to provide diverse recreational experiences and complete recreational facilities in the Baguashan Scenic Area, We have completed nine projects: “the Renovation of Baguashan Scenic Area, Fongming Section’s Entrance”, “the Landscaping of Babao Canal Park”, “the Construction of Environmental Education image of Baguashan Grey-faced Buzzard Exhibition Hall”, “the Construction of Connecting Buxia Village Trail, Mingjian Township”, “the Improvement of Xiaoling Trail, Yuanling Township”, “the Improvement of Songboling Visitor Center’s Structure”, “the Improvement of Baguashan Ecology Visitor Center’s Structure”, “the Improvement of Interior Display Space in Baguashan Ecology Visitor Center” and “the Improvement of Changqing and Ershui Bicycle Trail Fence and Recreation Facilities”.

2. Operation and Management

- (1) In 2015, we held training programs of emergency first-aid and helicopter delivery, emergency response for natural disasters, AED+CPR training sessions and high mountain disaster drills.
- (2) Held clean environment activities around office to promote mosquito prevention.
- (3) Made 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 2015.
- (4) Assisted the accommodation industry located in tribe tourism area to improve their service for Muslims, the disabled and the elders in 2015.
- (5) Promoted environmental education: Two colleagues of Tri-Mountain Administration have acquired environmental education licenses and assisted “Alice’s Garden” to apply certification for environmental education facility. (We expect it will get the certification in the beginning of 2016).
- (6) Completed professional security testing and joint patrols on 28 suspension bridges in the scenic area to enhance travel safety.
- (7) Managed private investments in public construction projects, rentals, and other projects in the scenic attractions. These projects produced a total revenue of NT\$12,580,000. 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 2015.
- (B) The “Shitoushan Visitor Center café (Xiexin Teahouse) rental project” contributed NT\$135,800 to national revenue in 2015.

- (B) 「猴探井遊憩區及天空之橋委託經營管理案」104 年度增加國庫收益新臺幣 459 萬元整。
- (C) 「員林新百果山遊憩區委託經營管理案(克林姆莊園)」104 年度增加國庫收益新臺幣 18 萬 7,031 元整。
- (D) 「猴探井遊憩區及八卦山脈生態遊客中心設置基地台案」104 年度增加國庫收益新臺幣 58 萬 3,000 元整。
- (8) 辦理 104 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。
- (9) 104 年度內辦理紅霞、蓮花、昌鴻、蘇迪勒、天鵝及杜鵑颱風緊急應變小組及意外事故緊急通報工作。
- (10) 104 年廣續取得參山處本部、梨山文物陳列館及各遊客中心等 8 處安心場所認證。
- (11) 辦理 104 年度獅頭山、梨山及八卦山保全服務事項。

3. 宣傳推廣

- (1) 舉辦觀光行銷活動：針對高端客群主打精品茶藝體驗，以吸引遊客茶訪參山、品味生態，各風景區主題亮點活動，獅頭山—「台灣好行藝桐插茶趣」；梨山—「谷關湯饗·野餐趣」；八卦山—「鷹揚八卦」，結合亮點升級及行銷宣傳，推動國際型旅遊路線，國際遊客比例自 103 年總遊客量 6% 提升至 104 年 7%。



1

- A. 獅頭山風景區：辦理「2015 台灣好行獅山南庄線行銷案」—藝桐插茶趣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「第 8 屆南庄新夏泰客音樂會」、「蓬萊社區收穫祭」、「2015 南庄賽夏泰雅舞茶宴」等推廣原住民部落觀光行銷活動。



2

- B. 梨山風景區：辦理「2015 梨山谷關歲末迎新活動」、「2015 看見梨山·Owl Town (貓頭鷹小鎮)」、「2015 谷關 Mammy Walk 媽咪向前行—玩泉森動」、「2015 谷關山電戰警活力飆舞大賽暨臺電電力宣導」、「2015『藝』起趣谷關」、「谷關湯饗」、「國家風景區通用旅遊環境宣傳記者會及踩線活動」、「泰雅風情接駁樂—2015 谷關至松鶴接駁專車」、「推動台 14 甲線經清境至梨山之『台灣好行』幸福巴士套裝行程」及「迎接 2016·幸福梨山、魅力谷關跨年晚會」等活動。



3

- C. 八卦山風景區：辦理「2015 鷹揚八卦—綠色里山全民保育活動」、「天公過天空之橋聯合遶境祈福觀光產業嘉年華」、「八卦山甲蟲藝術季」、「鷹緣聚會—意麵推廣賞鷹觀光季活動」、「2015 彰

- B. The Lishan Scenic Area: The "Lishan Guesthouse OT Project" contributed NT\$3,914,960 to national revenue in 2015.
- C. The Baguashan Scenic Area
- (A) The "Fen Yuan Leisure and Health Park (Alice's Garden) OT Project" contributed NT\$802,772 to national revenue in 2015.
- (B) The "Houtanjing Recreation Area and Sky Bridge Delegated Management Project" contributed NT\$4,590,000 to national revenue in 2015.
- (C) The "Yuanlin New Baiguoshan Recreation Area (Cream Manor) Delegated Management Project" contributed NT\$187,031 to national revenue in 2015.
- (D) The "Houtanjing Recreation Area and Baguashan Ecology Visitor Center Project" contributed NT\$583,000 to national revenue in 2015.
- (8) Implemented supervision and inspection on the management and maintenance in certain national scenic areas in 2015.
- (9) Organized emergency squads and emergency notification system for Typhoon Noul, Linfa, Chanhom, Soudelor, Goni and Typhoon Dujuan in 2015.
- (10) Assisted Tri-Mountain Scenic Area Administration, Lishan Cultural Artifacts Exhibition Hall and each visitor center a total of eight places in obtaining AED certification.
- (11) We organized security services in Lion's Head Mountain, Lishan, and Baguashan Scenic Areas in 2015.

3. Advertising and Promotion

- (1) Tourism Promotion Activities: We promoted tea-taste to high-end customers and attracted tourists to visit Tri-Mountain for tea. We held many spotlight activities to promote tea such as "Taiwan Trip Yitong Leicha", "Guguan Hot Spring Fun Picnic" and "Bagua Eagle-Watching". Thanks to spotlight promotions, the international tourists ratio increased from 6% to 7% during 2015.

- A. The Lion's Head Mountain Scenic Area: We held "2015 Taiwan Trip Shishan Mountain Nanzhuang Line Promotion", "the 8th Nanzhuang Atayal Summer Concert", "Penglai Community Festival" and "2015 Nanzhuang Saisiat & Atayal Party of Dance and Tea" to promote indigenous tribe tourism.

- B. The Lishan Scenic Area: We held "the 2015 New Year's Eve Celebrations at Guguan", "2015 Lishan·Owl Town", "2015 Guguan Mammy Walk", "2015 Guguan Power Energetic Dance Competition and Taipower Electricity Propaganda", "Guguan Hot Spring", "2015 Shuttle Bus from Guguan to Songhe", "The Press Conference of Universal Tourism Environment in National Scenic Areas", "Happy Bus Package by Provincial Highway 18 from Qingjing to Lishan" and "2016 the New Year's Eve Celebrations at Guguan".

- C. The Baguashan Scenic Area: We held the "2015 Bagua Eagle-Watching", "Lord of Heaven Crosses the Sky Bridge - A Pilgrimage and Tourism Carnival", the "Bagua Fun Beetles", the "Grey-faced Buzzard Watching on Sky Bridge", the "2015 Changhua

化跑水節」、「2015 彰化社頭織襪芭樂節」、及「2015 八卦山脈美利達盃 & 單車嘉年華活動」等活動。

- (2) 推動部落觀光發展：以「看見原賽夏、發現新泰雅」為主題，辦理「南庄賽夏泰雅舞茶宴」及「梨山貓頭鷹小鎮 + 谷關湯饗」等部落觀光旗艦活動，發展 4 條部落觀光特色遊程，參與「香港國際旅遊展」，以吸引國內、外遊客體驗原鄉之美。



1

- (3) 文宣品設計製作：辦理「2015 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、樂活參山解說叢書（景觀植栽選用建議手冊、綠野植蹤植栽導覽手冊、輪轉參山、參山好茶道）、微笑天空手札、原民山旅手札、風景明信片萬用卡製作等。



2

- (4) 辦理在地特色文創育成行銷：開發及行銷推廣轄內三大風景區在地特色文創伴手禮；配合「鷹揚八卦」、「台灣好行」、「梨饗仙境」、「谷關湯饗」、「自行車節」等活動陸續設計推動特色文創產品。
- (5) 配合觀光局規劃辦理「喔熊」產品開發及其行銷推廣活動：授權在地優質產業，開發授權 23 項「喔熊文創商品」，與旅宿業者合作推出「喔熊主題客房」，授權回饋比例達 7%，透過各種通路（高鐵、臺鐵及生活工場、誠品等），強力行銷喔熊商機，並引進企業資源，跨域合作策劃轄區觀光活動，邀企業贊助開發「喔熊胖卡」+「雙語 i 借問站」以創造話題，此外，與 NISSAN 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：辦理參山處第 7 期志工招募、訓練作業，並發給結業證書。
- (7) 推廣無障礙旅遊環境：102 年完成谷關無障礙旅遊示範路線，103 年於獅頭山風景區持續推動獅頭山風景區無障礙及銀髮族遊程，104 年完成八卦山無障礙旅遊路線；並完成 28 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。
- (8) 網路行銷：104 年持續辦理觀光資訊網站維護管理，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，建構完整的低碳旅遊網絡，發展「獅頭山朝活人文休閒基地」。

Water Running Festival”, the “Shetou Textiles and Guava Festival in Changhua” and the “2015 Baguashan Merida Cup & Bike Festival”, etc.

- (2) Promotion of Tribe Tourism: We held “Nanzhuang Saisiat & Atayal Party of Dance and Tea”, “Lishan Owl Town” and “Guguan Hot Spring Tour” to introduce indigenous culture to all. We developed four specialty tourism itineraries and attended Hong Kong Tour Fair to promote aboriginal hometown.
- (3) Designed Promotional Materials: We have issued many publication in 2015 such as foldouts, series of books about LOHAS in Tri-Mountain (landscape planting manual, wild plants guide, cycling Tri-Mountain, good tea in Tri-Mountain), travel letters and many scene post cards.
- (4) Marketing for Local Culture and Creative Industry: We have developed creative souvenirs for the three scenic areas in accordance with events like “Surveyors of the Sky – Gray Faced Buzzard”, “Taiwan Tourist Shuttles”, “Lishan, the Fairy Land”, the “Guguan Hot Spring Tour”, and the “Cycling Festival”.
- (5) Development for OhBear and the Promotional Activities: We have developed 23 OhBear related products and cooperated with accommodation industry to release “OhBear theme Room”. We have promoted OhBear products through every channel (HSR, TRA, Working House and Eslite) and planed activities with business resources. We also invited private sectors to develop OhBear Card and bilingual information stations. Besides, we held Shetou Beetle Festival with NISSAN to expand marketing benefit.
- (6) Organized the seventh volunteer training and issued certifications when they graduated.
- (7) Promotion of Barrier-free Travel Environment: We completed the demonstrative barrier-free routes in Guguan in 2013 and continued to promote barrier-free routes and package tours in Lion's Head Mountain National Scenic Area for senior people in 2014. We have completed the barrier-free route in the Baguashan and barrier-free facilities in more than 28 scenic attractions in 2015.
- (8) Implemented Online Marketing: In 2015, we have 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

We will integrate tourism resources and improve the facilities and services in all scenic areas. We have implemented management and maintenance to upgrade the quality of tourism service.

(1) The Lion's Head Mountain Scenic Area

We designed the travel network centered on the Nanzhuang Visitor Information Center and connected the cave temples along the Lion's Head Mountain Historical Atayal and the Saisiat culture. This network would unite diverse culture, refined Hakka gourmet food, and high-quality home stays to establish Lion's Head Mountain as a leisure base with humanities and energy.

(2) 梨山風景區

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，創造特色觀光吸引力，再造梨山賓館新生命，以期將梨山風景區打造成「梨山森活高山度假基地」。



(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之「八卦山綠活運動旅遊基地」。

(八) 日月潭國家風景區 <http://www.sunmoonlake.gov.tw/>

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「多元文化」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。104 年持續推動「重要觀光景點建設中程計畫(101-104 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、水里聯勤基地觀光遊憩設施促參可行性研究等多項先期規劃案件。
- (2) 改善碼頭設施服務，包括水社右側預備浮排整修、伊達邵碼頭候船設施、玄光碼頭候船設施等，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，104 年相繼完成「水里鐵馬驛站」及環潭步道基礎掏空改善等，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，104 年度新增「啟明號」、「聖愛號」、「金鑽號」、「日月潭公主號」等 4 艘電動船下水啟航，日月潭自 101 年起累計迄今已有 11 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，再清除孔雀園文武廟廢棄浮排計 88 座。

(2) The Lishan Scenic Area

We 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". We created special tourism attractions and brought new life to Lishan Hotel. We expect to build "Lishan Forest Mountain Resort Base" in the lively mountain.

(3) The Baguashan Scenic Area

By connecting the ecology resource of grey-faced buzzards, cycling events and the tea industry, we have 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".

(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 "multi-culture". Combined with water and land activities, it provides a high quality and diversified resort area. In 2015, 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 (2012 - 2015)" produced the following major results:

1. Planning and Construction

- (1) In light of major national policies and the goal of sustainable development, we continued to implement initial projects such as the overall outline plans, renovations to the transportation environment, monitoring of the natural ecosystem, and to study the possibility of promoting private participation in building recreational facilities on the Base of Combined Service Command in Shuli.
- (2) Improved facility and service in wharf including Yidashao Pier facility, Xuanguang Pier facility and pier recreation space. We also enhanced wharf management and the comfort and safety of the ships.
- (3) Continued to construct the separation system for pedestrians and vehicles. We also improved Shuli Bicycle Station and trail around the lake and established bikeway on the north side of Sun Moon Lake.
- (4) Improved the infrastructures and landscape in indigenous area including renovation of retailing wall, flower stand and observation point.

2. Operation and Management

- (1) We continued to promote electric passenger ships in Sun Moon Lake area. Four electric passenger ships "Qiming", "Holy Love", "Diamond" and "Sun Moon Lake Princess" were launched in 2015. We have had 11 electronic passenger boats since 2013 and marched to the goal of low-carbon lake.
- (2) In order to maintain the beautiful scenery at Sun Moon Lake, illegal buoyancy devices were cleared up after cleaning up the illegal boathouses. An estimated 88 abandon floating mats in Peacock Park Wen Wu Temple had been cleared up by 2015.

- (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「日月潭布邵原住民文化巡禮台灣觀巴之旅」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—生態、運動及音樂嘉年華，如「2015 年日月潭金龍山迎曙光活動」、「櫻舞飛揚環湖路跑賽」、「2015 日月潭星光螢火季」、「國際花火音樂嘉年華」及「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 2 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、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。

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

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。104 年度推動「重要觀光景點建設中程計畫(101-104 年)」項下「阿里山國家風景區建設計畫」，重要工作項目如下：



- (3) We are the first National Scenic Area to have three electronic buses, charge station and information station. We 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. We will keep promoting value-adding service for holiday activities.

3. Advertising and Promotion

- (1) Provide the package tour route "the Thao aboriginal culture in Sun Moon Lake by Taiwan Tour Bus" to bring tourists to explore the charm of the Yidashao Tribe and the Bunun Tribe by connecting tourism resource between the Yidashao Tribe and the Bunun Tribe.
- (2) In order to make the elder and the disabled enjoy the happiness of travel, we have promoted the low-carbon travel. Any tourist can ride electric tricycles with tourism guide. We also promoted farm products developed by local farmers.
- (3) Held ecological, sports and music carnivals such as "2015 The First Dawn of the Year at Sun Moon Lake", "Tour de Taiwan Sun Moon Lake Marathon", "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) We chose "alpine lakeside" and "multi-culture" as two major development principals. We expect 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. We will also develop the leisure agricultural industry to appeal to travelers from Hong Kong, Macau, Singapore and Malaysia to provide them with farming experiences.

(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, we expect to achieve the coexistence of nature and tourism. In 2015, "Alishan National Scenic Area Development Plan" in accordance with the "Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)" produced the following major results:

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，完成觸口牛埔仔遊憩服務區工程、觸口遊客中心內裝及周邊設施補強工程、觸口遊客中心及牛埔仔園區停車場鋪面改善工程、奮起湖火災跡地周邊綠美化工程等 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，完成里佳資訊站內裝工程、鄒族自然與文化中心及達邦庫巴周邊綠美化改善工程、南三村周邊遊憩服務設施工程、太和公田周邊遊憩服務設施工程等 4 項遊憩設施建設。



- (3) 地方觀光重要景點建設：完成轄區景點導覽牌示及無障礙設施改善工程 1 項遊憩設施建設。

2. 經營管理

- (1) 交通旅遊服務：104 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 3,409 人次；櫻花季期間配合辦理牛埔仔及石棹接駁站疏運工作，計疏運遊客 5,489 人次及小客車停放 1,965 輛，有效紓解旅遊旺季交通壅塞；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，104 年搭乘人數：A 線（高鐵—阿里山）3 萬 3,487 人次、B 線（嘉義火車站—阿里山）17 萬 4,510 人次、B1 線（石棹—奮起湖）2 萬 5,235 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，擬訂 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、聯合稽查等作業，並於觸口等 5 處遊客中心持續設置 AED（Automated External Defibrillator 自動體外心臟去顫器）。
- (3) 環境維護綠美化：辦理觸口、鞍頂、石棹、達邦、文峰、仁壽、瑞里、瑞峰、太平等地區之植栽及景觀美化工程，主要交通動線周邊及遊憩景點之環境清潔維護與設施維持工作。

3. 宣傳推廣

- (1) 產業輔導：辦理 104 年度導覽志工培訓工作，協辦 104 年度大阿里山地區民宿及餐飲業者食在安心、食在健康創意風味餐研發培訓，以提升導覽及餐飲服務品質。

1. Planning and Construction

- (1) International Tourist Attractions: In order to establish the gateway for Alishan and the tour corridor for Provincial Highway 18, we completed Niupuzai Recreation Area, Chukou Visitor Center's interior construction and surrounding's improvement, improvement of Niupuzai parking space's pavement and renovation of Fenqihu fire remains.
- (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, we completed Lijia Information Station's interior construction, improvement of Tsou Nature and Culture Center and Dabang Kuba, Nansan villages' surrounding improvement and Taihe Gong Tian's recreation facilities.
- (3) Local Tourist Attractions: We have completed attraction guide signs and improvement of barrier-free and recreation facilities.

