

中華民國102年

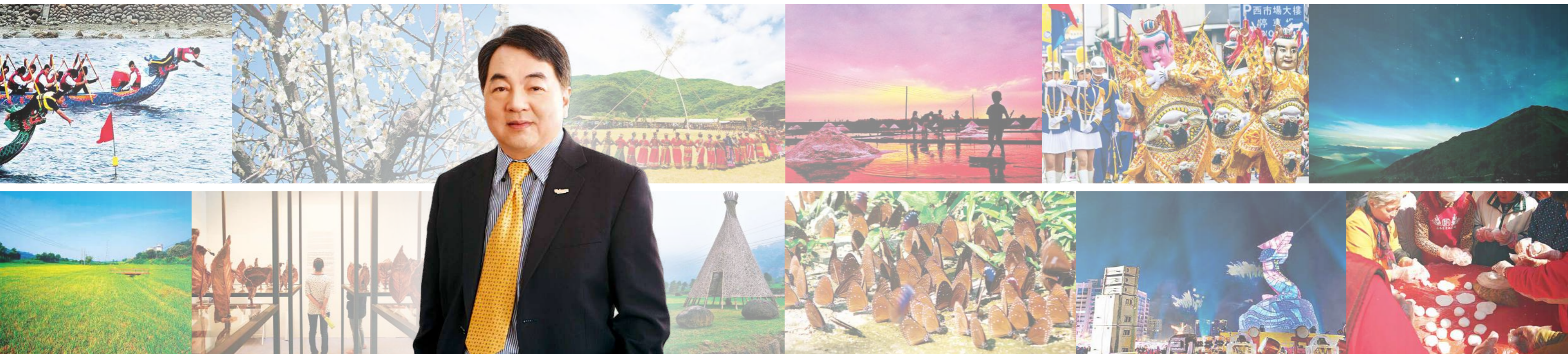
# 觀光業務年報

*ANNUAL REPORT ON TOURISM 2013*

TAIWAN, REPUBLIC OF CHINA

**Taiwan**  
THE HEART OF ASIA

交通部觀光局  
Tourism Bureau, MOTC



## ► 局長序

回顧 102 年，是讓人振奮且驕傲的一年，延續 101 年來臺旅客超過 700 萬人次的成長動能，102 年一舉衝破 800 萬，達到 801 萬 6,280 人次的新高紀錄，創造新臺幣 3,668 億元的觀光外匯收入。世界經濟論壇（WEF）所公布的全球觀光競爭力排名，臺灣也在全球 140 個國家中，取得第 33 名的佳績，較前次（100 年）評比上升 4 名，肯定了臺灣觀光的優異表現。

經過觀光產業及政府的共同努力，臺灣觀光的吸引力在國際間逐漸展露，各主要客源市場於 102 年穩健成長，韓國、大陸、港澳、新加坡、馬來西亞均超過 10%，包括紐約時報、英國衛報都將臺灣列為 2014 年全球必訪的旅遊地點之一，顯示臺灣為觀光目的地的國際形象已然成形，並讓臺灣的觀光產業及市場良性連動發展。

接續 101 年「Time for Taiwan—旅行臺灣 就是現在」的宣傳方針，觀光局除了辦理台灣燈會、臺灣美食系列活動、臺灣自行車節、台灣好湯—溫泉美食嘉年華等四大節慶活動外，亦積極打響「臺灣觀光年曆」的名號，精選 42 項最能代表臺灣的國際級活動，吸引國際旅客到訪，體驗旅行臺灣的感動。另外，於 102 年夏季首次辦理的「臺灣夏至 235」，則號召北回歸線沿線的縣市政府與國家風景區管理處共襄盛舉，攜手推出夏至節慶系列活動，打造觀光新亮點，帶動地方觀光發展並創造經濟效益。

## ► Foreword

Looking back at the year 2013, we are filled with excitement and pride. Continuing on the momentum of 7 million tourist arrivals in 2012, the number of inbound tourists in 2013 broke through the 8 million mark, reaching a record total of 8,016,280, as well as contributing NT\$366.8 billion in foreign exchange revenue to Taiwan's economy. According to the biennial Travel and Tourism Competitiveness Report from the World Economic Forum (WEF), Taiwan moved up four places from 2011 to rank 33rd amongst 140 countries, affirming Taiwan's outstanding tourism performance.

Through the collaborative efforts of the tourism industry and the government, the attractiveness of tourism in Taiwan has gradually gained international exposure. The number of tourist arrivals continued to show a positive growth trend in 2013, where the increase of tourist arrivals from South Korea, Mainland China, Hong Kong, Macau, Singapore, and Malaysia all exceeded 10% over last year. Taiwan was listed as one of the world's top 50 must-visit places in both the New York Times and British newspaper the Guardian, demonstrating that Taiwan's image as an international tourist destination has already taken shape, allowing for continual and positive development of Taiwan's tourism industry.

To continue the "Time for Taiwan" promotional policies, the Tourism Bureau not only organized the four main festival activities of the Taiwan Lantern Festival, the Taiwan Fine Foods Series of Events, the Taiwan Cycling Festival, and the Taiwan Hot Spring and Fine-Cuisine Carnival, but also proactively spread



除了旅客量能的成長，觀光局更以貼近旅客的心，致力服務品質的提升，提供國際旅客免費申請 iTaiwan Wi-Fi 無線上網、開行平價便利的 31 條「台灣好行」路線及 81 款優惠套票，並累計評鑑出 481 家星級旅館及 682 家好客民宿，提供旅客行、住的多元選擇。此外，觀光局也積極推動銀髮族旅遊、規劃 5 條無障礙旅遊路線、協助建立穆斯林友善餐廳認證，讓不同族群的旅客都能獲得最貼心的服務，享受在臺旅遊的感動。

觀光局向來秉持多元開放、全球布局的理念推動臺灣觀光，除了來臺旅客人數穩步成長外，我們更追求品質的精進。展望 103 年，我們以來臺旅客 900 萬人次為目標，將持續開拓東南亞及穆斯林新興市場、推廣國際郵輪市場、爭取高端客層來臺旅遊，期許臺灣的觀光能夠以更好的服務品質、更佳的旅遊環境，吸引全球旅客來臺，進一步提高觀光產業的附加價值，強化觀光產業的國際競爭力，在觀光的平臺上，落實「美好生活的連接者」的理念，為國內外旅客創造美好生活的體驗。

謹將 102 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

謝謂君

the word about the "Taiwan Tourism Events Calendar". Through selection of the 42 international events most representative of Taiwan, travelers worldwide were attracted to visit and experience Taiwanese travel. In addition, the pioneering "Taiwan Fun on Tropic of Cancer" activities which were held in 2013 represented a great cooperative undertaking between county and city governments and national scenic area administrations along the Tropic of Cancer. They all worked together to launch a series of Summer Solstice festival activities in order to develop new tourist hot spots, spur the development of local tourism, as well as boost the economy.

Aside from working to increase the number of tourists visiting Taiwan, the Tourism Bureau continued to try to make travel not only fun, but easy, for tourists, devoting its efforts to enhancing the quality of service. The Bureau provided international tourists with free iTaiwan Wi-Fi wireless internet access, established 31 inexpensive and convenient "Taiwan Tourist Shuttle" itineraries, and 81 different preferential ticket packages. A total of 481 hotels and 682 homestays have achieved certification by the Bureau, offering tourists a multitude of transportation and accommodation options. Moreover, senior citizen travel was actively promoted, five barrier-free routes were developed, and several Muslim-friendly restaurants were assisted in attaining halal certification, so that a broad spectrum of guests could receive service of the utmost quality and enjoy heart-warming journeys throughout Taiwan.

The Tourism Bureau has always upheld the concepts of multi-faceted development and global outreach in the promotion of tourism in Taiwan. In addition to maintaining consistent inbound tourism growth, we are even more diligent in the vigorous pursuit of quality. In 2014, it is our goal to achieve 9 million inbound visitors to Taiwan. We will continue to expand the emerging markets in Southeast Asia and Muslim communities, promoting the international cruise market, and striving to attract more high-end tourist demographics to visit Taiwan in hopes that our top-quality service and travel environment will encourage more international tourists to visit. We plan to further increase the value-added tourism industry and strengthen our international competitiveness. In terms of tourism, we will continue to work hard to fully implement our concept of "Connecting with a Wonderful Life" so as to give both local and overseas visitors a beautiful Taiwan touring experience.

Compiled here are the achievements of the tourism administration in 2013. We welcome your comments and suggestions.

Director General of Tourism Bureau,

David W. Hsieh

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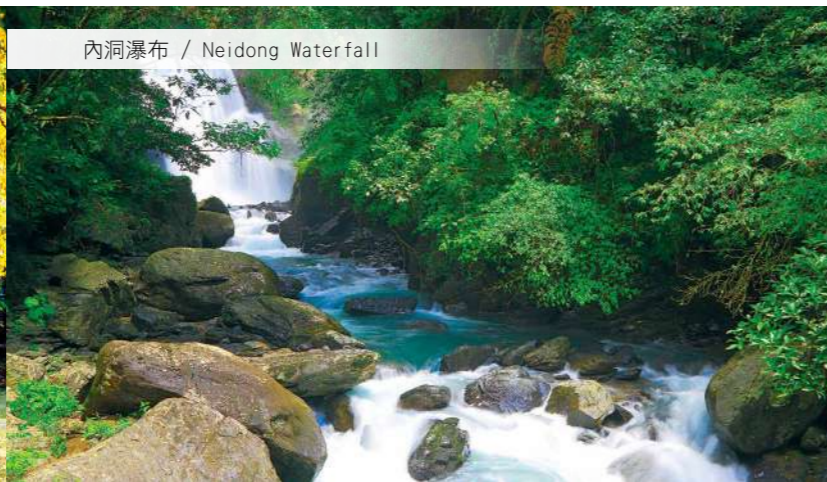
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中興新村 / Chung Hsing New Village



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白眉燕鷗 / Bridled Tern



三仙臺 / Sanxiantai



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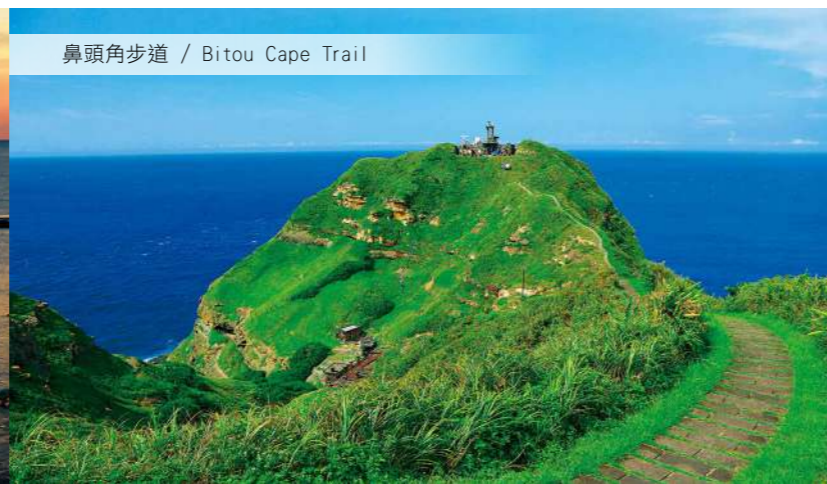


東海岸秀姑巒溪泛舟  
East Coast Rafting on the Xiuguluan River

三芝淺水灣 / Sanchih shallow water bay



鼻頭角步道 / Bitou Cape Trail





## ► 102 年重要施政成果摘要

### 壹、宣傳「旅行臺灣 就是現在」，拓展來臺旅遊客源

為持續開拓臺灣的國際觀光市場，觀光局推出「Time for Taiwan—旅行臺灣 就是現在」做為 101 年至 102 年之宣傳方針，希望藉由臺灣在地的自然風光與文化底蘊，打造出「永續、品質、友善、生活、多元」之觀光環境，讓外國遊客獲得更深的感動，進一步塑造「Taiwan—the Heart of Asia」（亞洲精華 心動臺灣）之國際形象。

「Time for Taiwan—旅行臺灣 就是現在」以「文化、浪漫、美食、購物、樂活、生態」為六大觀光主軸，分層（國際性、全國性、地方性）辦理行銷推廣。除了既有的四大節慶活動（台灣燈會、臺灣美食系列活動、臺灣自行車節、台灣好湯—溫泉美食嘉年華）之外，更於 102 年推出「臺灣夏至 235」，整合北回歸線沿線之國家風景區及縣市政府，規劃三十餘項夏至節慶系列活動，以多元的活動帶動觀光，同步提升國內的旅遊環境和服務品質。

另外，觀光局從「4W1H」的角度，透過「Who（爭取客群）」、「When（旅遊時機）」、「What（加碼誘因）」、「Why（非來不可）」及「How（便利旅遊）」五個面向來有效吸引外國遊客，並打出「週週有活動」、「天天享優惠」、「處處有亮點」、「時時有感動」的標語，強調現在就是旅行臺灣的最佳時刻！

在「Time for Taiwan—旅行臺灣 就是現在」的大力推動下，102 年來臺旅客達 801 萬 6,280 人次，不僅為史上最高，更較 101 年成長 9.6%；102 年 12 月單月來臺旅客量則超過 80 萬人次，創下歷史單月新高。同時，各主要市場均衡成長，除了韓國市場成長最快，高達 35.6% 之外，大陸、港澳、新加坡、馬來西亞亦達 10% 以上，確實達到「多元開放、全球布局」之行銷目標，102 年全年共創新臺幣 3,668 億元的觀光外匯收入。



1 第 800 萬國際旅客來臺記者會  
Press conference for the 8 millionth tourist arrival to Taiwan

2 臺灣夏至 235—早安太陽迎曙光活動  
Taiwan Fun on Tropic of Cancer - Good Morning Sunshine - Rays of Dawn activities



## ► Major Tourism Administration Achievements in 2013

### I. Promoted “Time for Taiwan” to Expand the Channels of Tourists Visiting Taiwan

In the attempt to continue the expansion of Taiwan’s international tourism market, the Tourism Bureau launched “Time for Taiwan” for general and specific promotions in 2012 and 2013. The Tourism Bureau wanted to develop a tourism environment composed of “sustainability, good quality, friendliness, lifestyle, and diversity” by taking advantage of the cultural heritage and the beautiful natural scenery of Taiwan. The Tourism Bureau further molded the international image of “Taiwan - the Heart of Asia” to make a deeper impression on foreign travelers.