2. Operation and Management

- (1) Tourist Traffic Service: We executed traffic alleviation measures and provided free shuttle services between Shizhuo and Fenqihu during the Chinese New Year holidays in 2015. A total of 3,409 passengers were transported. We also executed traffic alleviation at the interchange stations in Niupuzai and Shizhou in accordance with the cherry blossom season, and thus a total of 5,489 tourists and 1,965 automobiles were transported. We promoted Taiwan Tourist Shuttle – the Alishan Line, which connects the THSR Chiayi Station, Taiwan Railways, the Alishan Forest Railway, and seamless shuttle services in Fenqihu and the Alishan National Forest Recreation Area to offer a convenient tour for visitors. In 2015, an estimated 33,487 people had take A line (THSR – Alishan), 174,510 people had take B line (Chiayi Station – Alishan) and 25,235 people had take B1 line (Shizhuo – Fenqihu).
- (2) Enhanced Visitor Safety: We constructed maintenance systems for public facilities and enhanced on-site security patrol and management. We decided eight potentially dangerous spots and established a security control mechanism. We also organized safety and emergency response mechanisms and carried out joint inspection. We set AEDs (Automated External Defibrillator) in five visitor centers.
- (3) We have organized the planting and landscaping projects in Chukou, Anding, Shizhuo, Dabang, Wenfeng, Renshou, Ruili, Ruifeng, and Taiping. We implemented environmental cleaning and facility maintenance along major traffic flows and around tourist attractions.

3. Advertising and Promotion

- (1) Industry Training and Guidance: We organized training for volunteer tour guides in 2015. We also co-organized the training courses to develop healthy and creative cuisine for the home-stay industry and catering industry in order to improve their service quality.
- (2) Advertising and Promotion: Held promotions such as "2015 Dance with Firefly in Alishan", "Alishan Wedding under the Divine Tree" and "Taiwan Fun on the Tropic of cancer – Midsummer Night's Lawn Concert". We assisted Tsou tribe to hold traditional ceremonies and special activities. We also promoted package tours such

- (2) 行銷推廣：辦理「2015 阿里山與螢共舞及生態旅遊活動」、「阿里山神木下婚禮山海戀」、「臺灣夏至 235—仲夏草原音樂會」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、婚拍蜜月、愛遇（玉）阿里山、賞螢等套裝遊程，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、阿里山好森活）於網路販售，提供多元優惠選擇及購票便利性。



1

- (3) 文宣出版品：完成阿里山電子半年刊、手札、全區摺頁改版等文宣品編印。
- (4) 媒體宣傳：104 年度計有國內平面及網站媒體報導 887 則、國外媒體採訪報導 11 團，旅遊網站（中、英、日、韓版）瀏覽人次 122 萬 2,964 人、粉絲團 1 萬 5,261 人，有效宣傳阿里山觀光旅遊資訊及施政成果。
- (5) 金檔獎獲獎成果：為提升機關檔案管理行政效能、推動資訊透明、公開及提供民眾優質服務，積極推動檔案管理、運用與同仁專業培力工作，於 104 年獲得全國機關檔案管理最高榮耀「第 13 屆機關檔案管理金檔獎」，在 6 大評獎項目中，得到 3 項特優及 3 項優等之優異成績。

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」3 大觀光主軸，建構「阿里山—臺 ONE 樂活山林度假區」。
- (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>

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。104 年配合推動「重要觀光景點建設中程計畫（101-104 年）」項下「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) 落實推動「羅曼蒂克大道」主軸，打造北門「婚紗美地」、東石布袋「結婚殿堂」等主題營造地方特色景點。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，串聯沿海漁村意象特色。
- (2) 吸引民間投資，104 年 6 月 1 日完成「交通部觀光局雲嘉南濱海國家風景管理處布袋遊客中心促參委外經營」簽約、104 年 10 月 15 日完成「井仔腳鹽業文化園區營運移轉暨特色鹽業行銷主題館興建營運移轉案」簽約。

as happy LOHAS (for the seniors), barrier-free experience, wedding photography and honeymoon, Meet Alishan, firefly-watching. For different customers, we released four kinds of packages (Fenqihu reminiscent trip, Petty Happy Trip, the Seniors Easy Trip, Good Life of Alishan) to sell on the internet.

- (3) Promotional Materials and Publications: We released the semi-annual Alishan digital journal, notebook revised all-region foldouts.
- (4) Media Advertising: We released 887 stories in domestic print media and Website media and received 11 foreign media interviews. Our website (providing Chinese, English, Japanese and Korean versions) has reached 1,222,964 views and fans number climbed up to 15,261. These are the results of promotion for Alishan tourism information.
- (5) Golden archives Award: We were rewarded the highest title of 13th Golden archives Award in 2015. This is recognition for efficiency on archives management, high quality public service and cultivation of staff's profession.



2

4. Future Development

- (1) Establish "Alishan Tai One Forest Resort" by extension, streaming and connection strategies to promote the three main tourism ideas "Sustainable Resource, Eco-Tourism, 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 home-stay 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 2015, 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 (2012 - 2015)". Major achievements are as follows:

1. Planning and Construction

- (1) Implemented the concept of "Romantic Avenue" to develop specialty attractions such as Beimen the Wonderland of Wedding and Budai the Palace of Wedding Ceremony. We also developed



3

- (3) 打造「好美里 3D 海洋世界」，活化「布袋海巡舊哨所」及「布袋海景公園」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「北門洗滌鹽工場建築群修建工程」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，併同北門婚紗美地、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，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「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、北門遊客中心及台灣鹽博物館等據點周邊設施改善。
- (3) 「北門婚紗美地」及「水晶教堂」成為熱門景點，為維護優質的旅遊服務環境，於 104 年農曆年前與臺南市政府衛生局、警察局、環保局與公所等辦理聯合稽查，杜絕違法攤商。
- (4) 環境教育設施場所「北門遊客中心暨井仔腳瓦盤鹽田」於 104 年 3 月 16 日獲行政院環境保護署通過認證。
- (5) 好美里漁村於 103 年以前皆無遊客到訪，104 年活化打造「好美里 3D 海洋世界」，並與社區合作開辦志工導覽、在地導覽，完成散步地圖、指標等工作，積極營造新興景點。104 年計有超過 16 萬名遊客到訪。

3. 宣傳推廣

- (1) 「台灣好行—鹽鄉濱海線」持續提供優質服務，104 年引進無障礙大型巴士服務並延駛串聯故宮南院，據統計全年度搭乘人數為 4,510 人次，較 103 年成長 28%。
- (2) 104 年 6 月 20 日「2015 馬沙溝懷舊經典沙雕展」開展，以「懷舊經典」作為此次沙雕展創作的主题，活動開展至 7 月 31 日共計約有遊客 5 萬 6,000 人到訪。
- (3) 與嘉義縣政府合作辦理「2015 東石漁人碼頭東石海之夏祭」及「2015 秋蟬文化節」。海之夏祭於 104 年 7 月份舉辦 4 場大型演唱會，共計有超過 32 萬人次參加。秋蟬文化節於 104 年 9 月 26 至 27 日中秋節在布袋地區舉辦，內容包括當地農特產品市集、獨木舟及遊艇等水上活動，並舉辦國內首次鋼管舞表演，共吸引約 1 萬 5,000 名遊客。

another concept of "Fish Village Art Gallery" to establish "Haomeli 3D Ocean World" and "Hungtung Former Home".

- (2) In order to encourage private investment, we signed two BOT contracts. "Outsource Operation of Budai Visitor Center, Southwest Coast National Scenic Area" was signed on May 1, 2015 and "Jingzaijiao Salt Industry Culture Park Operation Transfer and the Establishment and Transfer of Special Salt Industry Theme Pavilion" was signed on October 15, 2015.
- (3) Established "Haomeli 3D Ocean World" and renovation "Budai Coast Old Post" and "Budai Sea Park" to add tourism resources for Budai area.
- (4) In order to enrich recreational resources in Beimen, after finishing the restoration and re-utilization of Beimen, we 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 becomes a place connected with salt industry and environment. Qigu salt Mountain and Taiwan Salt Museum can be new recreation spots in Qigu area.
- (6) Completed 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, we 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 Wash Factory Office, Budai Coast Old Post, Taiwan Salt Museum, Chrystal Church, etc.
- (2) Implemented management of facilities and improved barrier-free facilities. We have completed renovation of Jingzaijiao Salt Fields, Kouhu Visitor Center, Beimen Visitor Center and Taiwan Salt Museum.
- (3) In order to preserve the service quality of Beimen Wedding Wonderland and Crystal Church and put an end to illegal vendors, Tainan City government carried out a joint inspection with Health Bureau, Police Station and Environment Protection Bureau.
- (4) Beimen Visitor Center and Jingzaijiao Tile-Paved Salt Fields had passed certification of Environmental Education Facilities on March 16, 2015.
- (5) No visitor had ever been to Howmeli fish village before 2014. After we built Howmeli 3D Ocean World and cooperated with community to held guide tour by volunteers, completed guide map and sign. This new attraction has attracted more than 160,000 tourists.

3. Advertising and Promotion

- (1) "Taiwan Tourist Shuttle – Southeast Coast Line" has continued to provide good services. We introduced barrier-free big bud and connected to South Branch of the National Palace Museum in 2015. An estimated 4,510 people have taken the route this year. It increased 28% than 2015.

- (4) 編製風景區婚紗攝影手冊，分送臺南、嘉義地區婚紗業者參考，行銷風景區內婚紗攝影景點。104 年 8 月 28 日至 30 日與觀光局香港辦事處及臺南婚紗攝影業者共同組團至香港參與婚紗旅遊展，行銷雲嘉南婚紗攝影基地。
- (5) 補助臺南土城正統鹿耳門聖母廟舉辦「2015 新春暨元宵嘉年華」活動、南鯤鯓代天府舉辦「2015 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。
- (6) 104 年 12 月 19 日辦理「白色聖誕節」活動，邀集民間企業團體共同參與。104 年延續以往公益送暖精神，邀請「國際技能競賽」代表隊 20 位國手擔任活動志工，和在地學童共同準備餐點宴請在地獨居老人，餐會後由學童擔任小小導遊帶領國手志工進行鹽田巡禮，宣傳在地特色景點。



- (7) 104 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。活動以「樂愛井仔腳·歲末感恩音樂會」為主軸，邀請在地團體及北門國中戰鼓隊表演，邀請民眾一起懷抱感恩告別 2015 年，迎向嶄新的 2016 年。當日約有 8,000 人至現場參加活動。
- (8) 104 年 6 月起開辦「2015 白色雲嘉南—雲嘉南濱海國家風景區攝影比賽」，共吸引 136 位選手提供千餘件作品參賽。104 年 11 月 24 日經評審選出 100 件獲獎作品，參賽作品將作為宣傳風景區的重要圖文資源。
- (9) 積極推廣部落格行銷，104 年 11 月至 12 月間邀請網路知名部落客至風景區踩線，共計刊出部落格相關文章 12 篇，點閱人數達 85 萬人。
- (10) 積極推廣社群網路行銷，104 年 Facebook 粉絲團已達 15 萬 3,000 人按讚，較 103 年成長 25%。104 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) 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「羅曼蒂克大道」及「漁村戶外美術館」等概念主題。
- (2) 營造東石布袋地區為「結婚殿堂」、四湖口湖地區為「幸福樂園」，持續發展北門地區「婚紗美地」，並規劃打造將軍七股地區為「戀愛天堂」發展四個核心區域之特色景點。

1 2015 白色聖誕節活動
2015 Whitle Christmas

2 2015 白色送夕陽活動
2015 "White Waving Farewell to the Sunset"
activity

- (2) "2015 Masago Classic Sand Sculpture Exhibition" opened from June 20 to July 31, 2015. A total of 56,000 tourists have visited this activity.
- (3) We held four big concerts during July, 2015 to celebrate Summer Ocean Festival and it was estimated that over 320 thousand people participated in the "2015 Ocean Festival at Dongshi Fisherman's Wharf". We held Autumn Pleasure Culture Festival on September 26 to 27, 2015 in Budai. We presented local specialty agriculture product, water activities and pole dancing show for the first time in Taiwan.
- (4) Delivered wedding photography manual to wedding photography operators in Tainan and Chiayi. Tourism Bureau and Tainan wedding photography operators attended Hong Kong Wedding Travel Fair to promote the wedding wonderland in Southwest Coast.
- (5) Subsidized Tainan Tucheng Orthodox Luermen Matsu Temple to hold 2015 New Spring Lantern Festival and Nan Kun Shen Dai Tain Temple to hold the "2015 Salt for Peace Festival". Those two activities are in cooperation with nonprofit organizations and attracted thousands of tourists.
- (6) Held the "White Christmas" activity and invited private business groups to join this charity activity. We also invited twenty national champions and local school students to have dinner with elder people living alone. After dinner, students took national champions to visit salt field and promote local special scenery.
- (7) Held the "White Waving Farewell to the Sunset" activity on December 31, 2015. We invited local band and Beimen Junior High School's Drum team to play. Everyone join this year-end concert to embrace the new year. An estimated 8,000 people attended this activity.
- (8) Held the "2015 White Southwest - Southwest Coast National Scenic Area Photography Competition" in June 2015. 135 contestants attended this competition. The judges selected 100 winners and their photos will be important promoting resources.
- (9) In order to promote blogger marketing, we invited famous bloggers to visit scenic area and published twelve related articles between November to December, 2015. These articles' page views reached 850 thousand.
- (10) Actively promoted social network marketing. Our Facebook fan page has reached 153,000 thumbs-up. The number increased 25% than last year. On December 31, 2015 we 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) "White Southwest" is the main image for marketing campaign. White can symbolize local features and romantic elements. We will keep pushing Romantic Avenue and Fish Village Art Gallery.
- (2) We have developed four core specialty tourism areas. They are Dongshi Budai as Wedding Sanctuary, Sihou Kouhu as Happy Park, Beimen as Wedding Wonderland and Qigu as Love Paradise.

3 2015 秋韻文化節
The 2015 Autumn Pleasure Culture Festival

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

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。104 年度持續推動「重要觀光景點建設中程計畫(101-104 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) 為落實轄區之優質觀光資源永續發展，辦理「西拉雅國家風景區整體發展暨財務計畫案」，就土地使用規劃、整體觀光發展構想、觀光功能分區、遊憩總量管理、財務規劃及自償性評估進行先期規劃設計，作為後續觀光發展、行銷、設施建設之參據。
- (2) 為讓關子嶺之地方故事更具趣味性，辦理「西拉雅國家風景區浪漫美湯線特色景觀廊道營造案」，採用藝術裝置串聯關子嶺三百年來的發展，內容涵括西拉雅文化、日據時期、漢人文化，也將教育與旅遊結合，期望這片自然風景成為遊客認識關子嶺文化的重要學習場域，並一同加入走讀關子嶺人文自然百年歷史的行列。
- (3) 另為推動轄區觀光產業活化，促進觀光產業升級與多元加值，帶動觀光產業發展及提升自主永續發展能量，辦理「西拉雅國家風景區觀光產業培力計畫案」，在大關子嶺地區徵選 5 家業者，協助進行創新作為，並邀集社區協會參與，成立產業聯盟、建立「175 亮盟」LINE 群組，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。
- (4) 在工程建設層面，將景點亮化及優化，提供遊客優質、友善的旅遊環境，在國際觀光景點關子嶺進行入口意象暨遊憩服務設施改善及嶺頂公園、紅葉公園景觀藝術營造，並於烏山頭行政中心進行先期整地；在國內觀光景點情人公園景觀營造、梅嶺資訊站設施改善、二寮觀景臺新建；於地方觀光景點中埔石礫林場步道系統改善、南化資訊站入口暨周邊景觀改善。另特別針對廊道景觀清整及景觀營造，首先進行關子嶺溫泉區廊道景觀營造及步道管線整合，將其列為重點延續性推動計畫，以提升國際級景點之整體景觀，並作為全區景觀營造之指標。另以跨域合作方式，結合中華電信及臺灣電力公司，在情人公園及二寮觀景臺辦理電信、電力地下化工作，營造蔚藍無雜線的天際線。

2. 經營管理

- (1) 協調公路、市府、警方等管理單位規劃推動春節、清明節、端午節及中秋節等連續假期交通疏運，同時針對轄內遊客量多且易壅塞路段之特定景點，與當地警察局合作實施交通疏導管制，並於春節期間提供免費接駁之大眾交通運輸工具，以紓解人潮及車潮。
- (2) 為轄區內之旅遊服務設施投保公共意外責任險，保障遊客安全。
- (3) 持續採定期、不定期巡查督導方式，掌握轄區內各項公共設施狀況、環境清潔，並維護自然資源景觀；此外，定期檢修辦公室與遊客服務中心之消防安全設備。
- (4) 建置、更新資源管理系統，整合轄區設施及現況行動巡查系統，即時查報並掌握轄區狀況。
- (5) 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，輔導社區及學校參與，並積極推動環境教育場域認證。

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

Siraya National Scenic Area with its unique graystone 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 2015, we kept promoting the “Siraya National Scenic Area Development Plan” in accordance with the “Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)” produced the following major results:

1. Planning and Construction

- (1) In order to implement the sustainable tourism, we held “Financial Project for Siraya National Scenic Area Development”. This project covers a variety of plans for us to carry out development, marketing and construction. Those plans are land-use program, ideas of tourism development, management of total recreation, financial program and estimation of self-liquidation.
- (2) Carried out “Siraya National Scenic Area Romantic Hot Spring Corridor Project”. This project will present the progress of Guanziling for three hundred years including the Siraya Culture, Japanese Occupation and the Han Culture. We combined education and travel and expected that tourists can learn the history and culture of Guanziling in the nature scene.
- (3) In order to upgrade tourism industry and improve sustainability, we implemented “Project to Develop Tourism Industry of Siraya National Scenic Area”. This project recruited five private operators and invited community to establish an industry association and established “175 liangmeng” LINE group. So they can work together to increase the value of tourism industry.
- (4) In order to provide a tourist-friendly environment, we carried out many landscaping improvements such as Guanziling Entrance, Guanziling Recreation Facilities, Lingding Park, Red Leaf Park and Wushantou administration center. Regarding for domestic attractions, we improved Lover Park Landscape, Meiling Information Station facility and Erliao Lookout. Regarding for local attractions, we improved Shinong Timber Land for rural tourism and landscape of Nanhua Information Station Entrance. Besides, we implemented renovation of Guanziling Hot Spring Corridor and Taril Pipeline to upgrade the scene to international spot. We carried out electricity underground project in Lover Park and Erliao Lookout in collaboration with Hinet and Taiwan Power to create a blue sky without wire.

2. Operation and Management

- (1) Traffic Alleviation Measures were carried out during continuous holidays such as the Chinese New Year holidays, the Tomb-sweeping Day, the Dragon Boat Festival, the Moon Festival and the National Day; and coordinated with the local police stations to implement traffic controls at areas with high tourist volume and likely congestion bottlenecks.

- (6) 結合轄區業者及公務部門一起辦理水域安全訓練課程及緊急救護訓練課程，讓遊客來此旅遊好安心；另於各服務據點設置 AED 救護裝置，目前 5 個遊客服務據點皆是安心場所。

3. 宣傳推廣

- (1) 辦理「關子嶺山城哈樂 DAYS 活動」、「走馬飛車」及「二寮迎曙光」活動，將產業品牌融入活動，並與在地業者共同行銷，凝聚地方共識。



- (2) 辦理「品牌商品行銷」，整合轄區 10 大伴手禮及文創商品，以購物網站的概念與西拉雅心型 logo 的品牌形象，打造以愛為出發點的品牌故事，並透過網路人氣作家、TABE 小巴市集，帶給大家更多面向的西拉雅。



- (3) 出版「西拉雅大冒險兒童繪本」，透過虛擬人物遊程串聯轄區景點，藉以推動親子旅遊。
- (4) 設計開發紀念品，包含品牌「T 恤」、「溫感變色曙光杯」、「公仔隨身碟」及「療癒磁鐵」等文創商品，於各遊客中心及業者處設置展售櫃，提供遊客現場購買。
- (5) 發行各國語言版本出版品，包括「TABE」中、英、日等 3 種語言版摺頁及「關子嶺地圖摺頁」等。
- (6) 利用網路平臺 (FB 及電子報)，以不定期舉辦小遊戲及好康活動，包含「文創品讚聲送好禮」、「分享走馬飛車活動抽紀念潮 T」及「二寮迎曙光徵文」等，並辦理粉絲見面會，廣獲遊客迴響，另結合西拉雅吉祥物與喔熊組長製作節慶動畫，增加與遊客互動機會，聚攏轄區人氣，提升西拉雅知名度。
- (7) 善用媒體刊登專題報導，推廣觀光旅遊景點及服務措施，104 年共辦理 9 場記者會、發布 36 篇新聞稿、邀請中國時報、蘋果日報、聯合 Und、欣傳媒、正聲廣播電臺及部落客等媒體至轄區採訪，增加曝光率。

- (2) Took out public liability insurance coverage plans on scenic area facilities to protect the personal safety of visitors.
- (3) A patrol plan was mapped out providing for scheduled, unscheduled and joint supervision to maintain an understanding of the state of public facilities, environmental cleanliness and the maintenance of natural landscapes, as well as the scheduled completions of fire safety inspections and repairs of the visitor information centers.
- (4) For area control, established and renovated real-time management systems at the area facilities to show and get control of the present, real-time situation.
- (5) Continued monitoring and survey of butterfly ecology at Red Leaf Park, held butterfly festival in the summer, and encouraged community participation.
- (6) Combined the private operators and official departments to organize training courses on safety control and emergency ambulance service in the water areas in order to provide safe travel environments for tourist; installed AED (Automated External Defibrillator) in every service spots in the Siraya National Scenic Area, and now the five tourist spots in this area are AED-certified locations.

3. Advertising and Promotion

- (1) Held "Guanziling Holidays", "Go CreCar Race" and "Observing the First Sunrise in Erliao" to improve industry brand. We also promoted these activities with local businessmen to strengthen local consensus.
- (2) Carried out a "Brand Product Campaign". This campaign united 10 souvenirs and gifts to sell on shopping websites and used the heart shaped Siraya logo as the brand image. We also connected famous web writers and TABE Market to promote Siraya's brand.
- (3) Published "Siraya's Big Adventure" which introduces attractions in Siraya by fictional characters to promote parent-child tour.
- (4) Developed many souvenirs including brand T-shirt, thermochromic cup, figure USB, creative magnets, etc. Tourists can buy these products in every Visitors Center and sale counter at stores.
- (5) Published "Tabe" in Chinese, English and Japanese versions, "The Guide Map of Guanziling", etc.
- (6) Held internet campaigns on social media network (FB and E-paper) in the form of playing games or sending gifts for participation. We also held fan meetings and made holiday animations by Siraya Mascot and OhBear to increase Siraya's popularity.

4. 未來發展重點

- (1) 推動質量優化的鄉村旅遊，展現西拉雅的鄉村風華，並以五感（視、觸、味、嗅、聽）服務為策略，積極推動景點亮化、觀光增值、美食饗宴、環保低碳及在地天籟等建設及增值服務。
- (2) 以關子嶺溫泉、東山咖啡、西拉雅原鄉文化等在地特色為主題，開發具有各樣鄉村、產業特色的小旅行遊程，運用體驗經濟、故事行銷，促使產業與觀光結合。
- (3) 將最在地的景觀、產業、文化，透過「觀光平臺」充分展現，並持續以「傳統」、「文化」、「產業」為觀光發展主軸，加入各項「創新」點子，將西拉雅最美的風景、最豐富的產業、最動人的文化故事呈現給遊客。



1

- (7) Held 9 conference presses and issued 36 press releases. We invited China Times, Apple Daily, UDN, Xin Media, Chen Sheng Broadcasting and bloggers to interview Siraya to increase popularity.

4. Future Development

- (1) Promote high quality country travel to present the beauty of Siraya. We will carry out value-adding services on spotlight tourism in five fields (sight, touch, taste, smell and hearing).
- (2) Develop special travels based on local specialties like Guanziling Hot Springs, Dongshan Coffee and Siraya Country Style and connect industry with marketing to promote specialty tourism.
- (3) Present the scenes, industry and culture through tourism platform and focus on development of culture tourism. We expect to bring a touching culture story to tourists.

(十二) 茂林國家風景區 <http://www.maolin-nsa.gov.tw>

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。104 年持續推動「重要觀光景點中程建設計畫（101-104 年）」項下「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。本年度重要工作項目如下：



1. 規劃建設

- (1) 完成霧台谷川遊憩區及周邊設施改善工程、安坡自行車道及周邊設施改善第二期改善工程、涼山遊憩區服務設施改善工程、不老地區街景及周邊設施改善工程、浦來溪頭社戰道及週邊服務設施第二期改善工程、多納高吊橋改善工程、荖濃溪泛舟及周邊服務相關設施改善工程等國際及國內觀光景點建設工程。
- (2) 完成茂林區石板屋傳統聚落風貌復育總體規劃案、茂林國家風景區據點空拍及多媒體視聽影片編修製作、茂林地區遊客人數統計推估調查及雙年賞蝶活動季效益評估委託案、茂林國家風景區網站更新維護案。



2

(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 2015, the Tourism Bureau continued to implement the Maolin section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)", 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) Completed the improvement of Wutai Guchuan Recreational Area and the surrounding facilities, the improvement of the second phase construction of bicycle trail and surrounding facilities, the improvement of Liangshan Recreational Area, the improvement of Bulao Streets and surrounding facilities, the improvement of the second phase of Pulai Stream Xitoushe War Road, the improvement of Duona High Suspension Bridge and the improvement of Laonong River Rafting and the surrounding facilities.
- (2) Completed renovation of traditional Maolin stone slab houses and produced aerial photography and multimedia videos. We evaluated the number of tourists visited

- (3) 辦理新威遊憩區開發計畫委託服務、茂林環境教育場址認證、茂林國家風景區觀光整體發展暨產業輔導計畫規劃案等先期規劃。
- (4) 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) 為引入民間企業經營觀光遊憩據點，依據「促進民間參與公共建設法」辦理「屏東縣瑪家鄉涼山園露遊憩營區民間參與營運移轉 ROT 案」，已進入營運階段。並持續督導「屏東縣三地門鄉賽嘉樂園露遊憩營區民間參與營運移轉 ROT 案」營運。將增進政府收益並帶動高屏山麓旅遊線觀光產業發展。
- (2) 為提升志工及同仁專業救護技能，辦理「第一線救護人員訓練」，提升基本救護能力。
- (3) 為使巡查人員瞭解轄內吊橋安全狀況巡查重點及記錄方式，俾即時掌握現況並執行相關吊橋安全維護措施，茲辦理吊橋安全巡查講習 1 場次，並於達來吊橋實地操作。
- (4) 辦理「茂林國家風景區觀光發展後續跨域加值暨部落產業深化輔導規劃」，針對轄區內原住民族地區進行觀光產業資料調查收集分析、觀光產業策動規劃、自主營運扶植、產業躍升輔導專家協助與觀光平臺之跨域整合等，其成果已初步凝聚原住民族部落產業觀光發展之能量，地方對於管理處推動原住民族產業發展給予肯定與支持。
- (5) 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，並已成立「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。

3. 宣傳推廣

- (1) 辦理「2015 南島族群婚禮—情牽大武山」系列活動、「2015 - 2016 山城花語悠遊季」、「2015 - 2016 臺灣茂林紫蝶幽谷·雙年賞蝶季」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，配合地方政府於「2015 高雄國際旅展」及「2015 臺中國際觀光旅展」推廣展出。
- (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



Maolin and benefit of Butterfly Watching Festival and the maintenance of Maolin National Scenic Area website.

- (3) Carried out construction project of Sinwei recreation area, environmental education certification in Maolin and industry development plan for Maolin National Scenic Area.
- (4) Implemented construction landscaping and maintenance in every tourism spot.

2. Operation and Management

- (1) In order to encourage private sectors to invest in tourism recreation areas, we have implemented Liangshan Camping Area ROT and continued to supervise Saijia Recreation Area ROT.
- (2) We held Emergency Medical Technician Training for volunteers and co-workers to enhance basic emergency medical skill.
- (3) Held suspension bridge security check and practice once to make inspector understand the condition of suspension bridges in autonomy.
- (4) We have a plan to develop Maolin National Scenic Area and cross-field value-adding on tribe culture. We have researched the indigenous tourism industry and assist them to run business independently. The results have infused energy to develop indigenous tribe tourism. The local sectors gave recognition to our promotion on indigenous industry.
- (5) Recognizable Measures: We provided personalized postcards and aboriginal clothing for visitors to take photographs and held local seminars to encourage exchange among artisans, catering industry, and the arts creative industry and assisted all of them to upgrade. We have established the Pingtung arts industry alliance to promote local relevant alliance work.

3. Operation and Management

- (1) Held the “2015 Austronesian Wedding – Love in Dawu Mountain”, the “2015 - 2016 Hot Spring Season of Whispering Flowers in Mountain Town” and the “2015 - 2016 Taiwan Maolin Purple Butterfly Valley Biennial Butterfly Beauty Festival” Watching Season were conducted to promote the tourism resources of Maolin National Scenic Area.
- (2) Held the “Hla'alua miatungusu”, “Pintung Tribe Art Festival”, the “Huangjin (Mango) Legend”, “Taoyuan Sakura Trip”, the “Wanshan Warrior Festival”, the “Tapakadrawane Festival”, etc to promote local tourism industry.
- (3) Participated in the “2015 International Travel Fair in Kaohsiung”, and the “2015 International Travel Fair in Taichung” to promote local tourism.
- (4) In order to advocate the importance of environmental conservation, the Tourism Bureau, in conjunction with local administrations, schools, and organizations, held the “Training Sessions on Environmental Tour Guiding”, the “Outsourced Construction Project (the second phase) of a Database for Foreign Language Interpreters and Tour

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,管理處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。

- (6) 管理處自成立以來,積極投入各項規劃建設及行銷推廣活動,已成為南臺灣熱門觀光旅遊景點之一,並規劃製作各式宣傳摺頁、全區掛圖及簡報冊等文宣品,呈現轄內特色景點、人文景觀及自然資源等旅遊資訊,供遊客索取參考,藉此吸引遊客重遊。

4. 未來發展重點

- (1) 塑造本風景區入口意象,串聯各景點之交通動線,提升遊憩服務設施品質,以達國際水準。
- (2) 建構茂林國家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 4 大主軸活動,於轄區內持續舉辦南島族群婚禮、雙年賞蝶、山城花語悠遊季等活動。
- (3) 規劃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,蛻變重生,風華再現,恢復茂林的觀光榮景,再造國際新亮點。



(十三) 大鵬灣國家風景區 <http://www.dbnsa.gov.tw>

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 2 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,104 年配合推動「重要觀光景點建設中程計畫(101-104 年)」項下「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

大鵬灣

Guides in the Maolin National". It is expected that conservation awareness might be improved through educating the public about the special lifecycle of the Euploea butterfly. In this way, the environment may be protected and sustained.

- (5) In order to inherit aboriginal culture, we assisted local organizations to hold culture program. Through knowing about tribe style, traditional songs, handicrafts, we 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.
- (6) Because Maolin Administration has spent a lot of effort in development and promotion since it was established, Maolin National Scenic Area has become one of the most popular tourist destinations in southern Taiwan. We have designed a variety of foldouts, maps and publications. They are expected to offer travel information for reference and attract tourists to revisit.

4. Future Development

- (1) Establish entrance image of Maolin Scenic Area and linked this area to other attractions to improving the service quality to international standards.
- (2) Make Maolin National Scenic Area as southern Taiwan resort combined hot spring leisure, indigenous culture and adventure travel. We will carry out the promotions in four fields of hot spring, ecology, religion and indigenous culture. We continued to hold Austronesian Wedding, Biennial Butterfly Watching Season, Plum blossom & Mineral Spring, etc.
- (3) Construct a new administrative center, an ecological hiking trail and a cycling trail to complete public service facilities and improve their recreational functions.
- (4) By the two principals of environment restoration and reconstruction, we will try to make Maolin become an international tourism spot.



(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 "Mid-term Plan for the Construction of Major Scenic Sites (2012 - 2015)" was implemented. The major achievements in 2015 are as follows:

1. Planning and Construction

- (1) International Tourist Attractions

- A. 辦理完成環灣景觀道路 CH03 標拓寬及景觀設施第二期工程。
- B. 辦理完成潮口北導流堤護岸工程。
- C. 辦理完成濱灣公園遊客中心興建工程。
- D. 辦理區內基礎建設，完成潮口航道浚渫、環灣夜間光雕等工程。



1

(2) 國內觀光重要景點建設

持續辦理琉球風景區建設，提升遊憩環境品質，增加遊客之滿意度。

2. 經營管理

- (1) 辦理大鵬灣國家風景區 BOT 案履約管理，並定期召開 BOT 案工作協調會議，進行年度目標及進度管控。賽車場、東方渡假酒店、Go-Kart 已分別進入營運階段。
- (2) 節省人力及增加收入，完成遊客多功能服務區、蚵殼島、鵬村濕地公園設施、琉球管理站附屬賣店及琉球生態露營區委外經營管理，提供旅遊諮詢服務、遊客休憩、賞景、住宿環境。

(3) 推動有感措施

- A. 為方便遊客洽詢旅遊資訊，協調商家成立大鵬灣及小琉球借問站，以服務遊客。
- B. 推動大鵬灣濕地環境教育場域認證，104 年參與梯次 51 梯，共計 3,105 人次。



2

3. 宣傳推廣

- (1) 辦理「2015 國際自由車環臺賽」、「2015 大鵬灣遊艇帆船系列活動」、「2015 海風、夕陽、星空馬拉松」、「第二屆大鵬灣星空英雄馬拉松」及「輔導成立大鵬灣觀光產業聯盟」等行銷推廣活動，持續行銷大鵬灣海陸玩樂旅遊。
- (2) 配合屏東縣政府辦理「2015 黑鮪魚文化觀光季」及「2015 台灣溫泉美食嘉年華」。
- (3) 配合「恆春半島觀光產業聯盟」共同參加高雄、臺中、臺北國際旅展及星馬旅遊推廣會、香港國際旅展，共同行銷「恆春半島旅遊線」，增加國內外遊客人數。



3

- A. Completed the second phase work on Tender CH03, involving widening and landscaping work to a scenic road encircling the bay.
- B. Completed the construction of dredged channel at tidal inlet.
- C. Completed the construction of Coastal Park Tourist Center.
- D. Completed infrastructure construction, including the dredging of the shipping channel at the tidal inlet and project mapping in tour bay cycle path.

(2) National Tourist Attractions

Continued the construction of the Liugu Scenic Area and enhanced the quality of recreational environments to increase tourist satisfaction.

2. Operation and Management

- (1) Carried out the contract performance management for the Dapeng Bay National Scenic Area BOT project and also held the regular BOT review meetings. The motor racetrack, Orient Resort Penbay Hotel, and Go-Kart have begun operating.
- (2) Completed the operation of multi-function visitor centers, Keke Island, the facilities of Pengcun Wetland Park, the shops of Liugu Station and the Liugu Eco Campground were outsourced to save the workforce and increase income. These places provide recreational services and information on travel, recreation, sightseeing and accommodation for tourists.

(3) Recognizable Measures

- A. In order to make tourists more convenient to access the travel information, we set up many information stations in Dapeng Bay and Liugu in collaboration with retailer and merchants.
- B. Promoted the approval of the environmental education area at Dapeng Bay Wetlands. In 2015, an estimated 3,105 people participated in 51 activities.

3. Advertising and Promotion

- (1) Held "2015 Tour De Taiwan", "2015 Dapeng Bay National Windsurfing Championship", "2015 Dapeng Bay Heroes Galaxy Marathon" and assisted travel agencies and operators to establish Dapeng Bay Travel Industry Alliance and to keep promoting Dapeng Bay tourism.
- (2) Held the "2015 Blue Fin Tuna Cultural Festival" and the "2015 Taiwan Hot Spring and Culinary Carnival" in collaboration with the Pingtung County government.
- (3) Cooperated with the Hengchun Peninsula Doubling Tourist Arrivals Industrial Alliance to participate in international travel exhibitions in Kaohsiung, Taichung, and Taipei,



4

- (4) 配合推動墾丁快線，推出套裝行程推展旅遊活動。
- (5) 辦理「小琉球淨灘淨海及海洋生態保育宣傳」、「小琉球電動車體驗暨媒體邀訪」等活動，持續強力行銷「小琉球風景區」。



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) 利用人工濕地公園，營造生物多樣性棲息環境及辦理環境教育。
- (3) 營造濱灣公園成為新亮點計畫。
- (4) 建立珊瑚礁生態學習島，改善小琉球風景區遊憩環境，並藉由遊艇活動串聯大鵬灣、高雄都會區等三角遊憩帶。
- (5) 建構便捷觀光旅遊交通網串聯墾丁、四重溪成為「熱帶海岸渡假走廊」。

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，104 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 5 月 14 日至 10 月 8 日赴實地督導檢查及評分各個國家風景區管理處。秘密客部分委託台灣造園景觀學會辦理，自 4 月 3 日至 10 月 18 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 名為日月潭、東部海岸、北海岸及觀音山國家風景區管理處。在秘密客考評部分，以日月潭管理處的「提升服務品質」項、東部海岸管理處的「環境整潔美化」項、北觀管理處的「提升遊客安全」項表現最為優異。

第三節 觀光資源政策及法案之推動

一、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 103 年止已辦理 19 場次，總計參加人數達 1,575 人。課程包括認識法規、活動設計與規劃、海上氣象、活動與安全管理等，藉以培育管理人才、提升活動安全認知，以減少意外傷亡事件；另於臺灣觀光資訊網設置「水域遊憩活動安全宣導」專區，

as well as the Singapore and Malaysia Travel Fair, and the Hong Kong International Travel Expo, so as to emphatically market the “Hengchun Peninsula Package Tour Route” and to increase the number of domestic and foreign visitors.