“Time for Taiwan” involved stratification at international, national, and local levels, where the Tourism Bureau held and promoted six basic tourism themes, namely “Culture, Romance, Fine Dining, Shopping, Happy and Healthy Lifestyle, and Nature”. Aside from the four superb existing festival activities, namely the Taiwan Lantern Festival, Taiwan Fine Foods Series of Events, Taiwan Cycling Festival, and Taiwan Hot Spring and Fine-Cuisine Carnival, the “Taiwan Fun on the Tropic of Cancer” was carried out in 2013 fully integrating county and city governments and National Scenic Area Administrations along the Tropic of Cancer, in order to organize more than 30 Summer Solstice festival series of activities and increase the friendliness and quality of the tourism service environment.



Moreover, the Tourism Bureau efficiently attracted foreign tourists by means of the five “4W1H” aspects: “Who (winning tourists over)”, “When (timely travel opportunities)”, “What (incentives development)”, “Why (must-come travel)”, and “How (travel tour convenience)”, along with the slogans of “Weekly Activity” “Daily Enjoyment”, “Plentiful Hot-Spots”, and “Always Touching your Heart” to accentuate that the best time to visit Taiwan is now!

Under the vigorous promotion of “Time for Taiwan”, a new record was set as inbound visitors reached the 8,016,280 mark, representing an increase of 9.6% over 2012, and the number of inbound tourists exceeded 800,000 in December 2013, a record monthly high. Meanwhile, the tourism markets remained balanced with stable growth, with the exception of the Korean tourism market which advanced the fastest, comprising 35.6% of all arrivals to Taiwan, and the growth of other tourism markets such as Mainland China, Hong Kong and Macao, Singapore, and Malaysia, which each accounted for 10% or more. The Tourism Bureau accomplished the promotional goal of “Multi-Development, Global Promotion”, with a total of NT\$366.8 billion in foreign exchange earnings from tourism in 2013.

In addition to an increase in tourists visiting Taiwan and tourism receipts, Taiwan moved up four places to become #33 worldwide, based on the “Travel and Tourism Competitiveness Report” from the biennial World Economic Forum. Furthermore, Taiwan’s tourism industry had the honor of receiving the highest award for “Travel Journalism—Travel Guidebook” by the Pacific Asia Travel Association (PATA). This award not only affirmed the efforts that Taiwan made to improve its tourism industry, but garnered further international praise for the “Time for Taiwan” international campaign.



除了來臺旅客人次與觀光外匯的提升外，在兩年一度的世界經濟論壇（WEF）「觀光競爭力年報」中，臺灣觀光的排名亦上升了 4 名，位居全球第 33 名，並首度在亞太旅行協會（PATA）榮獲 PATA 旅遊手冊類金獎。不僅肯定了臺灣提升觀光所做的努力，更建立「Time for Taiwan—旅行臺灣 就是現在」在國際市場中的口碑！

## 貳、推出「臺灣觀光年曆」新品牌，點亮國際級觀光活動

觀光局整合既有的四大活動（台灣燈會、臺灣美食系列活動、臺灣自行車節、台灣好湯—溫泉美食嘉年華）、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、臺鐵普悠瑪號椅套、高鐵燈箱、臺北 101 大樓 89 樓及 B1 展示櫥窗等廣告宣傳，且結合時間軸及空間軸的概念，以虛擬和實體的方式雙軌推動，例如：編印中、英、日、韓文版摺頁，放置於各旅遊服務中心供遊客免費索取；製作年曆中、英、日文版網頁及中、英文版手機 App 供遊客查詢及下載，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。

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。

## 參、首推「臺灣夏至 235」，打造仲夏旅遊新亮點

為發展全新觀光產品，觀光局運用「地理空間—北回歸線」及「季節時間—仲夏」兩項元素，依區域遊憩資源特色設定曙光、原鄉、登高、樂活、涼風、天文、夕陽及星空等八大主題，整合仲夏期間（6 月下旬至 9 月底）北回歸線周邊區域活動（北緯 23.25～23.75 度，包括觀光局東部海岸、花東縱谷、阿里山、西拉雅、雲嘉南濱海及澎湖等 6 個國家風景區管理處，以及花蓮縣、高雄市、嘉義縣及嘉義市等 4 個縣市政府），推出「臺灣夏至 235」系列活動，打造臺灣夏季觀光活動新品牌。

先期辦理「味蕾遊北回—夏至美食選拔」活動，透過網路人氣 PK 票選及旅遊美食名家評選，選出愛玉、仙草及芒果冰等臺灣十大夏至美食，廣受民眾關注；另於夏至日（6 月 21 日）從東海岸迎接全球夏至的第 1 道曙光揭開活動序幕，由東至西沿著太陽移動的軌跡，橫跨全臺接力辦理「北回歸線幸福一線牽」啟動活動，以多元活動串出北回歸線地區熱情繽紛的歡樂氛圍。



1 東石漁人碼頭北回歸線地標啟用  
Opening of the Landmark on the Tropic of Cancer the Dongshi Fisherman's Wharf, Chiayi County

## II. Launched “Taiwan Tourism Events Calendar” to Light Up International Tourism Events

The four main festival activities, namely, the Taiwan Lantern Festival, Taiwan Fine Foods Series of Events, Taiwan Cycling Festival, and Taiwan Hot Spring and Fine-Cuisine Carnival, were integrated with other international promotional activities hosted by central ministries along with county and city governments to collectively develop and establish the “Taiwan Tourism Events Calendar” brand. This promotion helped to develop local economies and tourism industry, conserve traditional culture and arts, highlight local features, further cultivate international awareness, and simultaneously appeal to a great deal of domestic and foreign tourist participants.

To promote the “Taiwan Tourism Events Calendar” to national and international travelers, the Tourism Bureau set up electronic and print media commercials, outdoor billboards, seat covers on the Puyuma Express train, lightboxes at Taiwan High Speed Rail Stations, and showcases on various floors of Taipei 101. Moreover, the Bureau also integrated the main themes of time and space via both tangible and virtual mechanisms by such means as free information pamphlets in Chinese, English, Japanese, and Korean at travel service centers, websites, and mobile applications for the “Taiwan Tourism Events Calendar” in Chinese, English, and Japanese for travelers to conveniently access and download restaurant, accommodations, transportation, and shopping information.

To further promote the “Taiwan Tourism Events Calendar”, the Tourism Bureau has developed an organizational mechanism for putting on events in order to invigorate event organizers to value the content and service quality of their events, progressively enhancing the overall quality of Taiwan's tourism industry.