- (4) Launched package itineraries in cooperation with the Kenting Express Bus.
- (5) Held the beach cleaning and marine conservation activities and electric car experience press conference to continue the promotion of the Liuqiu Scenic Area.

4. Future Development

- (1) We encourage private sectors to participate in Dapeng Bay National Scenic Area Development Project with governmental agencies to bring about joint developments. We expect to turn Dapeng Bay into an international multifunctional resort destination.
- (2) We used man-made wetlands to create a diversified biological habitat and held environmental education.
- (3) We have established the Coastal Park to Be the New Spotlight.
- (4) We established a “Coral Reef Eco – Learning Island”, improve the Liuqiu Scenic Area recreational environment, and link yachting events with the developments in the Dapeng Bay and the Kaohsiung metropolitan area into a triangular recreation belt.
- (5) We built a fast and easy tourism transportation network, connecting Kenting and Sichongxi to become a “tropical beach vacation corridor”.

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 2015, the operations management and security maintenance of national scenic areas were evaluated in light of “Directions on the Supervision and the Evaluation of the Operations Management and Security Maintenance of National Scenic Areas” (which was revised on May 6, 2014). On-site evaluation was conducted by the judge group and secret guests (whose scores accounted for 65% and 35%, respectively). The chief of Technical Division of the Tourism Bureau, MOTC assumed the chairman of the judge group, who 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 May 14 to October 8. Taiwan Institute of Landscape Architects was authorized to take up the responsibility of secret guests, who carried out on-site assessment in the spots managed by each national scenic area administration from April 3 to October 18.
- (II) Being graded by the judge group and secret guests, the results revealed that the top three were Sun Moon Lake, East Coast, Northeast Coast and Guanyinshan. Among the secret guest’s evaluation, Sun Moon Lake got the highest rank in “Service Quality Improvement,” East Coast got the highest rank in “Environmental Cleaning and Landscaping” and North Coast and Guanyinshan got the highest rank in “Tourist Safety Improvement.”

供民眾查詢政府相關法規之禁止、限制及注意事項等資訊，除建置各種水域遊憩活動種類操作安全宣導短片外，亦連結教育部體育署「學生游泳能力 121 網」、內政部消防署「水域安全資訊網」，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。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。

二、推動無障礙及銀髮族旅遊

(一) 推動無障礙及銀髮族旅遊

觀光局業 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。104 年辦理情形如下：

1. 所屬 13 個國家風景區管理處觀均以旅遊路線之概念與通用設計之手法，辦理無障礙旅遊環境改善工作，104 年繼續改善完成 13 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。
2. 輔導旅行業包裝行銷銀髮族旅遊優質遊程。104 年推出國家風景區自由行套票 12 種及團體旅遊行程 9 種，供民眾選購。
3. 104 年 5 月 4 日修正發布「輔導建立品牌旅行業獎勵補助要點」，修正旅行業辦理銀髮族及無障礙旅遊之補助基準，以鼓勵旅行業針對銀髮族及身障人士之需求開創優質、多元之旅遊商品。
4. 建置「臺灣旅宿網」，提供已規劃設置無障礙設施之旅館資訊供民眾查詢。



Section 3 Promotion of Policies and Acts on Tourism Resources

I. 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 19 such events were held as of 2014, with over 1,575 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 special section concerning water recreation safety was set up on 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 events were produced. These were linked to the Ministry of Education's water safety website and the National Fire Agency's water safety information website 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, a handbook of necessary knowledge concerning the subject was produced as a criterion for safety inspections. Results of safety inspections will be listed in annual supervision and evaluation assessments.

II. Promotion of Accessible Travel

(I) Barrier-free Travel and Senior Citizens Tourism

In August, 2012, the Tourism Bureau established a group to promote barrier-free travel environment in national scenic areas, tourism hotels, hotels, home stays to ensure the disabled and the seniors can travel outdoor freely and easily. The measures taken in 2015 were as follow:

1. Improved the accessible travel environment by the universal design in the 13 National Scenic Areas. In 2015, kept completing the 13 barrier-free travel routes to make the senior citizen and disabled more convenient to visit these places.

5. 辦理公部門人員無障礙及銀髮族旅遊教育訓練。

- (1) 補助社團法人台灣障礙者權益促進會於 104 年 4 月 30 日辦理「觀光服務落實身心障礙者權益講習」。
- (2) 補助社團法人臺北市脊髓損傷社會福利基金會於 104 年 9 月 7 日辦理「『友善城市，輪椅背包 GO!』兩岸三地無障礙旅遊研討會」。
- (3) 104 年 10 月 15 日及 104 年 10 月 22 日分北區及南區辦理 2 場次「風景區通用旅遊環境設計宣傳推廣研討會」。

6. 無障礙旅遊環境及銀髮族旅遊行銷宣傳。

- (1) 104 年 11 月 26 日辦理「國家風景區通用旅遊環境宣傳記者會」，展現 13 個國家風景區通用設計理念建設成果，並以谷關溫泉文化館、溫泉公園及谷關吊橋等友善據點辦理踩線活動。
- (2) 104 年 9 月 23 日辦理「國家風景區銀髮族旅遊路線」發表會，介紹各國家風景區銀髮族旅遊產品，並以日月潭管理處推出之「日月潭樂齡低碳輕旅行」遊程辦理踩線活動。



(二) 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，業於 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。

三、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：

2. Assist the travel agencies to promote good package tours for senior citizens. Published 12 free independent travel tickets in National Scenic Areas and 9 group tour packages in 2015.
3. In order to encourage travel agencies to develop high quality and diverse travel products for the seniors and the disabled, Tourism Bureau issued and revised the "MOTC for the Brand-building of Travel Agencies" on May 4, 2015.
4. Set up Taiwan Stay website to provide information of hotels with barrier-free accessibility.
5. Held education training of accessibility and senior citizens travel for public officials.
 - (1) Subsidized Taiwan Association for Disability Rights to hold workshops about implement of the disability rights in tourism on April 30, 2015.
 - (2) Subsidized Spinal Cord Injury Foundation to hold seminar about accessible travel for the disabled in Mainland China, Hong Kong and Taiwan on September 7, 2015.
 - (3) Held two "Universal Design in Scenic Travel Environment" seminars separately by north district and south district on October 15, 2015 and October 22, 2015.
6. Promotion of Accessible Travel and the Senior Citizens Travel.
 - (1) Held a press of universal design in National Scenic Areas to present the achievements of 13 National Scenic Areas constructed by universal design on November 26, 2015, and held pioneer activities in Guguan Hot Sprint Culture Center, Hot Spring Park and Guguan Suspension Bridge and etc.
 - (2) Held a presentation of senior citizens tour route in National Scenic Areas on September 23, 2015 to introduce travel products in National Scenic Areas for senior citizens and selected the tour designed for the aging people by Sun Moon Lake Administration as the pioneer activity.

(II) 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

(一) 協(補)助地方政府擬訂溫泉區管理計畫

至 104 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、屏東縣及臺東縣政府等 12 縣市已完成計畫審查及核定公告程序；另高雄市政府計畫審查中，預定 105 年完成計畫核定。

(二) 建立溫泉檢驗單位審查認可機制

截至 104 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。

(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 104 年 7 月 14 日至 9 月 15 日間，配合水利署辦理年度溫泉管理查核，稽查各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。



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 county administrations and electric motor rental operators into consideration and amended the "Directions on Subsidies for Electric Motorcycle Rentals on Offshore Islands" act which implement on January 1, 2016.

III. Hot Spring Resource Management

In compliance with the Hot Spring Act that came into effect on July 1, 2005, the Tourism Bureau, MOTC encouraged operators to make necessary improvements and obtain hot spring certification 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 2015, 13 local governments received assistance in formulating hot spring management plans. The following 12 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 and Taitung county. Kaohsiung City government is reviewing plans for hot spring management, and expected to complete public announcement in 2016.

(II) Established the Hot Spring Inspection Unit and Review Mechanism

As of 2015, 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, antislippage 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.

(IV) Provided Hot Spring Certification 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 operators 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 operators without certification within their jurisdiction. Between July 14 to September 15, 2015, to comply with the annual inspection (which is held by Water Resources Agency of Economy Affairs) on hot spring management, the Tourism Bureau inspected local governments on organizing legal hot spring operation registration and application for hot spring certification, and continued to require that governments of counties and cities should assist operators in obtaining hot spring certification.

5

創意觀光

Creative Tourism

臺北美福大飯店—宴會廳
The Grand Mayfull Taipei – Dinig



◆第五章 觀光產業之輔導與管理

第一節 旅行業

一、經營現況

104 年度旅行社家數計有總公司 2,779 家，分公司 837 家；其中綜合旅行社總公司 130 家，分公司 453 家；甲種旅行社總公司 2,433 家，分公司 382 家；乙種旅行社總公司 216 家，分公司 2 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，104 年核定補助 47 家旅行業（含綜合 29 家、甲種 18 家）共 233 萬 5,000 元；旅行業因建立品牌之貸款利息補助部分，累計補助 3 家旅行業計 27 萬 2,342 元；推廣金質旅遊行程部分，合計補助 2 件計 20 萬元；推動銀髮族或無障礙旅遊部分，合計補助 9 件計 17 萬 5,920 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 30 件計 150 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。



◆Chapter 5 Guidance and Administration of the Tourism Industry

Section 1 Travel Agencies

I. Current Status

By the end of 2015, there were a total of 2,779 headquarters and 801 branch offices of travel agencies: 130 headquarters and 453 branch offices of consolidated travel agencies; 2,433 headquarters and 382 branch offices of class-A travel agencies; 216 headquarters and 2 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 |
| 102 | 114 | 383 | 2,203 | 361 | 195 | 11 | 2,512 | 755 |
| 103 | 124 | 422 | 2,322 | 375 | 210 | 4 | 2,656 | 801 |
| 104 | 130 | 453 | 2,433 | 382 | 216 | 2 | 2,779 | 837 |

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, we continued to promote "Incentive Directions Governing Awards of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies". We have subsidized 47 travel agencies (including 29 consolidated travel agencies and 18 Class-A travel agencies). The total subsidy was up to NT\$ 2,335,000. Three agencies were granted subsidies amounting to NT\$272,342 on the interest of loans for establishing brands. As for premium itineraries, we have subsidized 2 cases for NT\$ 200,000. As for the seniors and the barrier-free travel, we have subsidized 9 cases for NT\$ 175,920. Besides, we also assisted travel agencies to maintain business through Internet and E-commerce, we subsidized 30 cases for NT\$1,500,000. In the future, we 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 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.

(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。104 年總計辦理旅行業從業人員訓練 18 場次，領團人員訓練 7 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，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，防範旅行業倒閉事件，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及臺北市旅行商業同業公會，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，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），以強化旅行業交易安全之維護。

- (III) Travel agency associations were subsidized to organize training courses for tour escorts and people engaged in the travel industry. Through the courses on the trend of tourism development, itinerary planning, consumer behavior, travel policy, and so on, the trainees were 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 2015, a total of 18 training courses were offered for people engaged in the travel industry, and 7 training courses for tour escorts.

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 took the information immediately and used it for early identification of travel agencies with financial problems. Inspectors were then sent to the agencies for safety auditing.
- (II) Travel agencies with bad records (including bounced checks or defaults on loans, massive low-priced advertising, explosive increases in card consumption, and frequent staff 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 charged with watching out for news 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, eliminate illegal affairs and safeguard the rights for legal agencies, personnel were sent to the agencies to inspect their operations. Regular and irregular enforcement actions were carried out against illegal travel

agencies as well as unlicensed guides and tour managers. In 2015, a total of 91 agencies were inspected, 57 cases of illegal operations were put down. A total of 363 tour guides and 44 tour managers were investigated at airports and major tourist spots.

V. Intensification of Consumer Protection Information and Educational Publicity

- (I) In conformity with the provisions of the “Consumer Protection Law” regarding the resolution of consumer disputes and the provision of information services to consumers, in addition to offering consumer complaint mediation, the Tourism Bureau has also established a toll-free hotline (0800-011765) manned by personnel exclusively to answer travel inquiries from consumers. In 2015 a total of 948 cases were received (including travel disputes and appeals, and cases involving guiding members of the “Travel Quality Assurance Association, R.O.C.”), with 570 cases settled, attaining a conciliation rate of 60%.
- (II) A “Consumer Protection” page was set up on the Tourism Bureau website, this page 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”, which are provided to assure the security of travel transactions and offer consumers a sufficient and correct information. Besides, the function of searching for legal travel managers, tour guides, and personnel engaged in travel agencies was also given to avoid unassigned workers illegally executing the business of travel agencies and damaging the rights of consumers.

Section 2 Tourist Hotel Industry

I. Current Status

- (I) In 2015, there were 118 tourist hotels with 27,691 rooms in Taiwan. International tourist hotels accounted for 75 hotels with 21,466 hotel rooms, and regular tourist hotels were 43 with 6,225 rooms.
- (II) In 2015, applications of two new tourist hotels with 723 rooms and a total of NT\$16.6 billion of investment were approved. Additionally, five tourist hotels passed the inspection and were issued tourist hotel industry business licenses, and a total of 951 hotel rooms were increased.

II. Management Implement: Unscheduled and Routine Inspections for Tourism Hotels

Scheduled inspections of tourist hotels were carried out from August 3 to November 12, 2015. We held paper audit for 84 tourist hotels and carried out site inspection for 19 tourist hotels. Besides, we held four irregularly joint inspections to check 12 tourist hotels to urge operators to do self-management and to enhance service quality.

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。104 年辦理旅行業查核計 91 件，取締違法經營旅行業務計 57 件，於機場及主要觀光景點稽查導遊人員計 363 人次、領隊人員 44 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，除提供消費者申訴調處服務外，亦設有免費專線電話 (0800-011765)，由專人負責消費者旅遊諮詢服務。104 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 948 件，和解件數 570 件，和解率達 6 成。
- (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」4 大項，俾確保旅遊交易安全，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 觀光旅館業

一、經營現況

- (一) 104 年臺灣地區觀光旅館共計 118 家，客房數 2 萬 7,691 間。其中國際觀光旅館 75 家，客房數 2 萬 1,466 間；一般觀光旅館 43 家，客房數 6,225 間。
- (二) 104 年核准籌設之觀光旅館計有 2 家，客房數為 723 間，總投資金額為新臺幣 166 億元；另經查驗合格並取得觀光旅館業營業執照者計有 5 家，增加之客房數計為 951 間。

二、落實管理：觀光旅館定期與不定期檢查

104 年觀光旅館定期檢查於 104 年 8 月 3 日至 11 月 12 日辦理完竣，共辦理書面檢查 84 家及實地檢查 19 家。另辦理 4 場不定期聯合檢查，以無預警方式檢查 12 家觀光旅館，促使觀光旅館落實平時自我檢查管理，並加強服務品質。

三、提升軟硬體品質

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」規定，補助業者辦理軟硬體規劃之費用，104 年補助 1 家觀光旅館，補助金額達新臺幣 100 萬元。

為提升星級旅館服務品質與「台灣星級旅館協會」合作於 104 年 10 月 27 日至 11 月 25 日於北、中、南、東辦理 4 場「價值再加值－旅館服務品質提升講習」，邀請專家學者講授課程，共計 283 家旅館、445 人參加。

III. Service Quality

In order to encourage tourist hotel industry to upgrade service quality and offer an excellent lodging environment for domestic and oversea travelers, we subsidized operators to improve software and hardware according to the Tourism Bureau's subsidy regulations for tourist hotels. One tourist hotel was subsidized with a total subsidy of NT\$1 million in 2015.

To improve star hotels' service quality, we collaborated with the Taiwan Star Hotel Association to held four "Value-adding-improving hotels' service quality seminars" at north, center, south and east section between October 27 and November 25, 2015. Professionals were invited to give lessons. A total of 445 operators and 283 hotels attended the seminars.

IV. Consumer Rights

To protect consumer rights, the Tourism Bureau and related government offices held inspections of gift certifications issued by tourist hotels. In 2015, a total of 138 inspections were carried out.

V. Meeting International Standards

In order to raise the service quality of tourist hotels and to meet the international standards, 18 tourist hotels were assisted to sign up for the Hotel Star-Rating Appraisal in 2015. 77 tourist hotels were certified star-rated hotels by the end of 2015.

VI. Incentives and Subsidies for Tourism Industry

Subsidies were given as an incentive measure for those engaged in tourism industry to obtain professional certification. In 2015, an estimated 76 applications were approved and subsidized with a total of NT\$5,600,670.

Section 3 Hotel Industry and Homestay

I. Supervisory Inspections

Till the end of December, 2015, there were 3,010 legal regular hotels and 6,076 legal homestays in Taiwan. 2,883 inspections on hotel industry and 1,936 inspections on homestays were implemented by local governments.

II. Homestay Management

To comply with the "Statute for the Development of Tourism", we supervised local governments to conduct home stay registration program and hold related seminars to enhance the concepts and quality of home stay management. In 2015, a total of 946 homestays were assisted in obtaining approval for registration.

III. Hotel Quality

To enhance the quality of regular hotels, 1 tourist hotel was subsidized with a total of NT\$1,000,000 to upgrade hardware and software in 2015. A total of 198 hotel rooms were improved.