Moreover, via social media platforms, events both actual and online, overseas offices, and other promotional resources, the Tourism Bureau cooperated with domestic and international travel agencies to develop travel packages and to promote “Taiwan Tourism Events Calendar” activities and other events. Furthermore, the Tourism Bureau offered travelers the chance to experience the concept of “Daily Activities to Touch Your Heart”, and actively sought to boost and expand tourism and related industry.

## III. Promoted the “Taiwan Fun on the Tropic of Cancer” and Developed New Spots for Summer Travel

To develop new tourism products, the Tourism Bureau took advantage of the two elements - “Geographical Space: Tropic of Cancer” and “Seasonal Time: Midsummer” - to set up eight main themes, namely: Dawn, Native Land, Climbing High, Lifestyles of Health and Sustainability, Breeze, Astronomy, Setting Sun, and Starry Night, integrating the resources in the areas along the Tropic of Cancer, including the National Scenic Area Administrations of the East Coast, the East Rift Valley, Alishan, Siraya, the Southwest Coast, and Penghu, as well as Hualien County, Kaohsiung City, Chiayi County, and Chiayi City. Related “Taiwan Fun on the Tropic of Cancer” midsummer activities were held from the last third of June to the end of September to establish a new brand of summer tourism events.

Via the “Tastebuds Tour along the Tropic of Cancer—the Summer Solstice Fine Foods Competition” activity held by the Tourism Bureau, the top 10 Taiwanese summer time delicacies such as vegetarian gelatin, medicinal grass jelly, mango sorbet among others, were selected through an online travel delicacies voting competition. Another activity was launched under the name of “Great Fortune Along the Tropic of Cancer” by embracing the first rays of midsummer sun upon the east coast of Taiwan and then following the movement of the sun toward the west. Through the connection of these diverse activities, a joyful and enthusiastic atmosphere along the Tropic of Cancer was revealed.

The Tourism Bureau revitalized the four existing landmarks along the Tropic of Cancer in Taiwan through the “Taiwan Fun on the Tropic of Cancer” series of activities, utilizing oceanic island romance and other elements to set up 2 new landmarks at Dongshi Township in Chiayi County and Hujing Island in Penghu



藉著辦理夏至 235 活動，觀光局重新整備全臺既有的 4 處北回歸線地標，運用浪漫與海洋島嶼等元素並結合地景，於嘉義東石（漁人碼頭）與澎湖虎井嶼新設 2 座北回歸線地標，將無形的北回歸線形塑為有形的觀光景點；另利用多元運輸工具串接八大主題區域，整合特色景點與在地產業，推出 24 條遊程供民眾體驗，並設置智慧型手機 App 與活動網站，推出「臺灣夏至集章趣」活動，吸引民眾進行個人化北回歸線之旅。統計「臺灣夏至 235」系列活動辦理期間，共計 363 萬人次參與。此外，因活動品牌持續發酵，優質旅宿、美食特產、美妝保養與遊憩體驗等跨域產業店家主動合作結盟，產生約新臺幣 124 億元觀光產值。

## 肆、強化雙邊會議，推動國際觀光交流

### 一、臺日觀光高峰論壇

102 年 5 月 31 日於日本三重縣志摩市合歡の郷舉行「第 6 屆臺日觀光高峰論壇」，雙方旅行業、航空業等觀光業界及官方代表共 209 名（臺方 54 名、日方 155 名）出席，討論「透過農特產品、相同地名、歷史連結景點、共通觀光設施等主題進行合作」、「以藝人演唱會、故宮、寶塚等運動、文化活動促進雙方交流」、「運用商談會、旅展、臺日觀光促進年官網等管道加強臺日交流」3 項主要議題。102 年臺日互訪人次計有 376 萬 7,557 人，期能於 103 年達成 400 萬互訪人次之目標。

### 二、臺韓觀光交流會議

「第 28 屆臺韓觀光交流會議」於 102 年 5 月 28 日在韓國光州廣域市金大中會議中心舉行，雙方旅行業界及官方代表共 110 人（臺方 40 人、韓方 70 人）出席。討論議題包括運用鐵道推動地方觀光、拓展觀光景點，以及因應旅客年輕化及促進兩國青少年交流的教育旅行、青年旅行方案。102 年雙方互訪人次計有 86 萬 9,829 人次，期望 103 年達到 100 萬人次的目標。

### 三、臺越觀光合作會議

「第 2 屆臺越觀光合作會議」102 年 10 月 30 日在越南河內舉辦，決議藉此合作平臺加強雙方觀光產業教育交流、提供業者投資訊息、推動旅遊業人員培訓與辦理研討會、以雙品牌方式推出各項觀光宣傳，並於官方網站中展示雙方觀光品牌 logo 等。自臺越簽訂觀光合作瞭解備忘錄及辦理觀光合作會議以來，臺越雙方互訪人次持續成長，102 年越南來臺旅客成長 32.58%，成效顯著。



County, molding the appeal of the Tropic of Cancer into attractive scenic spots. Furthermore, eight principal theme areas were connected via the integration of diverse transportation systems to feature scenic spots and local businesses along 24 public routes. The Tourism Bureau also established a mobile application and website in promotion of these activities, launched the “Taiwan Summer Solstice Stamp Collection Activity” to appeal to tourists to schedule their own tours along the Tropic of Cancer. During these “Taiwan Fun on the Tropic of Cancer” activities, participants totaled 3,630,000, generating receipts in the order of NT\$12,400,000,000 through excellent-quality accommodations, fine foods, cosmetic services, recreational experiences, et cetera.

## IV. Strengthened Cross-Strait Conferences in Promoting International Tourism Exchanges

### I. Taiwan-Japan Summit Forum on Tourism

The “Taiwan-Japan Summit Forum on Tourism” was held at Hamajima-cho, Hazako, Japan on May 31, 2013, and included representatives from travel agencies, the aviation industry, the tourism industry, and other officials from both parties, totalling 209 participants (including 54 Taiwanese and 155 Japanese). The following three main topics were discussed: “Cooperation Through Special Farm Products, Identical Toponyms, Related Historical Scenic Spots, and Shared Tourism Facilities”, “Facilitating Mutual Exchanges Through Music Concerts, the National Palace Museum, the Takarazuka Revue Musical Theater Troupe, and Other Cultural Activities”, and “Reinforcing the Exchange Between Taiwan and Japan Through Conferences, Tours Exhibitions, and Official Websites”. In 2013, there were a total of 3,767,557 exchange visitors between Taiwan and Japan, and the goal of achieving 4,000,000 exchange visitors by the year 2014 has been established.

### II. Taiwan-Korea Tourism Exchange Conference

The “28th Taiwan-Korea Tourism Exchange Conference” was held at the Kimdaejeung Convention Center in Gwangju, Korea on May 28, 2013, with representatives from travel agencies and officials from both parties totaling 110 (including 40 Taiwanese and 70 Korean) discussing the use of railway systems to develop local tourism spots, educational tours to facilitate the exchange of teenagers between Mainland China and Taiwan, and youth tourism programs. In 2013, there were a total of 869,829 exchange visitors between Taiwan and Korea, and the goal of achieving 1,000,000 exchange visitors by the year 2014 has been established.

### III. Taiwan-Vietnam Tourism Cooperation Conference

The “2nd Taiwan-Vietnam Tourism Cooperation Conference” was held in the Vietnamese capital of Hanoi on October 30, 2013, with the aims to strengthen the educational exchanges and tourism industry of both parties, to provide investment information for related agencies, to promote the training of tourism personnel and hold conferences, to disseminate information regarding various tourism activities through a double-logo method, and exhibit the tourism logos of both parties on official websites, et cetera. Since the signing of the Taiwan-Vietnam Tourism Cooperation understanding memorandum and the conference based on this agreement, the amount of tourist arrivals of both parties has continued to increase, with the number of Vietnamese tourists visiting Taiwan increasing by 32.58% in 2013, demonstrating significant results.

### IV. Cross-Strait Tourism Roundtable Conference

The 5th Cross-Straits Tourism Roundtable Conference was held in Taipei on July 19, 2013, with the topic of “Follow the Past and Herald the Future, Creating A New Dimension of Tourism”. The president of the Association for Cross-Straits Tourism Exchange, Qi-Wei Shao, represented Mainland China and led the representatives from travel associations in various provinces and cities to Taiwan for the conference. Through the participation of both parties, the conference helped in enhancing cross-strait tourism industry cooperation, boosting tourism exchanges from both sides, improving tourism quality and content, and advancing the output value of the tourism economy.



#### 四、兩岸圓桌會議

102 年 7 月 19 日，第 5 屆兩岸圓桌交流會議在臺北舉辦，陸方由海峽兩岸旅遊交流協會邵琪偉會長率大陸各省市旅遊協會代表來臺。本屆會議主題為「繼往開來，共創新局」，藉由兩岸產官學界之參與，增進觀光產業合作機會，促進兩岸人民交流，提升旅遊的品質與內涵，促進觀光產業經濟產值。

#### 伍、優化觀光市場，擴大陸客來臺自由行

為使陸客來臺觀光達到「有效管理，穩定成長」目的，觀光局透過小兩會積極磋商，自 102 年 4 月起陸客觀光團每日平均配額由 4,000 人調高至 5,000 人，並自 102 年 5 月起取消留用贖餘配額，讓尖峰旅客量可移轉至離峰期間來臺，以平衡離尖峰落差。鑒於陸客來臺觀光已成長至一定規模，自 102 年 5 月開始實施「旅行業接待大陸地區人民來臺觀光旅遊團優質行程」，逐步調整市場商序與品質，爭取高端客源來臺消費，提高產業附加價值。

自 100 年 6 月開放陸客來臺自由行，至 102 年底已開放 26 個城市，來臺人數配額上限亦調為每日 3,000 人。由於自由行旅客可自行規劃旅遊行程，旅遊型態將朝分區、多元、深度化邁進，促進臺灣的美食、溫泉、休閒農業、娛樂業、文創產業、計程車業等相關產業的發展，可有效調整陸客來臺客源結構，平衡以團客為主的陸客來臺旅遊市場。

#### 陸、落實人道關懷，推廣無障礙及銀髮族旅遊

##### 一、無障礙旅遊

為配合交通部建構無障礙交通旅遊環境之施政重點，觀光局推動風景區無障礙旅遊計畫，以服務身心障礙者、銀髮族、孕婦、幼童等行動不方便者。

觀光局於 101 年 8 月成立無障礙旅遊環境推動小組，並依身心障礙團體代表建議，選出「東北角、北海岸、日月潭、參山、大鵬灣」等 5 條無障礙旅遊路線，於 101 年 11 月至 12 月實地勘選無障礙旅遊路線建議行程。

相關管理處於 102 年 5 月再度邀請殘障聯盟代表及身心障礙委員，履勘無障礙設施環境改善辦理情形，另提供無障礙步道、無障礙停車位、無障礙公廁等公共服務空間，以及解說導覽、標牌指示、租借輪椅、提供電動輪椅充電插座等人性化服務。此外，編印 5 條無障礙旅遊路線摺頁、修正無障礙旅遊網頁，使行動不便之旅客亦能暢所欲言。

觀光局於 102 年 7 月 5 日在福隆遊客中心辦理「國家風景區無障礙旅遊路線發表會」，不僅提供身心障礙者、銀髮族、孕婦、幼童等行動不便者友善的交通旅遊環境，更將無障礙旅遊相關資訊放入觀光資訊資料庫，運用網路及「旅行臺灣」、「臺灣觀光年曆」等 App 多媒體介面，方便民眾查詢及規劃行程。



1 國家風景區無障礙旅遊路線發表會  
Announcement campaign for barrier-free routes in National Scenic Areas

#### V. Optimized the Tourism Market to Promote Independent Travel for Mainland Chinese Tourists to Taiwan

To achieve the goal of "Effective Management- Stable Growth" for tourism from Mainland China, the Tourism Bureau negotiated with the Taiwan Cross-Strait Shipping Association and Cross-Strait Shipping Exchange Association, and agreed that starting in April 2013, the quota of persons from Mainland Chinese tour groups would increase from an average of 4,000 to 5,000 per day, and also to help balance the huge difference in the number of visitors between peak season and the rest of the year. In view of the fact that the number of tourists from mainland China had reached a certain extent, the Tourism Bureau implemented the "High-Quality Journey Examination Operation Directions of Tour Group for the Organizing by Travel Agencies of Tourist Travel in Taiwan by People from Mainland China" in May of 2013 to progressively regulate the quality of the market, strive to attract high-end tourists to shop in Taiwan, and give the tourism industry a boost.

Since the implementation in June, 2011, of the policy allowing free and independent travel for Mainland Chinese tourists bound for Taiwan, a total of 26 cities were opened up for tourists visiting Taiwan by the end of 2013, with a limit of 3,000 daily arrivals from Mainland China. Because these tourists are able to arrange their tour itineraries for themselves, the tourism market will be developed by district, diversity, and depth, in order to promote the development of Taiwan's fine dining, hot-springs, recreational farms, entertainment industry, cultural industries, the taxi industry, and other related industry, and balance the tourism market of Mainland Chinese tourist groups.

#### VI. Practiced Humanitarian Solicitude and Promoted Barrier-Free and Senior Citizen Travel

##### I. Barrier-Free Travel

In accordance with the key points of the barrier-free travel environment tourism policy from the Ministry of Transportation and Communication, the Tourism Bureau implemented the barrier-free travel project to service the physically and mentally disadvantaged, as well as the elderly, pregnant, toddlers, and others for whom walking is less convenient.

The Tourism Bureau set up an action group for the establishment of a barrier-free travel environment, and selected 5 barrier-free routes, namely "Northeast Coast, North Coast, Sun Moon Lake, Tri-Mountain, and Dapeng Bay", according to the suggestions from organizations representing mentally and physically disabled people, doing on-site inspections of the new routes between November and December 2012.

The representatives of The League of Welfare Organizations for the Disabled were once more invited to inspect the progress in improving the barrier-free facilities. Moreover, related administration had also set up barrier-free pathways, parking spaces, public bathrooms, guidance services, sign instructions, wheelchair rentals, charging sockets for electric wheelchairs and other people-oriented barrier-free services. Five barrier-free route brochures were compiled and printed, and the website amended to include barrier-free services.