四、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，104 年共計檢查 138 家次。

五、國際接軌

為提升觀光旅館服務品質並與國際接軌，104 年共計輔導 18 家觀光旅館參加星級旅館評鑑，累計有 77 家觀光旅館評為星級旅館評鑑。

六、獎勵觀光

獎勵觀光產業取得政府機關核發驗證補助，104 年計核定 76 件通過審查，並核定補助經費總計新臺幣 560 萬 0,670 元。

第三節 旅館業及民宿

一、稽查督導

截至 104 年 12 月底止，合法之一般旅館 3,010 家、民宿 6,076 家，地方政府稽查旅館業計 2,883 家次，稽查民宿計 1,936 家次。

二、民宿經營

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，104 年計輔導 946 家民宿核准登記。

三、旅館品質

為提升一般旅館品質，104 年共補助 1 家觀光旅館辦理軟、硬體更新改善，共計新臺幣 100 萬元，經改善之客房總計 198 間。

四、輔導認證

104 年輔導 76 家旅宿業取得 HACCP (Hazard Analysis and Critical Control Point，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 500 萬 0,670 元。

五、輔導改善

協助觀光產業取得低利貸款進行軟、硬體更新改善，104 年計輔導 6 家觀光產業取得優惠貸款，貸款總金額為新臺幣 2 億 2,136 萬元。

第四節 觀光遊樂業

一、現況

104 年領有觀光遊樂業執照業者總計 25 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 1 家，僱用員工共約計 4,523 人；另八仙海岸於 104 年 6 月 30 日停止營業。

二、設立審查

- (一) 依「觀光遊樂業管理規則」等相關規定辦理觀光遊樂業之興辦事業計畫審查。104 年受理審查之觀光遊樂業開發案有「變更香格里拉遊樂區興辦事業計畫(第 2 次)案」、「變更埔里赤崁頂遊樂區興辦事業計畫(第 3 次)」、「變更月眉育樂世界興辦事業計畫(第 4 次)」、「變更滿地富遊樂區興辦事業計畫(第 1 次)」、「義大科幻樂園興辦事業計畫」及「變更綠舞莊園日式主題遊樂區(原宜蘭海洋生態科技遊樂館)興辦事業計畫(第 2 次)」等 6 案。計申請開發面積 306.3949 公頃，總投資金額約 367.17 億元，開發後提供就業人數 2,251 人。
- (二) 為配合經濟部對地質法第 3 條第 7 款及第 8 條所稱「土地開發行為」之定義解釋，爰於 104 年 10 月 14 日將「交通部觀光局受理觀光遊樂業籌設及變更申請案件審查作業要點」第 5 點規定刪除，修正後有關觀光遊樂業籌設或變更申請案件，於興辦事業計畫審查階段，尚無須檢附「地質敏感區基地地質調查及地質安全評估報告書」更為明確，有利於興辦事業計畫之審查，及加速各級觀光主管機關行政效率。

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。
- (二) 於 104 年 7 月 6 日至 9 月 21 日，分 11 梯次辦理 23 家觀光遊樂業者督導考核競賽作業，經考評特優者為劍湖山世界、九族文化村、六福村主題遊樂園、杉林溪森林生態渡假園區、麗寶樂園、遠雄海洋公園、小人國主題樂園、西湖渡假村、尖山埤江南渡假村、泰雅渡假村、小叮噹科學主題樂園、頑皮世界等 12 家；優等為義大世界、雲仙樂園、東勢林場遊樂區、野柳海洋世界、香格里拉樂園、8 大森林樂園、大路觀主題樂園、小墾丁渡假村等 8 家；餘不列等。
- (三) 輔導觀光遊樂業共同推廣生態旅遊，進而提高取得環境教育設施場所之家數，辦理「輔導觀光遊樂業推廣環境教育暨課程方案研擬」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，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) 鑒於八仙樂園粉塵暴燃事件發生，為加強特定活動安全管理機制，修正法規如下：
 1. 於 104 年 7 月 9 日、8 月 5 日及 8 月 14 日邀集法務部、內政部、金管會、保險局、行政院消保處、地方政府、保險公會及觀光遊樂業者，開會研商，獲致提高保險額度及活動安全管理等修法方向，並由交通部 104 年 9 月 22 日交路(一)字第 10482003962 號令修正發布「觀光遊樂業管理規則」。



1 小叮噹科學主題樂園
Little Ding-Dong Science Park

IV. Assistance in Obtaining Certifications

In 2015, we assisted 76 hotels and homestays to acquire subsidies for obtaining HACCP, (Hazard Analysis and Critical Control Point, HACCP) hot spring marks, fire fighting marks and other domestic certification. A total of NT\$5,000,670 of subsidy was given.

V. Improvement Assistance

To help the tourism industry obtain low-interest rate loans to upgrade their overall hardware and software, 6 tourist hotels were assisted in applying for a total of NT\$221.36 million of preferential loans in 2015.

Section 4 Tourist Amusement Enterprises

I. Current Status

In 2015, there were a total of 25 amusement parks, which were licensed and carrying on business. 24 of them were classified as major investment projects, and the other one was classified as minor investment project. These amusement parks employed a total of 4,523 employees. Formosa Fun Coast closed of business on June 30, 2015.

II. Evaluation Establishment

- (I) In 2015, the amusement park enterprise development projects reviewed by the Tourism Bureau under the "Regulations Governing Amusement Park Enterprises" included six cases: "The Development Project of Shangrila Paradise Recreation Area (second revision)", "The Development Project of Chikanding Recreation Area in Puli (third revision)", "The Development Project of Lihpao Land Amusement Park (fourth revision)", "The Development Plan of Mandifu Recreation Area (first revision)", "The Plan for E-DA Sci-Fi Park" and "The Plan for Changing Dancewoods Hotels & Resorts Japanese Theme Park (Original Yilan Ocean Ecological Technology Park) (second revision)". In these projects, a total of 306.3949 hectares of land was involved and an approximately NT\$367.17 billion of money was invested. After the completion of these projects, they were expected to create new jobs for 2,251 people.
- (II) According to the definition of land development in the Geography Act, we deleted the fifth item in the directions for investing amusement park apply and change on October 14, 2015. This amendment allows that amusement park's set-up and change plan don't need to be presented with investigation of sensitive geology are and safety evaluation. This improves the efficiency for authority to check and review set-up plans.

III. Operation and Management

- (I) To improve the facility quality of amusement park enterprises in accordance with "Regulations Governing Amusement Park Enterprises" and "Guidelines for the Examination of Applications for the Development of Recreation Area Facilities", the

2. 前開修正新增條文第 19 條之 1 規定略以，觀光遊樂業園區內舉辦特定活動者，應於 30 日前檢附安全管理計畫，報經地方主管機關核准，所稱特定活動類型、安全管理計畫內容，由交通部訂定並公告。爰依前揭會議與會單位意見修改，彙擬內容草案陳報交通部，經交通部 104 年 10 月 7 日交路（一）字 1048200417 號公告，並自 104 年 11 月 15 日生效。

四、輔導認證

- (一) 截至 104 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、劍湖山世界等 7 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 104 年度委託財團法人國語日報社於 104 年 11 月 16 日至 17 日，假劍湖山王子大飯店辦理「寓教於遊樂跨界座談會」，另研提觀光遊樂業推動優質戶外教育參考手冊，鼓勵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、六福村主題樂園、西湖渡假村、遠雄海洋公園等 4 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 3 場相關產業發展及專業訓練，分別為「觀光遊樂業全方位教育訓練—中高階班」、「觀光遊樂業全方位教育訓練—基層班」及「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」。

六、整合性行銷

分別辦理臺灣好樂園寒暑假聯合行銷—「新年 FUN 羊趣」及「愛上遊樂 到暑開始」活動，並於連續假期發布新聞稿廣為宣導觀光遊樂業行銷活動。此外，針對淡季辦理「臺灣樂園好好玩」及「拉 BAR 百家樂」網路行銷活動，並拍攝形象魅力 MV 及主題曲，推展國民旅遊市場，強化觀光遊樂業形象魅力，串聯業者強化各園區特色主題，深化教育意涵。

第五節 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，並配合考選部 104 年「專門職業及技術人員普通考試領隊人員、導遊人員考試」，於 104 年 7 月至 105 年 4 月分別於北、中、南、東 4 區辦理領隊、導遊人員職前訓練；至 104 年底完成導遊人員訓練計 2,818 人（外語 496 人、華語 2,322 人）；領隊人員訓練計 2,865 人（外語 1,534 人、華語 1,331 人）。



2 野柳海洋世界
Yeliou Ocean World

amusement park operators need to reinforce self-inspection; municipalities, county, and city governments which have jurisdiction over the operators need to hold regular or irregular inspection; the Tourism Bureau, MOTC and related central government agencies need to enhance overall supervision and management.

- (II) From July 6 to September 21, 2015, 11 series of inspections were carried out in 23 theme parks. Licensed amusement park enterprises that conformed to the required qualifications were evaluated by rankings. A total of 12 enterprises were evaluated as "Outstanding" in 2015: Janfusun Fancy World, Formosan Aboriginal Culture Village, Leofoo Village Theme Park, Sunlinsea Forest Recreational Area, Lihpao Land, Farglory Ocean Park, Window on China Theme Park, West Lake Resortopia, Jianshanpi Jiangnan Resort, Atayal Resort, Little Ding-Dong Science Park, and The Wanpi World Safari Zoo. Another 8 enterprises were evaluated as "Excellent": E-DA World, Yun Hsien Holiday Resort, Dongshi Forest Garden, Yeliou Ocean World, Shangrila Paradise, Bada Forest Theme Paradise, Dalukuan Amusement Park, and Kentington Resort. Others were not rated.



- (IV) We guided the amusement park operators to promote ecology tours and to be certified to environmental education facility and location. "The Project of Assisting Amusement Park Enterprises in Promoting Environmental Education and Developing Education Program" was conducted to assist operators in taking part in implementing environmental education. We have invited related government offices, groups, or people to hold seminars on environmental education. The amusement parks, which had been certified environmental education facility and locations, were assisted in developing program and content to create new markets.
- (IV) In view of the Formosa Fun Coast's explosion, regulations were amended to strengthen the safety management in specific activities:
 1. On July 9, August 5 and August 14, 2015, we invited Ministry of Justices, Ministry of Interior, Financial Supervisory Commission, Insurance Bureau, Consumer Protection Committee, local governments, Insurance Association and operators to discuss increase of insurance coverage and direction of amendment. MOTC released "Tourism Amusement Park Management Regulations (No. 10482003926)" on September 22, 2015.
 2. The amusement park operators should apply for approval to local authority for specific activities with safety plan before 30 days. The types of specific activity and contents of safety plan should be made and announced by MOTC. This act was announced by MOTC on October 7, 2015 and came into effective on November 15, 2015.

IV. Assistance in Obtaining Certifications

- (I) By the end of 2015, we had assisted Sunlinsea Forest Recreational Area, Dongshi Forest Garden, Yun Hsien Holiday Resort, West Lake Resortopia, Formosa Aboriginal



1

- (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 22 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。104 年分北、中、南 3 區辦理旅行業經理人訓練共 5 期，取得結業證書之合格經理人共 352 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，計訓練 4,773 人次。



2

- (二) 為加強觀光旅館從業人員所需之管理技巧、溝通能力、人力規劃等專業知能，使服務品質與國際接軌，另為提升部門主管所需之管理營運、操作技巧等專業知能，辦理旅館中階經理人訓練課程，分別於北中南東辦理 8 場次，共培訓 503 人；另為加強各觀光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，每年委請臺北君悅大飯店協助辦理「訓練訓練員研習班」，計訓練 68 人。以上課程，104 年共訓練 571 人。

- (三) 為提升旅館業人力素質及改善其整體服務水準，104 年舉辦高階經理人研習，參訓學員計 82 人，並協助 20 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 31 場次，參訓學員計 3,800 人。



3

Culture Village, Window on China Theme Park and Janfusun Fancy World to get the certificate of environmental education facility and field. In order to encourage tourism and amusement park operators to apply for the certificate of environmental education facility and field, we have appointed Mandarin Daily News to held a "Education in Amusement Colloquia" on November 16 to 17 2015 in accordance with Janfusun Prince Hotel and planed to released reference about outdoor education activity for tourism and amusement industry.

- (II) To attract Muslims and repeat international visitors, we assisted four amusement park operators in providing Halal-certified restaurants. These parks are Window on China Theme Park, Leofoo Village Theme Park, West Lake Resortopia, and Farglory Ocean Park.



4

- (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.

V. Employee Training

To assist amusement park enterprises in enhancing management and promoting quality, three sessions regarding related industry development and professional training were conducted. They were "Tourism and Amusement Industry Comprehensive Educational Training-intermediate Class", "Tourism and Amusement Industry Comprehensive Educational Training-basic Class" and "The Safety of Mechanical Facilities in Tourism and Amusement Industry and Emergency Medical Seeds Coach Training Session".

VI. Integrated Marketing

We conducted Taiwan Good Amusement Park joint marketing campaign "Fun Happy Goat Year" and "Love Amusement Park, Countdown for Summer Vacation". In low season, we especially held "Fun at Taiwan Amusement Parks" and "Slot Prize for Everyone" Internet campaigns with promotional film and theme song to expand domestic tourism markets, enhance the glamour and theme features of each amusement park, and deepen their educational connotation.

Section 5 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 talents' professional skills and marketing management.

三、培育觀光產業關鍵人才國際化

99 年至 103 年辦理「觀光從業菁英養成計畫」，鑒於辦理成效良好，自 104 年至 107 年依據「觀光大國行動方案」延續辦理 4 年期以中高階主管為培訓對象的「觀光產業關鍵人才培育計畫」，並訂定「交通部觀光局甄選觀光產業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。104 年高階主管養成部分，分別選送旅行業 12 名赴日本東京 JTB 旅行社及樂天旅行社；旅館業及觀光旅館業 29 名赴泰國曼谷及清邁參訪國際五星酒店及特色旅館；觀光遊樂業 16 名赴日本豪斯登堡及環球影城觀摩，另有 4 名自行規劃學員，分別前往法國、義大利及美國參加訓練課程，總計共計 61 位。中階主管培訓亦達 450 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。



I. Tourism Talents Training

- (I) To ensure the quality of travel services and coordinate with the Ministry of Examination's "2015 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 2015 to April 2016. A total of 2,818 trainees (496 foreign language tour guides and 2,322 Chinese tour guides) completed tour guide training, and 2,865 trainees (1,534 foreign language tour managers and 1,331 Chinese tour managers) completed tour manager training by the end of 2015.
- (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 22 practical pre-employment training courses. In 2015, five training courses for managerial personnel in tourism industry were held in northern, central, and southern regions. A total of 352 trainees were certified professional tourism managers.

II. Increasing Tourism Talents' Professional Skill

- (I) 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-the-job training. The training included interpretation and marketing language applied to major scenic 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 4,773 people took the training courses.
- (II) In order to strengthen the management skill, communication skill and manpower planning for tourist hotels' practitioners to meet international standards of service quality, we held hotel middle managers training courses in northern, central, southern and eastern section for eight times. We have trained 503 attendees. Besides, we held "Trainer Training Seminar" in collaboration with Grand Hyatt Hotel Taipei every year to improve the training skills for leader and supervisor. This seminar has trained 68 people. 571 participants has been trained in these courses in 2015.
- (III) In order to improve the quality of manpower and the overall service level, a training course for senior managers was held in 2015. A total of 82 trainees took the course. Besides, we assisted hotel associations in 20 counties and cities to hold "Educational Training for the First-line Employees Engaged in Hotel Industry". A total of 3,800 people received the training.

III. Cultivating International Tourism Talents

To extend the result of "Tourism Talent Cultivation Plan (2010 - 2014)", we continued to hold "Tourism Key Talent Cultivation Plan" for training the middle and senior supervisors. We made regulations of subsidizing tourism talents for aboard training to cultivate and improve Taiwan tourism talents. We have sent 12 travel industry talents to Tokyo JTB and Rakuten Travel and 29 talents to 5 stars hotels in Bangkok and Chiang Mai. 16 hotel industry talents were sent to Huis Ten Bosch and Universal Studio in Japan and another 4 talents were sent to France, Italy and America for training. A total of 61 senior supervisors and 450 middle managers attended this program. Only through talents cultivation can we improve quality and global competitiveness of Taiwan tourism industry.

6

便利觀光

Convenient Tourism



池上自行車道
The cycling path in Chishang.



1

◆第六章 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 105 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。



2

(二) 104 年全臺累積設置 115 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。104 年旅遊服務中心共服務 6,219 萬 2,521 人次，提供旅遊資料 22 萬 5,603 份。

◆Chapter 6 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, we have enhanced the service quality of all 105 I-center locations 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 2015, we have set up 115 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. We 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. We 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 2015, a total of 62,192,521 visitors were serviced by visitor information centers, and 225,603 copies of travel information material were given to visitors.



3

Section 2 Front-line Services at International Gateways

I. Tourist Service Centers at International Airports

To service tourist arrivals, the tourist service centers 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.

(II) Assisted in receiving guests and groups who were invited to Taiwan, announcing tourists from Mainland China, and other travel-related services.

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，設置全年無休的旅客服務中心，提供旅客中、英、日語諮詢服務。服務項目內容包括：

- (一) 提供旅遊資訊、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、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旅遊諮詢，且利用網路搜尋，提升全方位之觀光資訊。
- (四) 於航站入境長廊設置觀光宣傳圖片及燈箱，加深旅客旅遊臺灣之意願，且備有導覽地圖、美食、購物等等旅遊宣傳摺頁供旅客自由索取。
- (五) 高雄國際機場亦配合執行班機首航迎賓接待及國際郵輪停靠高雄港迎賓接待活動，提供旅客郵政作業、外幣兌換、當季水果品嚐、地方特產展售等服務。



104 年桃園國際機場旅客服務中心計服務旅客 89 萬 1,509 人次，提供旅遊資訊 192 萬 1,418 份；104 年度高雄國際機場旅客服務中心計服務旅客 24 萬 6,337 人次，提供旅遊資訊 53 萬 1,157 份。

二、松山機場、臺中機場及金門水頭碼頭服務檯

觀光局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。

104 年上述 3 處服務櫃檯共提供旅遊諮詢服務 5 萬 4,643 人次，提供旅遊資料 55 萬 4,871 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，讓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，帶給國內外遊客有善的操作介面。

- (III) Provided information service especially for foreign backpackers, and offered a variety of online services to comprehensively improve access to tourism information.
- (IV) Set up advertising pictures and light boxes in the arrival corridor airports, and offered free guide maps and foldout material with information on fine dining, shopping, etc.
- (V) In accordance with the reception activities for guests coming by cruise liners or inaugural flights, the Kaohsiung International Airport offered handy services such as postal service, currency exchange, seasonal fruit tastings, and display and sales of local products, among others.

In 2015, the Tourist Service Center at Taiwan Taoyuan International Airport received 891,509 travelers and gave out 1,921,418 copies of tourism information; the Kaohsiung International Airport Tourist Service Center received 246,337 travelers and gave out 531,157 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 terminal of Taichung Airport and Shuitou Wharf in Kinmen also have been established to provide related travel information for tour groups from Mainland China.

In 2015, the three information counters mentioned above received a total of 54,643 tourists and gave out 554,871 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; enabling domestic and foreign travelers to access information through mobile devices.

In order to enhance the image of our official website, we 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 more friendly 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 16,000 items of tourism information in Geographic Information System (GIS). The information database is available for tourism industry operators to offer tourists accurate, prompt, and cross-field travel information; and will thus reach the goal of providing seamless information service.

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 6,000 筆資料，此資料將可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「旅行臺灣 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、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「旅行臺灣 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。



另觀光局為藉由旅客服務中心之管道，協助民眾取得行程中資訊，於國內及國際機場、主要火車站及景點等處之旅遊服務中心，共計 57 處，提供智慧型多功能之動態交通與旅遊資訊電子看板，並提供國內外觀光客瀏覽當地旅遊及活動資訊，內容除顯示當地之旅遊資訊及熱門活動資訊外，並可提供商家優惠資訊（如飯店、餐廳等），提供觀光客在主要交通場站之旅服中心快速瀏覽當地相關觀光資訊，進一步提供更貼心的服務品質及增加深度旅遊意願。

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。

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.

Smart multi-functional electronic billboards have been set up to provide dynamic transportation and travel information in 57 visitor information centers at domestic and international airports, major train stations, and scenic attractions. They provide tourists more considerate service. People can quickly browse through information about local travel, popular activities, and special deals offered by shops, hotels, and restaurants at major transportation hubs. This is expected to encourage more in-depth travel.

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 “Regulations Governing Amusement Park Enterprises” 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. 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. We hope that management and safety maintenance in each tourism area will be strengthened so that we will provide tourists quality and safe travel environments.

IV. Measures to Safeguard Travel Safety for Our Nationals

The following measures were taken to safeguard travel safety and establish a safe network for our nationals:

- (I) Travel agencies were supervised and urged to follow relative laws and regulations. They were also required to carry out travel safety from the design of tourist products.
- (II) To ensure travel safety for tour groups as well as their rights and interests, the Standard Operation Procedure (SOP) was established to facilitate the reporting mechanism and take emergency response measures in time.
- (III) Travel associations were assisted in bringing emergency response into the educational training courses for people engaged in the travel industry.
- (IV) Travel safety was promoted to reinforce tourists' capability of dealing with emergency situations.
- (V) We suggested that tourists should read the travel safety instructions carefully before departure and follow the directions given by tour leaders or local tour guides to reduce the risk of accidents. If emergency accidents happened in a foreign country, they can ask "MOFA's (Ministry of Foreign Affairs) Emergency Call Center for Citizens Traveling Abroad" for help.
- (VI) A Travel safety notification mechanism was established to connect with the Directorate General of Highways and agencies such as Taroko National Park Administration; thus safety warning messages about the roads or the scenic areas would be passed to travel associations and the travel agencies in Mainland China.
- (VII) Assisted the organizer of tourism activities to obey the Regulations on Governing Safety Management of Big Activity, Fire Codes, Consumer Protection Act, Architecture Act and Directions on Governing Temporary Building in various counties and cities. The organizer should also be prudent in choosing the location, using facilities and equipment, traffic control, emergency care measures and other safety issues to implement safety management in activities and enhance the promotion of replacing explosive devices such as fireworks with recordings of fireworks sound.

三、「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

觀光局為維護國人旅遊安全，期藉由落實各項旅遊安全維護工作，建構完整之旅遊安全網絡。採取措施如下：

- (一) 督促旅行業遵守相關法令，要求從產品設計落實旅遊安全維護。
- (二) 建立緊急意外事故處理之標準作業流程（SOP），切實執行通報及處理，即時採取應變措施以維護旅行團安全及旅客權益。
- (三) 輔導旅行業公、協會，將緊急意外事故應變處理，納入從業人員教育訓練。
- (四) 加強旅遊安全之宣導，以強化旅客應變處理能力。
- (五) 呼籲旅客在出發前應先詳閱旅遊安全說明資料，且依照領隊人員及當地導遊人員之指示活動，以降低意外事故之風險。又如於國外發生急難事故，可向「外交部旅外國人急難救助聯繫中心」尋求協助。
- (六) 建立旅遊安全通報機制，與公路總局、太魯閣國家公園管理處等單位橫向聯繫，即時將道路、風景區安全預警訊息，傳遞至旅行公會及大陸觀光團接待旅行社。
- (七) 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。

7

體驗觀光

Experience Tourism



花東縱谷
East Rift Valley



◆第七章 展望 105 年

第一節 加速觀光產業轉型升級、創新發展，提升臺灣觀光價值

觀光局為建構「質量併進」的觀光榮景，透過多重管道，凝集各方共識，持續以「質量優化、價值提升」為核心理念，推動「觀光大國行動方案（104-107 年）」，透過「優質、特色、智慧及永續觀光」之 4 大執行策略，提出量身訂做的 18 項執行計畫，期以將臺灣塑造成質量優化、創意加值、處處皆可觀光的千萬觀光大國。

一、優質觀光

（一）旅行業品牌化計畫

持續輔導旅行業朝品牌化、專業化發展，建立旅行業品牌優化輔導機制，開發創新及客製化產品，強化電子商務行銷，積極拓展國際市場，並適時調整法令規定、研修輔導旅行業建立品牌獎勵補助要點，符合產業發展潮流，促進旅行業與導遊、領隊之和諧夥伴關係，提升整體的競爭優勢。

（二）旅宿業品質精進計畫

持續輔導並強化星級旅館評鑑誘因，及加強品牌行銷宣導，另透過辦理旅館服務品質提升講習課程及各項檢查等，期於 105 年星級評鑑家數提升至 700 家；並建立民宿分級評鑑制度，除加強獎勵取締檢舉非法旅宿，並擴充旅宿網管理系統，以提升旅宿業國際能見度並加強行銷宣傳。

◆Chapter 7 Plans for 2016

Section 1 Speeding up the Transformation and Upgrading of the Tourism Industry, Innovation and Development

In order to enhance the successful outcome of the "Project Vanguard for Excellence in Tourism" the Tourism Bureau, through the multi-channel approach, will continue to build a "quality-oriented, value-added" core concept to promote the "Tourism Action Plan" (104-107). Through the four strategies of "Quality, Characteristics, Wisdom and Sustainable Sightseeing", it has proposed 18 tailor-made implementation plans to shape Taiwan into a quality-optimized, creativity value-added, major tourism nation that has attractions everywhere.

I. Top Quality Tourism

(I) Travel Industry Branding Program

We will continue to establish branding mechanisms in the travel industry and to assist businesses in the travel to polish their branding and specialty by developing new and customized products, strengthening electronic marketing and expanding their international market. We have to amend regulations in order to subsidize the travel industry's brand building and keep up with industry trends. We are devoted to creating an environment in which travel agencies, tour guides and tour leaders can work together to improve the competitiveness of the travel industry.

(II) Travelodge Industry Quality Enhancement Project

We will continue to strengthen the incentive plan for the Hotel Star-Rating System, as well as marketing and branding. We expect to increase the number of star-rated hotels to 700 in 2016. The Homestay rating system will also be established to not only carry out enforcement against illegal operators, but also expand the management of the Internet system to increase the international popularity of the accommodation industry.

(III) Travel Industry Innovative Training Program

We will assist small hotels and accommodations within the culture creative industry to combine local culture and resources. We will also help interested individuals and enterprises to invest in the accommodation industry in order to create a win-win situation.

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

We plan to establish a system to encourage investment and mechanisms for talent retention, as well as help hotel operators to understand value-adding innovations and branding developments, such as providing transportation services, electric cars and other low-carbon, environmentally friendly measures, hosting school outings, and the environment education markes. Furthermore, we will set up a safety management mechanism and implement voluntary inspections, periodic inspections, and supervisor investigations

(三) 旅宿業創新輔導計畫

輔導都會區小型旅館，媒合旅宿業及文創產業者，引入在地文化與資源特色，協助有意經營旅宿業之個人與企業投資，共創旅宿業與文創頭家雙贏之局面。

(四) 觀光遊樂業優質計畫

建立投資輔導機制，強化產業留才機制，輔導創新加值暨品牌發展，如交通接駁服務、園區電動車等節能減碳、環保措施，拓展校外教學、環境教育市場，更運用資訊科技創新服務，建構智慧園區，深化遊客體驗。另建立安全管理機制，除落實自主檢查、依法定期檢查及督考稽查之外，亦強化法規制度及安全設備，如改善無障礙旅遊設施、建置公共運輸系統等。

(五) 觀光產業關鍵人才培育計畫

1. 國內訓練：以基層、中階、高階辦理分級訓練，協助取得相關證照，並推動訓練課程數位化。
2. 國外合作：與國際知名培訓機構合作開設管理課程，邀請講者來臺授課，選送業者參加國外專業課程，或海外實習訓練與觀摩。
3. 滾動式辦理觀光產業人才供需調查：持續監測供需缺口，做為未來人才培育規劃基礎，並提供教育部觀光科系增／減系所之參考。



二、特色觀光

(一) 跨域亮點及特色加值計畫

1. 跨域亮點整備特色計畫

已於 104 年評選出 6 處國際觀光遊憩亮點行動計畫，105 年將持續依計畫核定內容積極督導及加速推動計畫案，並運用「由下而上」的執行策略，輔導地方政府進行跨域亮點建設及打造或更新具獨特性、唯一性之觀光遊憩亮點。

2. 遊憩據點特色加值計畫

為延續「區域觀光旗艦計畫」5 大區域特色發展主軸，補助地方政府針對既有遊憩據點進行特色加值，已於 104 年補助 59 個加值區位計畫，105 年預計再遴選至少 45 個加值區位計畫，以激發文化、藝術、產業等在地特色及其他具合宜創新之構想，結合硬體建設與地方特色整合行銷，協助地方政府塑造國際觀光遊憩亮點，提升整體觀光遊憩設施服務水準。

(二) 特色觀光活動扶植計畫

持續提升國際性及全國性觀光活動品質及內涵，透過產、官、學各界專家參與活動查核所回饋之外部意見，做為活動主辦單位，申請品質提升補助經費主要依據。另辦理優質國際活動研討會，傳承經驗及交流。

and strengthen regulations, safety, and barrier-free facilities, as well as build a public transportation system.

(V) Key Tourism Personnel Cultivation Plan

1. Domestic Training: Graded training is classified into primary, intermediate, and high levels. We help interested people to obtain relevant certificates and promote the digitalization of training courses.
2. Overseas Cooperation: We cooperate with international training institutes to open management courses or invite teachers to come to Taiwan to lecture and teach. We also assign operators to attend professional classes or overseas internships.
3. Survey of requirement and supply of talents in the tourism industry: We will continue to monitor the demand gap of the tourism industry for future talents cultivation and education policies in tourism departments.

II. Special Tourism

(I) Cross-border Spotlight and Characteristic Value Plan

1. Cross-border spotlights and special value-added plan

We have selected six international spotlights action plans in 2015. We will continue to push these plans in 2016 and assist the local governments to develop unique Cross-border spotlights.

2. Recreational Facility Characteristic Value Plan

To extend the "Regional Flagship Tourism Plan", the local government can obtain subsidies for adding value to tourism spots. We improved 59 value-adding areas in 2015 and expect to select 45 value-adding areas in 2016. We encourage innovation and integrated marketing communication of culture, art, hardware, and local software to assist the local government in building international tourism spots and improving the services and facilities of these areas.



(II) Characteristic Tourism Activity Support Plan

We will continue to improve the quality of international and domestic tourism activities. The activity hosts will be granted subsidies for quality upgrades as recommended by the industry, government, and academia. We will also hold international seminars to exchange and share experiences.

(III) Diverse Tourism Product Cultivation Plan

We will continue to promote the International Spotlights, Taiwan Tourism Events, and organization of a tourism platform, as well as develop diversified travel products and markets.

(三) 多元旅遊產品深耕計畫

以觀光為載具，整合各部會資源，持續推動國際光點推廣計畫、臺灣觀光年曆推廣計畫、觀光平臺資源整合計畫，開發多元旅遊產品，分眾行銷。

(四) 臺灣觀光目的地宣傳計畫

建立臺灣觀光品牌知名度及信賴度，持續推動創造國際宣傳亮點計畫、主要客源市場宣傳計畫（日韓、歐美、港星馬、大陸）、新興客源市場宣傳計畫（東南亞、中東）。

(五) 高潛力客源開拓計畫

持續開發具潛力之高端客源，包括郵輪、獎勵旅遊、穆斯林、修學旅行等，並推出整體獎勵優惠促銷措施。同時，積極開拓東南亞潛力市場，推動東南亞優質團簽證便捷措施，吸引高端遊客來臺觀光。

三、智慧觀光

(一) 智慧觀光推動計畫

強化觀光服務與資訊科技（ICT）的整合運用，提供旅客旅行前、中、後之無縫隙友善旅遊資訊服務，促進資料面、服務面、產業面的整合創新，提供遊客無所不在之觀光資訊服務。

(二) I-center 旅遊服務創新升級計畫

輔導民間產業參與 I-center 營運，提升旅遊資訊站服務據點及功能，更以創新作為提供優質化的旅遊服務，並強化國際旅客之便利性，如建立走動服務式新品牌，及持續輔導設置「借問站」，充實借問站英、日語在地旅遊資訊服務等。

(三) 台灣好玩卡推廣計畫

為提升自由行旅客旅行臺灣之便利性，持續輔導縣市政府以轄內熱門景點為軸心，結合多元交通運具與友善旅遊服務，運用既有交通運具票證，串聯食、住、遊、購等產業優惠措施，積極行銷不限交通運具搭乘次數之「台灣好玩卡」。除提升既有好玩卡服務及內容，預定 105 年輔導推出新好玩卡，並將透過記者會、官網、文宣等通路整體宣傳推廣。

四、永續觀光

(一) 台灣好行服務升級計畫

持續提升各路線服務品質，105 年預計輔導 19 個縣市政府及 9 個管理處推動 42 條路線，範圍涵蓋全臺重要景點，並擴及教育部、客委會、原民會等部會轄管景點。於各路線提供導覽服務，並推動無障礙旅遊路線達 50% 以上，滿足行動不便人士及銀髮族需求。另擴大複合運具（高鐵、臺鐵、捷運、渡輪等）發行交通聯票，及結合景點門票、觀光商品發行多元套票等，亦結合其他部會暨所屬單位資源，共同推廣行銷。



(IV) Taiwan Sightseeing Destinations Promotion Plan

We will work to build the brand and trust of Taiwan tourism and promote the International Spotlights Project. We will also expand both main source markets (Japan, Korea, Europe, the United States, Hong Kong, Singapore, Malaysia, and Mainland China) and emerging source markets (Southeast Asia and the Middle East).

(V) High Potential Tourists Source Development Plan

We will continue to develop high-end source markets, like cruise travel, incentive travel, Muslims tours, study tours, etc. At the same time, we expand the potential market in Southeast Asia and promote simplified visa regulations for high quality Southeast group in order to attract high-end tourists to Taiwan.

III. Wise Tourism

(I) Wise Tourism Promotion Plan

We will strengthen the integration of tourism services and information technology (ICT, Information and Communication Technology) to seamlessly provide tourists with information throughout their journey. This innovation connects many areas, such as data, services and industry, to bring visitors all the information they need wherever they are.

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

In order to strengthen the convenience for foreign tourists, we have assisted private industries to get involved in the I-center project in order to set up information stations, and provide local travel information in English and Japanese, etc.

(III) Taiwan Pass Promotion Plan

For the convenience of independent tourists, we will continue to assist the local government to promote the Taiwan Pass, which connects public transportation, travel services, food, hotels, amusement parks, and shopping places together. The Taiwan Pass has no limits on taking public transportation, which can save tourists a lot of time and money. We are going to issue a new Taiwan Pass in 2016 and will go public through the press, our website, and tourism literature for promotion.

IV. Sustainable Tourism

(I) Taiwan Tourist Shuttle Upgraded Service Plan

We will continue to improve the quality of all tour trips and will assist 19 county governments and nine scenic area administrations to complete 42 routes that cover all main attractions in Taiwan. Each route will have a guide service. We will also raise the number of barrier-free routes to more than 50% of the total to satisfy the needs of the disabled and seniors. Joint tickets that contain public transportation fare (High Speed Rail, Taiwan Railway, Mass Rapid Transit, and Ferry), attractions, and related products will be issued.

(二) 台灣觀巴服務維新計畫

持續提升品質優化，提供智慧導覽服務，強化管理與退場機制，並於 105 年推動企業經營教育訓練；另透過多元管道如商業電子交易網站、媒體宣傳，與高鐵、觀光遊樂業、旅行業、住宿業等異業合作、品牌國際化推廣等多面向行銷，提升服務滿意度。

(三) 旅宿業綠色服務計畫

成立輔導小組，持續輔導旅宿業選用綠色設備、取得政府核發相關認證（星級、綠建築、環保、溫泉、防火標章）、推廣綠色服務示範業務，鼓勵在地食材與在地消費。

(四) 無障礙及銀髮族旅遊推廣計畫

持續辦理無障礙旅遊環境研討會，營造國家風景區無障礙旅遊環境，建置無障礙設施及公用廁所及搜尋應用服務，輔導旅宿業增設無障礙設施；並推動銀髮族旅遊行程，獎勵業者開發旅遊商品。

(五) 原住民族地區觀光推廣計畫

與原民會、農委會合作，由觀光局及管理處協助原住民族部落建立品牌及特色產品行銷管道，訓練部落專業導覽人員，並包裝行銷特色節慶及民俗活動，增加遊客停留部落時間。

第二節 引導陸團優質發展，服務品質再升級

透過數額管理引導陸客來臺觀光市場優質化，舒緩大陸觀光團行程高度一致性，對交通運輸及熱門旅遊景點所造成負荷，105 年 3 月 1 起調整陸客優質團數額由二分一調高至三分之二比例，優質團半數數額須為安排順向行程，以鼓勵區域旅遊及市場多樣化發展，透過行程分區、旅客分流措施，達到提高整體遊憩品質的目標，鼓勵來臺旅遊產品朝向主題及深度化發展，豐富旅遊內涵，包括自行車、生態、慢活、美食、文化等主題，引導大陸旅客建立品質觀念，體驗臺灣豐富生態自然與人文風情，拓展新客源及吸引陸客再訪

旅遊品質管理方面，提高大陸觀光團接待品質查核強度，持續結合各權責機關、縣市政府及相關公協會，實施景點旅遊品質與安全聯合稽查，查核重點旅遊地區之旅宿、餐廳、購物商店及遊覽車接待品質，追蹤旅遊品質缺失後續改善成效。



第三節 打造觀光新亮點，推展在地體驗觀光

一、跨域亮點計畫

觀光局已於 104 年核定「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 6 個計畫案，將持續協助地方政府進行 3 年之各項觀光遊憩軟硬體整備工作，預計 107 年塑造 6 處能吸引國際觀光客之觀光遊憩亮點，每年並推出 1 至 2 個月之亮點行銷或活動計畫，期帶動區域內周邊景點及相關產業之發展，並全面提升遊憩據點服務品質，朝觀光產業永續發展邁進。

(II) Taiwan Tour Bus Upgraded Service Plan

We will keep improving the quality, supplying intelligent tour guides, and strengthening management and relevant mechanisms. In order to increase tourist satisfaction, we will promote tour buses through diversified marketing, such as e-stores, social media, and strategic alliances with HSR, amusement parks, travel agencies, accommodation industry, etc.

(III) Travel Industry Green Service Plan

We will set up a counseling group to assist the hotel industry to use green facilities and obtain certifications related to rank, green architecture, environmental protection, hot springs, and fireproofing. Through this group, we will also promote green services and encourage locavore and local consumption.

(IV) Accessibility and Senior Tourists Travel Promotion Plan

We will continue to hold barrier-free tourism seminars and build accessible facilities, public toilets, and search application services to create barrier-free National Scenic Areas. We will also assist the hotel industry to establish accessible facilities, promote senior tour packages, and encourage operators to develop travel products for them.

(V) Indigenous Tribal Tourism Promotion Plan

The Council of Indigenous Peoples, Council of Agriculture, Tourism Bureau, and related administrations all worked together to assist Taiwan's indigenous tribes to develop specialty products and brands by training professional guides and marketing traditional holidays and folk activities to lengthen the time that tourists stay.