The Tourism Bureau held an "Announcement Campaign for Barrier-Free Routes in the National Scenic Areas" at Fulong Visitor Center on July 5, 2013, to provide a friendly travel environment for disabled, elderly, pregnant, toddler, and disadvantaged groups, and to set up an online database collecting barrier-free and other related information. Tourists can easily get access to tourism information and arrange their schedules online, or through "Time for Taiwan", the "Taiwan Tourism Events Calendar", and other mobile multimedia interface apps.

To assist local governments in setting up barrier-free facilities in hotels, the Tourism Bureau held five "Ordinance Explanation Session for Barrier-Free Installations" in Northern, Central, Southern, and Eastern Taiwan, with more than 500 participants undergoing training in March 2013.



為協助地方政府加強輔導旅館業設置無障礙客房及相關設施，觀光局於 102 年 3 月在北、中、南、東區辦理 5 場「建築物無障礙設施法令說明會」，共有五百多人參加訓練。

## 二、銀髮族旅遊

高齡化社會的來臨為世界趨勢，銀髮族退休後的養生、休閒、旅遊等活動，成為未來旅遊市場重要的新興區塊。觀光局繼推出無障礙旅遊環境及旅遊路線後，接續推動銀髮族旅遊路線，除了提供貼心、便利之大眾運輸交通及各項無障礙設施等資訊外，更強調「慢活」、「養生」及「保健」，期能提高銀髮族旅遊之意願，經由旅遊度假得到身心放鬆與休息；另一方面，期透過擴大銀髮族旅遊市場，振興觀光產業，達到消費者與業者雙贏之目的。

觀光局除責成各國家風景區管理處研議銀髮族旅遊路線外，並選擇北（北海岸及觀音山）、中（日月潭）、南（大鵬灣）、東（東部海岸）各 1 條路線，結合交通、餐飲等業者推出產品化之示範行程，最終將輔導旅行社推出銀髮族旅遊套裝產品供民眾選購。

## 柒、推動無縫服務，建立友善觀光口碑

### 一、旅遊服務中心

輔導地方政府及觀光局國家風景區管理處，依「旅遊服務網絡形象識別系統（CIS）設計規範」於全國各地主要交通場站及遊憩據點，分級建置「i」標誌旅遊服務中心及遊客中心，擴大服務網絡據點，營造友善、便利之旅遊環境。



持續辦理服務人員教育訓練，督導各級旅遊服務中心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。

輔導縣市政府及觀光局國家風景區管理處，結合觀光相關產業及公民營單位（例如派出所、便利超商、旅宿業、觀光工廠、休閒農場及餐飲業等業者）設置約兩百處第 4 層級旅遊資訊站，並擺放統一形象之摺頁架與識別標誌，便於旅客辨識利用。

### 二、「台灣觀巴」

102 年輔導 16 家業者開行 64 種套裝旅遊行程，全臺特色美景如宜蘭、東北角、野柳、鶯歌、臺中、鹿港、日月潭、澎湖、高雄、墾丁、太魯閣，均有業者提供旅遊服務。



## II. Senior Citizen Travel

The retirement regimen, pastimes, and travel activities of senior citizens are a budding travel market due to the worldwide trend of ageing populations. After the Tourism Bureau launched barrier-free travel environments and routes, it further promoted travel routes for the elderly, offering information regarding transportation systems and barrier-free facilities. Emphasizing the concepts of “Lifestyle of Health and Sustainability”, “Regimen”, and “Health Caring”, the Tourism Bureau hoped to increase the aspiration to travel among senior citizens, leading to prosperity in the tourism industry, and a win-win situation for consumers and agencies.

In addition to the routes organized for senior citizens by National Scenic Area Administrations under the supervision of the Tourism Bureau, the northern route at Mount Guanyin area, central route at Sun Moon Lake, southern route at Dapeng Bay, and eastern route at the East Coast area were selected as well. By connecting transportation and dining, travel agencies will organize and establish tour packages for elderly travelers.

## VII. Implemented Seamless Service and Established a Positive Public Opinion of Tourism

### I. Travel Information Service Centers

Assistance was provided to local governments and National Scenic Area Administrations to set up recreational spots, establish travel information service centers and tourist centers under the “i” logo, and to expand the service network in providing a travel-friendly and convenient environment for tourists at main transportation stations all over Taiwan in accordance with Corporate Identity System (CIS).

Continued to hold educational training for tourism personnel, supervise and monitor the service situation including Wi-Fi hotspot establishment provided by travel information service centers, and develop diverse services based on diverse regional characteristics.

The Tourism Bureau offered guidance to local governments and National Scenic Area Administrations in combining tourism-related industry with public and private sectors like police stations, convenience stores, hotels, factory tours, leisure farms, and catering. It also set up 200 Level 4 Travel Information Centers, and arranged information pamphlet installations with standardized design for tourist use.



### II. Taiwan Tour Bus

Guided 16 travel agencies to set up 64 tour package itineraries in Yilan, on the Northeast Coast, as well as Yeliu, Yingge, Taichung, Lukang, Sun Moon Lake, Penghu, Kaohsiung, Kenting, and Taroko in 2013.

The “Taiwan Tour Bus” program developed new scenic spots and many special routes, for tourists to ride bicycles and experience DIY recreational activities in coordination with “Tourism Towns”, “Taiwan Tourism Events Calendar”, “International Spotlight”, and other promotions, in an attempt to offer an easy and diverse travel experience for the public in 2013.

The Tourism Bureau conducted the “Taiwan Tour Bus” Fun 4 promotional activities September 2013 in conjunction with tourism agencies to encourage tourists to take the buses.



102 年「台灣觀巴」為讓旅客旅行臺灣更便利，體驗多元在地風華，除配合「觀光小城」、「臺灣觀光年曆」、「國際光點」及「原鄉部落旅遊」等觀光資源發掘旅遊新亮點，新增多條特色路線，還提供騎乘自行車及 DIY 實作等遊憩體驗，積極充實產品內涵。

102 年 9 月針對中秋節與業者推出「台灣觀巴」Fun 4 輕旅行宣傳推廣活動，藉由多元行銷方案吸引民眾踴躍搭乘。

### 三、「台灣好行」（景點接駁）旅遊服務

102 年評選之 31 條路線，總計服務逾 238 萬人次，主要推動重點為「擴大公共運輸合作」，除持續輔導各路線包裝 81 款套票，含 13 款區域套票及 7 款高鐵聯票外，更首度整合高鐵、臺鐵、北捷及高捷等國內主要公共運具包裝「臺灣周遊券」（Taiwan pass），讓國內外旅客能「一票在手，東西南北攏ㄟ通」。

為彰顯「台灣好行」帶動歡樂旅遊之特性，特別形塑全新虛擬代言人（好行 Q 寶），陸續挑選 8 條「台灣好行」路線進行巡迴，同時分別籌辦「台灣好行攏 5 通」行銷記者會、編印 130 萬份中、英、日語版及熟齡限定版摺頁文宣、製作 40 秒宣傳影片，透過網路 FB、報紙、雜誌、電臺及交通場站等管道大量曝光，並辦理「瘋好行 App」網路活動，藉由各類行銷活動，鼓勵旅客多利用公共運具旅遊臺灣。



### 四、雲端應用服務

建置觀光資訊資料庫，並蒐集全臺（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，提供完整之觀光 GIS 基礎資料，並提供業者進行加值應用，發布給所需之使用者。

### 五、電子看板

於臺灣海峽兩岸觀光旅遊協會上海辦事分處、國內機場、國際機場、主要火車站及景點等 58 處之旅遊服務中心，架設智慧型多功能之動態交通與旅遊資訊電子看板，內容顯示當地之旅遊資訊、熱門活動資訊及商家優惠資訊（如飯店、餐廳等），讓觀光客在主要交通場站之旅服中心即可快速瀏覽當地相關的觀光資訊，提供更貼心的服務品質及增加深度旅遊意願。

### 六、旅行臺灣 App

推出「旅行臺灣 App」，串接觀光局臺灣觀光資訊資料庫景點、住宿、餐飲、活動等資訊，並提供超過 6 萬多筆包括公廁、旅服中心、警察局、醫院、停車場、加油站、火車站及其他運輸場站等適地性定位服務（LBS, Local Based Service）旅遊隨身資訊。

### III. The “Taiwan Tourist Shuttle” Seamless Transportation Service System

The Tourism Bureau selected 31 travel routes with 2,380,000 people receiving service, continued to develop 81 kinds of ticket packages including 13 regional packages and seven Taiwan High Speed Rail tickets for tourists to choose from. The Tourism Bureau further integrated the Taiwan High Speed Rail, Taiwan Railways Administration, and the Mass Rapid Transit systems of Taipei and Kaohsiung, and other main transportation resources, to publish the “Taiwan Pass Tickets” for domestic and foreign travelers to realize the concept of “Connecting the North, South, East, and West with a Single Ticket”.

In order to reveal the joyful tourism quality of the “Taiwan Tourist Shuttle”, a virtual spokesman was created, appointed the name Cute Travel Baby. The Tourism Bureau continually selected eight routes for the Cute Travel Baby travelling show, organized an “Integrated Taiwan Tourist Shuttle Marketing Press Conference”, compiled and printed 1,300,000 limited edition flyers in Chinese, English, and Japanese aimed at adult tourists, made a 40-second commercial film and promoted it through various channels, such as Facebook, newspapers, magazines, broadcasting stations and transit stops. The “Fun Taiwan APP” online activity was also held to encourage tourists to take advantage of public transportation.

### IV. Cloud Computing Services

Established a public tourism information database (<http://gis.taiwan.net.tw>), collecting information for tourist destinations, accommodations, catering, and activities, and offered a complete range of GIS tourism information for travel agencies and users in need.

### V. Electronic Bulletin Boards

Set up multi-function electronic traffic and travel information bulletin boards at 58 travel service centers of the Shanghai branch office of the Taiwan Strait Tourism Association, domestic airports, international airports, main train stations, and other scenic spots mainly to provide local travel information, popular activities, and some preferential messages in hotels and restaurants. Via the above-mentioned services and intimate service quality, tourists have easy access to tourism-related information at nearby tourist service centers, increasing their aspiration to travel.

### VI. Tour Taiwan Application

The Tourism Bureau has developed a “Tour Taiwan” mobile app, supplying more than 60,000 travel information pieces of Location Based Service (LBS), including tourist destinations, accommodations, catering, service centers, police stations, hospitals, parking areas, public restrooms, gas stations, and train stations, among others to meet the needs of tourists.

# 文化臺灣

Time to Marvel



Where can you find the biggest collection of Chinese art and artifacts in the world? And where can you find rich expressions of both local and foreign cultures existing harmoniously side-by-side? In Taiwan, that's where! Here we have the National Palace Museum, with its fabulous collections of Chinese and Asian artifacts; we also have the National Taiwan Craft Research and Development Institute, which develops fascinating handicrafts using local materials; we have the Buddha Memorial Center, which concentrates on religious artifacts; and finally we have smaller museums and tourist factors all over the island, each with its unique attractions. What's more, there is also the annual Mazu religious pilgrimage and lantern festival, indigenous harvest festivals, concerts - you name it. If you're interested in the diverse cultures of Asia, now is your Time for Taiwan!

什麼地方可以擁有最完整的中華文物收藏？什麼地方可以把在地與異國文化完美呈現又不顯衝突？臺灣，就是這麼神奇的一個國度！我們擁有最多中華及亞洲文化典藏的故宮博物院，我們有運用臺灣在地材料創作的手工藝研究中心，我們有收集宗教文物為主的佛陀紀念館，更不用說散佈臺灣各地規模不大，但別具特色各種主題博物館與觀光工廠。當然，我們還有一年一度的媽祖遶境、元宵燈會、原住民豐年祭、音樂會及演奏會等節慶活動。感受亞洲文化深度，旅行臺灣，就是現在！



奇都瑪樣部落樂舞宴  
Katomayan Tribal Music and Dance Festival



1

## 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，102 年全球國際旅客人次為歷史新高，達 10.87 億人次，較 101 年約成長 5%。就各區域市場而言，亞太地區表現最為亮麗，102 年國際旅客成長 6%，其中東南亞成長 10%，東北亞成長 3.6%；美洲成長 3.6%，其中以北美洲成長 4.3% 表現最優；非洲亦成長 5.6%。

世界觀光組織預估 103 年全球國際旅客人數約小幅成長 4%~4.5%。預估各區域成長率分別為：亞太地區為 5%~6%；美洲為 3%~4%；非洲為 4%~6%；歐洲為 3%~4%；中東為 0%~5%。

#### 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）

102 年日本出國人數約 1,747 萬人次，較 101 年負成長 5.5%；同期入境日本之旅客約 1,036 萬 3,900 人次，較 101 年成長 24.0%，赴日主要客源國家（地區）人次依序為韓國（245 萬 6,100 人次）、臺灣（221 萬 800 人次）、中國大陸（131 萬 4,500 人次）、美國（79 萬 9,200 人次）及香港（74 萬 5,800 人次）；以成長率分析，主要客源國除中國大陸（-7.8%）外皆為正成長，其中臺灣為成長 50.8%。

##### （二）香港觀光市場（資料來源：香港旅遊發展局）

102 年香港居民出境人數為 8,441 萬 3,548 人次，較 101 年負成長 1.0%。102 年赴港旅客為 5,429 萬 8,804 人次，較 101 年成長 11.7%，扣除來自中國大陸旅客（4,074 萬 5,277 人次）則為 1,355 萬 3,527

## Chapter 1 Tourism Market

### Section 1 Global Travel Market

#### I. The Global Tourism Industry

According to the latest data provided by the World Tourism Organization (UNWTO), international tourist arrivals reached a record 1,087,000,000 in 2013, growing by 5% compared with 2012. By region, the Asia-Pacific gave the best performance, with 6% growth in international tourist arrivals. This includes 10% growth in Southeast Asia and 3.6% in Northeast Asia. The Americas saw 3.6% growth, with Central America highest at 4.3%. Africa also grew by 5.6%.