Section 2 Upgrading the Quality of Mainland China Tour Groups and Tour Services

In order to handle the burden on traffic and tourism attractions when too many Mainland China tour groups enter at the same time, we increased the quota of high-quality Mainland China tour groups from half to two-thirds to the total to encourage diversified travel products and the flow of Mainland China tourists. We should enrich travel products using theme or culture packages, such as cycling, LOHAS, culinary food, and traditional culture. This is not only to establish the concept of quality travel but also to expand new source markets and make tourists visit again and again.

Regarding quality control, we demand that authority organizations, local governments, and associations establish joint inspection task forces to uncover problematic accommodations, restaurants, stores, and tourist bus lines in major travel area and track the performance after inspection.

Section 3 Create New Tourism Attractions / Promote Localized Travel Adventures

I. Cross-border Spotlight Plan

The Tourism Bureau has approved the six projects. They are: 1. "Taoyuan City, Shimen Reservoir Dahan River Cross-border Spotlight", 2. "Hsinchu City, Hsinchu 1916 Park", 3. "Miaoli

二、執行「遊憩據點特色加值整備計畫」

為延續「區域觀光旗艦計畫」執行成果，經行政院 104 年 8 月 19 日院臺交字第 1040045261 號函核定「跨域亮點及特色加值計畫中程計畫（104-107 年）」。

本計畫運用「由上而下」(top-down) 的執行策略，以北、中、南、東及離島等 5 大區域觀光特色發展主軸，續行補助地方政府針對既有遊憩據點，進行區域特色加值，以強化建設與地方特色及後續行銷推廣之連結，除有效累進投資建設之成果外，並提升整體觀光遊憩建設之效益及水平，輔導地方政府結合地方特色或創意發想打造觀光遊憩據點。104 年度合計投資新臺幣 10 億元，計補助地方政府執行 59 項計畫，包含蘇澳冷泉再造、清泉五峰遊憩設施改善、香山濕地生態體驗環境改造、墾西坪觀光休憩節點空間建設、臺中市美術園道「綠能體驗・創藝再生」、芳苑濕地紅樹林週邊整體環境改善、南投縣仁愛鄉清境高架步道、嘉義市棒球原鄉 KANO 園區計畫、崗山之眼園區、屏東市觀光遊憩據點文創特色加值等，各項建設於 104 年發包執行。

105 年將投入 10.5 億元，持續打造地方特色加值據點，以文化、產業、特色景觀等在地元素打響區域觀光主題，並呈現硬體建設之實質效益，提供遊客最優質的旅遊環境。

三、執行「整備觀光遊憩設施建設計畫」

協助地方政府整備觀光建設，針對地方風景區、觀光地區或旅遊帶之觀光遊憩設施，提升其周邊整體環境品質；藉由開發高品質之觀光旅遊據點，產生聚焦集客作用，進而吸引國際觀光客到訪。104 年度合計投資新臺幣 6.5 億元，補助地方政府執行 91 件風景區公共設施整建及興建工程。重要建設包含臺北市圓山風景區遊憩設施改善、十分遊客中心環境整備工程、地熱公園泡湯區及既有煮蛋區擴大工程、橫山鄉整備觀光遊憩設施建設計畫工程、新竹市青青草原奔 FUN 遊憩設施改善工程、國姓鄉芙蓉瀑布暨周邊景點環境改善工程、古坑鄉草嶺暨北港地區指標導覽解說設施整建工程、布袋遊艇港旅客服務設施暨東石濱海風景區景觀改善工程、愛河水岸璀璨星帶整建工程、七星潭賞星廣場環境整備工程、金湖鎮新市公園周邊美化工程等。

四、推廣在地旅遊體驗觀光，推動「體驗觀光・點亮村落」示範計畫，與地方政府合作，透過結合地方文化、藝術及產業等觀光特色，並整合各部會資源，推廣在地旅遊、鼓勵綠色生態及關懷旅遊、落實環境教育，除了可促進旅遊產業多元發展，更藉機吸引在地青年鮭魚返鄉，使城鄉均衡發展、安定當地社會結構。



1 香山濕地
Siangshan Wetland

County, Old Mountain Line Railway”, 4. “Changhua County, Qingshui Forest. The Happiness of the Southeast”, 5. “Yunlin County, Travel in Yunlin” and 6. “Chiayi County, Suspension Bridge, Tea Ceremony, and Mayshan Inn “We expect to build six international tourism spotlights by 2018 and carry out spotlight marketing campaign every two months to develop the economy in the spotlight’s neighborhood and improve the servicequality.

II. Plan for Value-adding and Reconditioning in Recreation Areas

To extend the results of the “Regional Flagship Tourism Plan”, the Executive Yuan approved the “Mid-term Project for Cross-border Spotlight and Characteristic Value Plan (104 -107)” on August 19, 2015.

This project was implemented by a “top-down” strategy to develop the five main tourism areas from north, center, south, east and off islands. The local governments will receive subsidies to add value, improve facilities, and promote marketing in order to improve the benefits and quality of all recreation constructions. We spent NT\$ 1 billion on 59 projects for local governments in 2015, including reform of Suao Cold Spring, improvement of Wufeng recreation facilities, reform of Xiangshan Wetland, construction of Lixiping tourism spot, Art Museum Parkway in Taichung City, improvement of Mangrove Forest’s neighborhood in Fangyuan Wetland, Qingjing’s Elevated Trail, Kano Park Project, the Eye of Park and value-adding in recreation areas in Pingtung City. All constructions were implemented in 2015.

We are going to invest NT\$ 1.05 billion to keep adding value to culture, industry, and feature scenes to promote the tourism theme and provide tourists with the best travel environment.

III. Plan for Reconditioning of Recreation Areas

We plan to assist local governments to recondition facilities and improve the quality of tourist attractions and tourism areas. We spent NT\$650 million in 2015 to subsidize local governments to recondition 91 scenic areas. Major constructions have included: Improvement of the Taipei City Yuan Shan Scenic Area’s facilities, recondition of Shifen Waterfall Visitor Center, expansion of Thermal Park, the Plan for Reconditioning the Recreational Facilities in Hengshan County, improvement of 19 Hectares Grassland’s facilities, improvement of Furong Fall’s neighborhood, guide instruction of Caoling and Beigang areas, improvement of facilities of Budai Yacht Harbor Visitor Center and Dongshih Coast Scenic Area, reconditioning of the Love River’s light sparkled bank, reconditioning of Star-Gazing Square, Qixingtian, landscaping of Jinhu Township Park, etc.

IV. Cooperating with local governments, the Taiwan Tourism Bureau will promote the plan of “Creating New Tourism Attractions / Promoting Localized Travel Adventures”, which is kind of travel itinerary that focuses on helping tourists experience the life style and culture of Taiwan’s local areas, from the countryside to its small outlying islands. By combining local culture, art and industry, we will encourage eco-friendly tours and implement environmental education. The whole plan will not only help the Taiwanese inbound tour industry develop more diversity, but create job opportunities for the young so that they can stay in their local communities. This will help both the economic development and the social structure of these local communities.

◆附錄 Appendixes

一、大事紀要

I. Major Events

| 時間 | 活動 | Date | Event |
|-------------------|---------------------------|-------------------------|--|
| 1 月 16 日 | 「2015 臺灣好樂園・新年 FUN 羊趣」記者會 | January 16 | Held a press conference on the “2015 Taiwan Amusement Park, “Fun happy Goat Year”. |
| 1 月 20 日 | 「2015 台灣燈會」主燈暨小提燈造型發表記者會 | January 20 | Held a presentation on the major lantern and small lanterns displayed in the “2015 Taiwan Lantern Festival”. |
| 1 月 22 日 | 辦理微電影「幸福的約定」首映會 | January 22 | Held micro movie “the Appointment of Happiness” premiere. |
| 1 月 24 日 | 觀光局日月潭國家風景區管理處成立屆滿 15 周年 | January 24 | Sun Moon Lake National Scenic Area Administration has set up for 15 years. |
| 1 月 28 日～2 月 3 日 | 2015 印度推廣會 | January 28 - February 3 | Participated in the 2015 India Promotion Conference. |
| 2 月 11 日～3 月 5 日 | 2015 臺灣江蘇燈會交流 | February 11 - March 5 | Participated in the 2015 Taiwan-Jiangsu Communication Lantern Festival. |
| 2 月 13 日～2 月 15 日 | 2015 菲律賓國際旅展 | February 13 - 15 | Participated in the 2015 Travel Fair in the Philippines. |
| 2 月 14 日～3 月 8 日 | 2015 年佛光山東禪寺平安燈會暨花藝展 | February 14 - March 8 | Participated in the “2015 FGS Dong Zen Temple CNY Lantern & Flora Festival” in Malaysia. |
| 2 月 24 日～2 月 25 日 | AIME 亞太獎勵旅遊暨會議展（澳洲） | February 24 - 25 | Participated in the AIME Asia Pacific Incentives & Meeting Expo (Australia). |

| | | | |
|------------------|---------------|-----------------------|---|
| 2 月 25 日～3 月 1 日 | 2015 泰國春季國際旅展 | February 25 - March 1 | Participated in the 2015 Thai Spring International Travel Fair, TITF. |
|------------------|---------------|-----------------------|---|

| 時間 | 活動 | Date | Event |
|-------------------|---|---------------|--|
| 3 月 3 日 | 「2015 年觀光節慶祝大會」在臺北圓山大飯店舉行 | March 3 | Held the “2015 Tourism Festival Awards Ceremony” at the Grand Hotel in Taipei. |
| 3 月 4 日～3 月 8 日 | 2015 柏林國際旅展 | March 4 - 8 | Participated in the “2015 Internationale Tourismus-Börse Berlin, ITB”. |
| 3 月 5 日～3 月 15 日 | 2015 台灣燈會 | March 5 - 15 | Held the “2015 Taiwan Lantern Festival”. |
| 3 月 6 日～3 月 8 日 | 2015 年馬來西亞柔佛 MITM 春季旅展 | March 6 - 8 | Participated in the “2015 Spring Johor MITM Travel Fair”. |
| 3 月 16 日～3 月 19 日 | 2015 邁阿密郵輪展 | March 16 - 19 | Participated in the 2015 “Cruise Shipping Miami”. |
| 3 月 25 日～3 月 29 日 | 2015 年馬來西亞地區觀光推廣活動 | March 25 - 29 | Participated in the 2015 promotion campaigns of Malaysia Area. |
| 3 月 27 日～3 月 29 日 | 2015 印尼旅展 | March 27 - 29 | Participated in the “Astindo Fair 2015” in Indonesia. |
| 4 月 3 日～4 月 6 日 | 2015 越南河內國際旅遊展 | April 3 - 6 | Participated in the “VITM Hanoi 2015”. |
| 4 月 15 日 | 開放第五批陸客來臺自由行城市「海口」、「呼和浩特」、「蘭州」、「銀川」、「常州」、「舟山」、「惠州」、「威海」、「龍岩」、「桂林」、「徐州」合計 11 個城市 | April 15 | Open up the fifth list of pilot cities. The total 11 cities are “Haikou”, “Hohanhaote”, “Lanzhou”, “Yinchuan”, “ChangZhou”, “Zhoushan”, “Huizhou”, “Weihai”, “loanyan”, “Guilin” and “Xuzhou”. |

| 時間 | 活動 | Date | Event |
|-------------------|------------------------|--------------------|--|
| 4 月 16 日～4 月 21 日 | APEC 第 46 次工作會議 | April 16 - 21 | Attended the 46th APEC Tourism Working Group Meeting. |
| 5 月 1 日 | 針對大陸市場推出高端旅遊團措施 | May 1 | Released the plan for high-end travel group from Mainland China. |
| 5 月 4 日 | 修正發布「輔導建立品牌旅行業獎勵補助要點」 | May 4 | Amended and released the “Key Points on Governing Awards and Subsidies of Tourism Bureau, MOTC for the Brand-building of Travel Agencies”. |
| 5 月 4 日～5 月 7 日 | 2015 杜拜阿拉伯旅展 | May 4 - 7 | Participated in the “Arabian Travel Market 2015” in Dubai. |
| 5 月 7 日～5 月 10 日 | 2015 上海世界旅遊博覽會 (WTF) | May 7 - 10 | Participated in the “World Travel Fair (WTF) 2015” in Shanghai. |
| 5 月 8 日～5 月 10 日 | 第 11 屆海峽旅遊博覽會 (福建廈門) | May 8 - 10 | Participated in the “The 11th Cross-strait Travel Fair (in Amoy, Fujjian Province)”. |
| 5 月 14 日～10 月 8 日 | 督導檢查及評分 13 個國家風景區管理處 | May 14 - October 8 | Implemented on-site supervision, inspections and ass essments on 13 National Scenic Area Administrations. |
| 5 月 19 日～5 月 21 日 | 2015 國際獎勵旅遊及會議展 (IMEX) | May 19 - 21 | Participated in the Worldwide Exhibition for incentive travel, meetings and events (IMEX). |

| | | | |
|----------|----------------------|--------|---|
| 5 月 22 日 | 舉辦 2015 臺灣穆斯林餐旅授證記者會 | May 22 | Held a press conference on the “2015 The Charter Ceremony of Halal Muslim Restaurants”. |
|----------|----------------------|--------|---|

| 時間 | 活動 | Date | Event |
|-------------------|--|-----------------------|--|
| 5 月 22 日～5 月 24 日 | 新加坡地區觀光推廣活動 | May 22 - 24 | Held promotional activities in Singapore. |
| 5 月 26 日 | 交通部 104 年度招商大會 | May 26 | The Ministry of Transportation and Communications organized the 2015 Investment Solicitation Convention. |
| 5 月 29 日 | 第 8 屆臺日觀光高峰論壇 | May 29 | Held the 8th Taiwan-Japan Tourism Summit Forum. |
| 5 月 29 日～5 月 31 日 | 馬來西亞亞洲航空公司旅展 (Air Asia Travel Fair) 一雪隆區 | May 29 - 31 | Participated in the “Air Asia Travel Fair” in Malaysia – Selangor Area. |
| 6 月 1 日～6 月 5 日 | 菲律賓推廣活動 | June 1 - 5 | Held promotional activities in the Philippines. |
| 6 月 1 日～9 月 30 日 | 2015 臺灣夏至 235 系列活動 | June 1 - September 30 | Held the serial activities of “2015 Taiwan Fun on the Tropic of Cancer”. |
| 6 月 11 日～6 月 15 日 | 第 24 屆日本北海道 (YOSAKOI SORAN) 街舞觀光推廣活動 | June 11 - 15 | Held the 24th promotional activities for the Street Dance Tourism in Yosakoi Soran in Japan. |
| 6 月 11 日～6 月 14 日 | 2015 香港國際旅展 | June 11 - 14 | Participated in the “2015 International Travel Exhibition (ITE)” in Hong Kong. |
| 6 月 23 日 | 「2015 臺灣好樂園・愛上遊樂・到暑開始」記者會 | June 23 | Held a press conference on the “2015 Taiwan Amusement Park Association Fun Summer Vacation”. |

| 時間 | 活動 | Date | Event |
|-------------------|---|---------------------------|---|
| 6 月 23 日～6 月 25 日 | 2015 駐外主任會議 | June 23 - 25 | Held the conference of the supervisors of the diplomatic missions in 2015. |
| 6 月 27 日～6 月 28 日 | 馬來西亞亞洲航空公司旅展 (Air Asia Travel Fair) —古晉區 | June 27 - 28 | Participated in the “Air Asia Travel Fair” in Malaysia – Kuching. |
| 7 月 4 日～7 月 5 日 | 2015 年馬來西亞檳城 MITM 旅展 | July 4 - 5 | Participated in the “2014 MITM Travel Fair” in Penang, Malaysia. |
| 7 月 14 日～8 月 31 日 | 觀光局超級任務組喔熊組長 (OhBear) 於臺北 101 舉辦 「喔熊任務大進擊 Mission is Possible 展覽」 | July 14 - August 31 | Super mission captain, OhBear held “OhBear, Mission is Possible”exhibition at the Taipei 101. |
| 7 月 14 日～9 月 15 日 | 配合水利署辦理年度溫泉管理 查核 | July 14 - September 15 | Implemented on-site inspections on hot springs in coordination with Water Resource Agency. |
| 7 月 15 日 | 「台灣好玩卡」正式啟動 | July 15 | Taiwan Travel Card activated. |
| 7 月 28 日～8 月 2 日 | 第 7 屆海峽兩岸觀光交流圓桌 會議 | July 28 - August 2 | Held “The 7th Cross-strait Tourism Exchange Round Table Conference”. |
| 7 月 31 日～8 月 2 日 | 新加坡秋季旅遊展 | July 31 - August 2 | Participated in the “2015 Autumn NATAS Travel Fair” in Singapore. |
| 7 月 31 日～8 月 6 日 | 日本東北祭典推廣 | July 31 - August 6 | Held tourism promotion campaigns in the Northeast Region in Japan. |

| 時間 | 活動 | Date | Event |
|-------------------|--|----------------|---|
| 8 月 1 日 | 成立觀光稽查隊 | August 1 | Set up tourism inspection force. |
| 8 月 7 日～8 月 9 日 | 2015 年馬來西亞柔佛秋季 MATTA 旅遊展 | August 7 - 9 | Participated in the “2015 Autumn Johor MITM Travel Fair”. |
| 8 月 13 日～8 月 16 日 | 2015 泰國秋季旅展 | August 13 - 16 | Participated in the “2015 Thai International Travel Fair, TITF” in autumn. |
| 8 月 14 日～8 月 16 日 | 2015 年馬來西亞吉隆坡 MITM 國際旅展 | August 14 - 16 | Participated in the “2015 MITM Travel Fair” in Kuala Lumpur, Malaysia. |
| 8 月 19 日 | 行政院核定「跨域亮點及特色 加值計畫中程計畫 (104-107 年)」 | August 19 | Executive Yuan approved the “Mid-term Project for(2015-2018)”. |
| 8 月 21 日～8 月 23 日 | 2015 年馬西亞馬六甲 MATTA 旅遊展 | August 21 - 23 | Participated in the “Melaka MITS MATTA Fair 2015” in Malaysia. |
| 8 月 26 日～8 月 29 日 | APEC 第 47 次觀光工作小組 會議 | August 26 - 29 | Attended the 47th APEC Tourism Working Group Meeting. |
| 8 月 26 日～8 月 30 日 | 2015 韓國觀光推廣活動 | August 26 - 30 | Held the 2015 tourism promotional activities in Korea. |
| 8 月 27 日～8 月 31 日 | 第 17 屆名古屋ど真ん中祭典 及觀光推廣活動 | August 27 - 31 | Organized tourism promotion campaigns in the “17th Nippon Domannaka Festival” in Japan. |

| 時間 | 活動 | Date | Event |
|-------------------|--------------------------------|-------------------|---|
| 8 月 28 日 | 修正「觀光遊樂地區申請設置 道路交通指示標誌審核要點」 | August 28 | Amended the key points for inspecting the application of setting traffic sign in tourism amusement areas. |
| 9 月 2 日 | 「台灣觀巴・臺灣逛吧」暨 智慧旅遊服務啟動記者會 | September 2 | Held a press conference on “Tour Taiwan by Taiwan Tour Bus” and the launch of Smart Travel Service. |
| 9 月 4 日～9 月 6 日 | 2015 年馬來西亞秋季 MATTA 旅展 | September 4 - 6 | Participated in the “2015 Autumn MATTA Travel Fair” in Malaysia. |
| 9 月 4 日～9 月 9 日 | 亞太旅遊協會 PATA 理事會暨 旅遊交易會 | September 4 - 9 | Attended the meeting of administrative committee and travel mart of the Pacific Asia Travel Association (PATA). |
| 9 月 10 日～9 月 12 日 | 越南胡志明市國際旅遊博覽會 | September 10 - 12 | Participated in the “ITE HCMC 2015” in Ho Chi Minh City, Vietnam. |
| 9 月 13 日～9 月 19 日 | 2015 澳洲推廣會 | September 13 - 19 | Held the 2015 Tourism Promotion in Australia. |
| 9 月 16 日～9 月 23 日 | 2015 印尼推廣活動 (雅加達 + 泗水) | September 16 - 23 | Held 2015 promotional activities for 2015 in Indonesia (Jakarta + Surabaya). |
| 9 月 17 日 | 於郭元益 HOK 概念店辦理 「借問站」發表記者會 | September 17 | Held conference press of information station at HOK, concept store of Kuo Yuan Ye. |
| 9 月 18 日～9 月 21 日 | 2015 中國北方旅遊交易會 | September 18 - 21 | Attended the conference of the “2015 China Northern International Travel Mart”. |

| 時間 | 活動 | Date | Event |
|-------------------|---|-----------------------------|--|
| 9 月 22 日 | 修正「觀光遊樂業管理規則」 | September 22 | Amended the “Regulations for the Management of Tourist Amusement Enterprises”. |
| 9 月 22 日～9 月 30 日 | 東京世界旅遊博覽會 JATA 及 觀光推廣活動 | September 22 - 30 | Participated in the “JATA Tourism EXPO 2015” and held tourism promotion campaigns in Tokyo. |
| 9 月 23 日 | 辦理「國家風景區銀髮族遊路 線」發表會 | September 23 | Held a presentation on “The ageing tour itinerary in the National Scenic Area”. |
| 9 月 26 日～9 月 27 日 | 第 12 屆 The Abacus Holiday Travel Fair 汶萊旅遊展 | September 26 - 27 | Participated in the 12th “The Abacus Holiday Travel Fair” in Negara Brunei Darussalam. |
| 9 月 28 日～10 月 2 日 | 法國 IFTM TOP RESA 旅展 | September 28 - October 2 | Participated in the International French Travel Market (IFTM) Top Resa in France. |
| 9 月 29 日～10 月 1 日 | 2015 IT&CMA 亞洲獎勵旅遊 暨會議展 | September 29 - October 1 | Participated in the “Incentive Travel & Conventions Meetings Asia (IT&CMA) 2015”. |
| 9 月 30 日 | 辦理「2015 臺灣自行車節」 啟動記者會 | September 30 | Held a press conference on the launch of “2015 Taiwan Cycling Festival”. |
| 10 月 2 日 | 辦理「2015 台灣好湯－溫泉 美食嘉年華」全國啟動記者會 | October 2 | Held a press conference on the launch of “2015 Taiwan Hot Spring and Fine Cuisine Carnival”. |
| 10 月 6 日 | 發表「過境」、「自行車」及 「郵輪」3 大主題宣傳影片 | October 6 | Released three promotional films, “Transit”, “Cycling” and “Cruise”. |

| 時間 | 活動 | Date | Event |
|---------------|--|--------------------------|---|
| 10月7日 | 公告依「觀光遊樂業管理規則」第19條之1第1項規定，應檢附安全管理計畫報經地方主管機關核准之特定活動種類 | October 7 | According to the 19-1 article, the first paragraph of the “Regulations for the Management of Tourist Amusement Enterprises”, the plan for safety management of specific activity should be presented to the local administration. |
| 10月8日～10月12日 | 第18屆三重縣安濃津YOSAKOI街舞觀光推廣活動 | October 8 - 12 | Held promotional activities for the 18th Street Dance Tourism in YOSAKOI in Tsu Domain, Japan. |
| 10月12日 | 「2016臺灣團餐特色餐廳」評選結果出爐 | October 12 | Released the result of “2016 Taiwan Tour-Group Specialty Restaurants”. |
| 10月13日～10月15日 | 2015 IMEX America 美洲國際獎勵旅遊與會議（美國） | October 13 - 15 | Participated in the IMEX America (The Worldwide Exhibition for incentive travel, meetings and events). |
| 10月14日 | 修正發布「交通部觀光局受理觀光遊樂業籌設及變更申請案件審查作業要點」 | October 14 | Announced the amendment of “the key points for inspecting the applications of tourism amusement enterprises, Tourism Bureau, MOTC. |
| 10月15日、10月22日 | 辦理北區及南區2場次「風景區通用旅遊環境設計宣傳推廣研討會」 | October 15, October 22 | Conducted two seminars about “Universal Tourism in National Scenic Area” in north region and south region. |
| 10月17日～10月20日 | 九州地區觀光推廣活動 | October 17 - 20 | Held tourism promotional activities in Kyushu. |
| 10月30日～11月22日 | 辦理「2015臺灣自行車節」 | October 30 - November 22 | Held the “2015 Taiwan Cycling Festival”. |

| 時間 | 活動 | Date | Event |
|---------------|----------------------------------|------------------|---|
| 11月2日～11月5日 | 2015 倫敦國際旅展（WTM） | November 2 - 5 | Participated in the “WTM London 2015”. |
| 11月6日～11月9日 | 2015 ITF 臺北國際旅展 | November 6 - 9 | Held the “Taipei International Travel Fair, Taipei ITF 2015”. |
| 11月6日～11月9日 | 第10屆海峽兩岸臺北旅展 | November 6 - 9 | Held “The 10th Cross-strait Travel Fair” in Taipei. |
| 11月7日～11月9日 | 2015年馬來西亞檳城 Goodlife 好生活 Expo 展覽 | November 7 - 9 | Participated in the Goodlife Expo in Penang, Malaysia. |
| 11月13日～11月15日 | 2015 中國國際旅遊交易會 | November 13 - 15 | Attended the “China International Travel Mart 2015”. |
| 11月18日 | 駐上海辦事處福州辦公室成立 | November 18 | Established Shanghai Branch Fuzhou Office. |
| 11月20日 | 配合行政院推動「消費提振措施」 | November 20 | Carried out consumption bolstering program in cooperation with Executive Yuan. |
| 11月20日 | 2015 I-center 旅遊服務體系服務品質提升頒獎典禮 | November 20 | Held the 2015 i-center award ceremony for service improvement. |
| 11月23日～11月27日 | 第4屆臺越觀光合作會議暨越南觀光推廣活動 | November 23 - 27 | Held the 4th Taiwan-Vietnam Tourism Cooperation Conference and promotional activities in Vietnam. |
| 11月25日～11月27日 | 第30屆臺韓觀光交流會議 | November 25 - 27 | Held “The 30th TVA / KATA Tourism Exchange Conference”. |

| 時間 | 活動 | Date | Event |
|--------------------|----------------------------|----------------|--|
| 11 月 26 日 | 辦理「國家風景區通用旅遊環境宣傳記者會」 | November 26 | Held a press conference on the“Promotion of Universal Travel Environment in National Scenic Area”. |
| 11 月 30 日 | 104 年「台灣好行規劃大師」分享會 | November 30 | Held 2015 “the Master of Taiwan Tourist Shuttle” sharing session. |
| 12 月 4 日～ 12 月 5 日 | 臺日韓高爾夫觀光盃聯誼賽活動 | December 4 - 5 | Taiwan-Japan-Korea friendship tournament of tourism cup. |
| 12 月 5 日 | 超級任務組「喔熊」組長於臺北市立動物園舉行生日慶祝會 | December 5 | Captain of super mission, OhBear held a birthday party in Taipei Zoo. |
| 12 月 10 日 | 修正「交通部觀光局補助離島遊客租賃電動機車實施要點」 | December 10 | Amended the “Key points on implementation of Tourism Bureau, MOTC Subsidies to Tourists for the Leasing of Electric Scooters on Outlying Islands”. |
| 12 月 20 日 | 來臺旅客達到 1,000 萬人次 | December 20 | The number of tourist arrivals reached 10 million. |
| 12 月 22 日 | 「台灣觀光美食饗宴」於日本東京辦理 | December 22 | Held “Taiwan Tourism Gourmet Feast ” in Tokyo, Japan. |
| 12 月 23 日 | 訂定「觀光遊樂業個人資料檔案安全維護計畫及處理辦法」 | December 23 | Made the “Regulations of Personal Data safety Maintenance in Tourism Amusement Enterprises”. |

二、觀光行政機關組織系統表

II. Organization of Tourism Administration



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, Xiayunkeng, 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, Jhongsshan Rd., Yuchih 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 |

肆、交通部觀光局駐外單位

IV. Overseas Branch Offices

日本

駐東京辦事處／臺灣觀光協會日本東京事務所
Taiwan Visitors Association, Tokyo Office
 3F., Kawate Bldg., 1-5-8 Nishi-Shinbashi, Minato-Ku, Tokyo
 105-0003 JAPAN
 TEL: 81-3-3501-3591~2
 FAX: 81-3-3501-3586
 Website: <http://jp.taiwan.net.tw/>
 E-mail: tyo@go-taiwan.net

駐大阪辦事處／臺灣觀光協會日本大阪事務所
Taiwan Visitors Association, Osaka Office
 6F., Resorttrust Midousuji Building, 4-14-3, Nishitemma, Kita-Ku
 Osaka 530-0047, Japan
 TEL: 81-6-6316-7491
 FAX: 81-6-6316-7398
 Website: <http://jp.taiwan.net.tw/>
 E-mail: osa@go-taiwan.net

南韓

駐韓國辦事處／臺灣觀光協會首爾事務所
Taiwan Visitors Association, Seoul Office
 Rm. 902, 9F, Kyungki Building, 115 Samgak-Dong, Chung-Ku,
 Seoul, Korea
 TEL: 82-2-732-2357~8
 FAX: 82-2-732-2359
 Website: <http://www.tourtaiwan.or.kr>
 E-mail: taiwan@tourtaiwan.or.kr

香港

駐香港辦事處／臺灣觀光協會香港辦事處
Taiwan Visitors Association Limited
 Room 1010, 10F, Silvercord Tower 2, 30 Canton Road,
 Tsimshatsui, Kowloon, Hong Kong
 TEL: 852-2581-0933
 FAX: 852-2581-0262
 Website: <http://www.welcome2taiwan.net>
 E-mail: info@tva.hk

新加坡

駐新加坡辦事處／臺灣觀光協會新加坡辦事處
Taiwan Visitors Association, Singapore Office
 30 Raffles Place, Chevron House #10-01, Singapore 048622
 TEL: 65-6223-6546/7
 FAX: 65-6225-4616
 Website: <http://www.welcome2taiwan.net/>
 E-mail: tbrocsin@singnet.com.sg

馬來西亞

駐吉隆坡辦事處／臺灣觀光協會吉隆坡辦事處
Taiwan Visitors Association, Kuala Lumpur Office
 Suite 25-01, Level 25, Wisma Goldhill, 67, Jalan Raja Chulan,
 50200, Kuala Lumpur, Malaysia
 TEL: 60-3-2070-6789
 FAX: 60-3-2072-3559
 Website: <http://www.taiwan.net.my/ms/>
 E-mail: tbrockl@taiwan.net.my

德國

駐法蘭克福辦事處／駐德國臺北觀光辦事處
Taipei Tourism Office, Federal Republic of Germany
 Friedrichstrasse 2-6, 60323 Frankfurt am Main, Germany
 TEL: 49-69-610-743
 FAX: 49-69-624-518
 Website: <http://www.taiwantourismus.de/>
 E-mail: info@taiwantourismus.de

美國

駐紐約辦事處／駐紐約臺北經濟文化辦事處觀光組
Tourism Representative, Travel Section, Taipei Economic and Cultural Office in New York
 1 East 42nd St., 9th Fl., New York, NY 10017, U.S.A.
 TEL: 1-212-867-1632/4
 FAX: 1-212-867-1635
 Website: <http://www.go2taiwan.net>
 E-mail: tbrocny@gmail.com

駐舊金山辦事處／駐舊金山臺北經濟文化辦事處觀光組
Tourism Representative, Travel Section, Taipei Economic and Cultural Office in San Francisco
 555 Montgomery Street, #505, San Francisco, CA 94111, U.S.A.
 TEL: 1-415-989-8677
 FAX: 1-415-989-7242
 Website: <http://www.go2taiwan.net>
 E-mail: info@visittaiwan.org

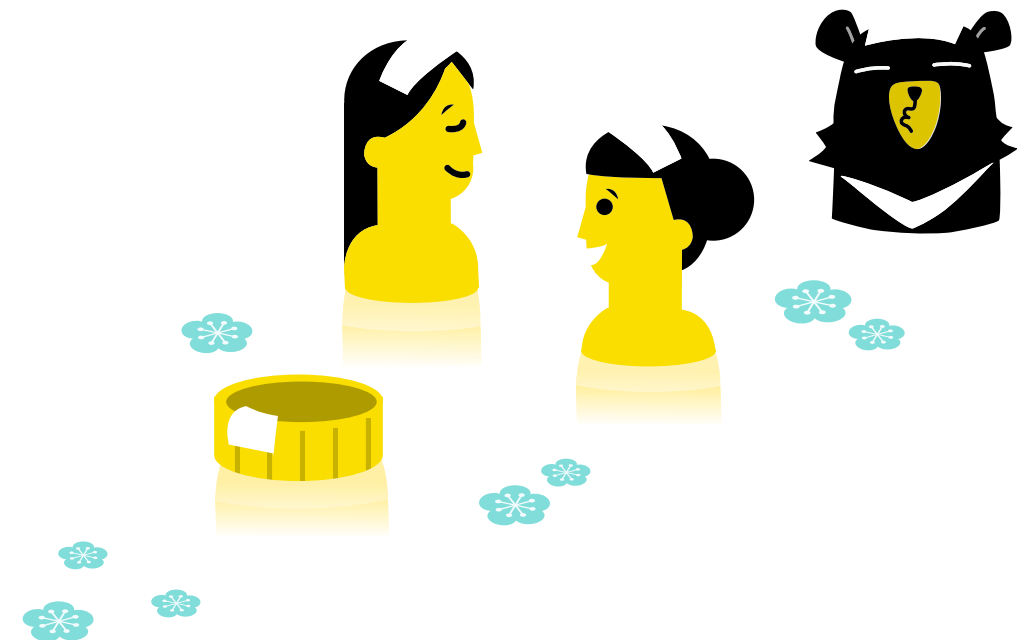
駐洛杉磯辦事處／駐洛杉磯臺北經濟文化辦事處觀光組
Tourism Representative, Travel Section, Taipei Economic and Cultural Office in Los Angeles
 3731 Wilshire Boulevard, Suite 780, Los Angeles, CA 90010, U.S.A.
 TEL: 1-213-389-1158
 FAX: 1-213-389-1094
 Website: <http://www.go2taiwan.net>
 E-mail: info@taiwantourism.us

中國大陸

駐北京辦事處／臺灣海峽兩岸觀光旅遊協會北京辦事處
Taiwan Strait Tourism Association, Beijing Office
 北京市朝陽區建國門外大街乙 12 號雙子座大廈西塔 29 層
 29th Floor, West Tower, LG Twin Towers, B12 Jianguomenwai
 Avenue, Chaoyang District, Beijing. PR China 100022
 TEL: 86-10-656-64100
 FAX: 86-10-656-61921
 E-mail: tsta7@tsta-bj.org

駐上海辦事處／臺灣海峽兩岸觀光旅遊協會上海辦事分處
Taiwan Strait Tourism Association, Shanghai Branch Office
 上海市黃浦區西藏中路 168 號都市總部大樓 10 層 02 單元
 Room 1002,10F Headquarters Building No.168 Xizang Middle
 Road, Shanghai,200001
 TEL: 86-21-63510909
 FAX: 86-21-63510696
 E-mail: taiwan@tlhsh.org

駐上海辦事處福州辦公室／臺灣海峽兩岸觀光旅遊協會上海辦事分處福州辦公室
Taiwan Strait Tourism Association Shanghai Branch Fuzhou Office
 福建省福州市鼓樓區五四路 82 號融督國際大廈 18 層 06 單元
 Room 1806,18F Rongdu International Building No.82 Wusi
 Road,Fuzhou,350000
 TEL: 86-591-63335018
 FAX: 86-591- 63335017
 E-mail: tsta8@tsta-bj.org



觀光業務年報．中華民國 104 年 / 交通部觀光局
[編].-- 初版.-- 臺北市：交通部觀光局，民 105.10
面； 公分

ISBN 978-986-04-9069-5(平裝)

992.061

1. 交通部觀光局

105011332

中華民國 104 年觀光業務年報

Annual Report on Tourism 2015 Taiwan, Republic of China

| | |
|---------------------|---|
| 發行人 | 周永暉 |
| 出版機關 | 交通部觀光局 |
| 電話 | (02)2349-1500 |
| 地址 | 10694 臺北市大安區忠孝東路四段 290 號 9 樓 |
| 網址 | http://taiwan.net.tw |
| 設計印刷 | 紫晶數位有限公司 |
| 編印單位電話 | (02)2963-0668 |
| 出版日期 | 民國 105 年 10 月初版 |
| 其他類型版本 | 本書另有電子版本，取得方式為隨書附贈，本書同時登載於觀光局網站， 網址為 http://211.79.207.171/ebook/A20013506.pdf |
| 定價 | 新臺幣 400 元 |
| Published by | Tourism Bureau, MOTC |
| Address | 9F, No.290, Section 4, Zhongxiao E.Rd., Taipei, R.O.C. |
| Website | http://taiwan.net.tw |
| Date of Publication | October 2016 |
| Price | NT\$400 |
| G P N | 1010501048 |
| I S B N | 978-986-04-9069-5 |
| 著作權歸屬 | 交通部觀光局 |
| 授權聯絡人 | 觀光局企劃組 (02)2349-1500#8112 |

展售門市

五南文化廣場 (發行中心)

電話：(04)2226-0330#27

傳真：(04)2225-8234

地址：40043 臺中市市區中山路 6 號

國家書店松江門市

電話：(02)2518-0207

傳真：(02)2518-0778

地址：10485 臺北市中山區松江路 209 號

國家網路書店

<http://www.govbooks.com.tw/>

Taiwan

THE HEART OF ASIA



ISBN 978-986-04-9069-5
GPN 1010501048
定價：新臺幣400元



臺灣觀光年曆
Time for Celebration
TAIWAN TOURISM EVENTS