UNWTO forecasts that international tourism will grow slightly in 2014 by about 4-4.5%. By region, predicted growth rates are: 5-6% in the Asia-Pacific, 3-4% in the Americas, 4-6% in Africa, 3-4% in Europe, and 0-5% in the Middle East.

#### II. Asian Tourism Market

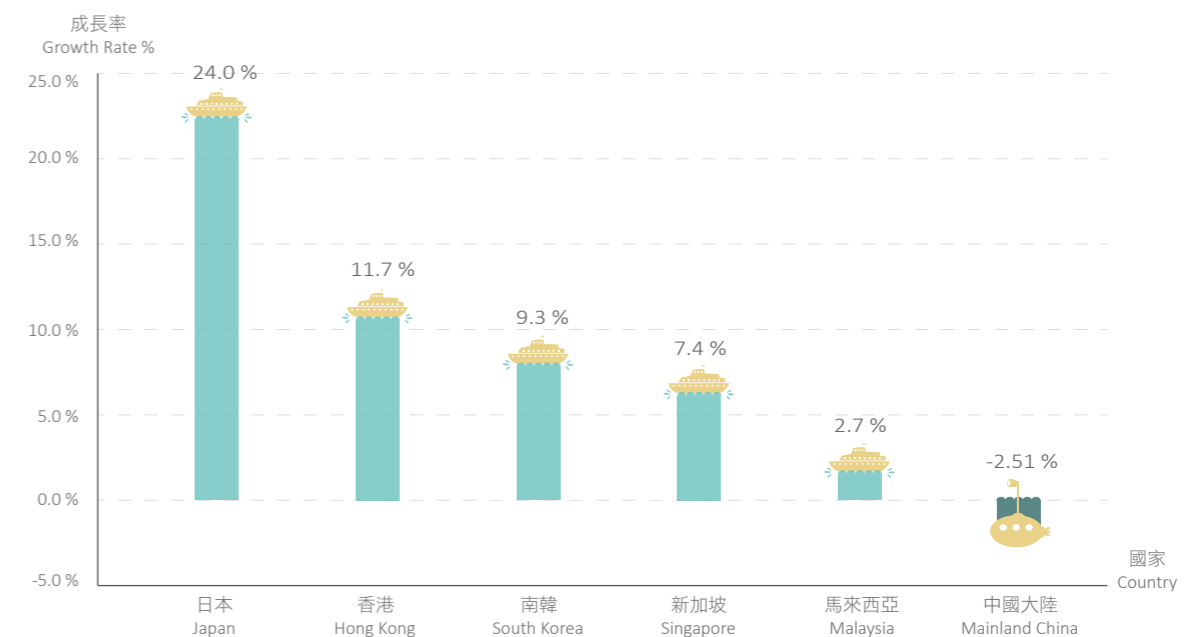
##### (I) Japan (Source: Japan National Tourist Organization)

Outbound travelers from Japan in 2013 were estimated at 17,470,000, a decline of 5.5% compared to 2012. The number of inbound visitors for the same period was 10,363,900, up 24.0% over 2012. Major sources of Japan-bound tourists were South Korea (2,456,100), Taiwan (2,210,800), Mainland China (1,314,500), the United States (799,200), and Hong Kong (745,800). Analysis of the growth rate of these countries showed across-the-board increases, with the exception of Mainland China (-7.8%), with a rise of 50.8% in Taiwan.



#### 102 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 2013





人次，負成長 1.1%。以旅客居住國家（地區）分析，赴香港主要客源國家（地區）依序為中國大陸（4,074 萬 5,277 人次）、臺灣（210 萬 98 人次）及美國（110 萬 9,841 人次）；以成長率分析，以中國大陸（16.7%）最高，其次為澳門（8.5%）及泰國（6.6%），臺灣為成長 0.5%。

#### （三）南韓觀光市場（資料來源：韓國觀光公社）

102 年入境南韓旅客為 1,217 萬 5,550 人次，較 101 年成長 9.3%。主要客源國家（地區）依序為中國大陸（432 萬 6,869 人次）、日本（274 萬 7,750 人次）及美國（72 萬 2,315 人次），臺灣為 54 萬 4,662 人次，排名第 4 名；以成長率分析，以中國大陸（52.5%）最高、其次為印度（34.4%）及義大利（33.8%），臺灣為 -0.7%。

#### （四）新加坡觀光市場（資料來源：新加坡旅遊局）

102 年赴新加坡旅客為 1,556 萬 7,773 人次，較 101 年成長 7.4%。赴新加坡主要客源國家（地區）依序為印尼（308 萬 8,840 人次）、中國大陸（226 萬 9,853 人次）及馬來西亞（128 萬 925 人次），臺灣為 35 萬 305 人次；以成長率分析，以科威特（39.3%）最高，其次為臺灣（24.1%）及俄羅斯聯邦（19.1%）。

#### （五）馬來西亞觀光市場（資料來源：馬來西亞觀光局）

102 年赴馬來西亞旅客為 2,571 萬 5,460 人次，較 101 年成長 2.7%。赴馬來西亞主要客源國家（地區）依序為新加坡（1,317 萬 8,774 人次）、印尼（254 萬 8,021 人次）及汶萊（123 萬 8,871 人次），臺灣為 28 萬 6,266 人次；以成長率分析，以孟加拉（55.7%）最高，其次為土耳其（28.9%）及柬埔寨（28.6%），臺灣為 18.0%。

#### （六）中國大陸觀光市場（資料來源：中國旅遊網）

102 年赴中國大陸旅客計 1 億 2,907 萬 7,800 人次，較 101 年負成長 2.51%；外籍旅客 2,629 萬 300 人次，負成長 3.31%。就國別（地區）分析，以香港（7,688 萬 4,600 人次）居首位，其次為澳門（2,074 萬 300 人次）及臺灣（516 萬 2,500 人次）；以成長率分析，以越南（20.07%）最高，其次為印度（10.90%）及蒙古（3.91%），臺灣為 -3.33%。

## 第二節 來臺旅遊市場

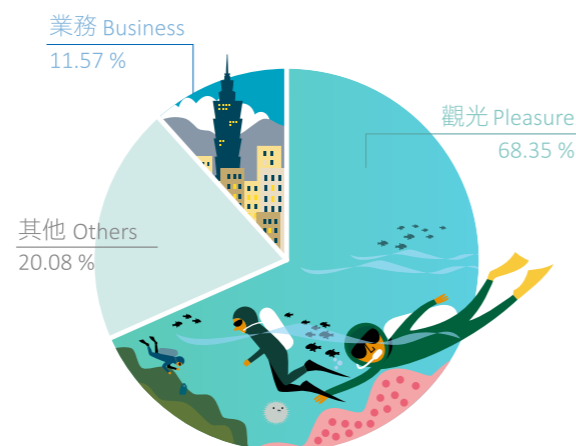
102 年來臺旅客共計 801 萬 6,280 人次，較 101 年成長 9.64%；其中外籍旅客計 409 萬 5,599 人次，較 101 年增加 26 萬 3,964 人次（6.89%），華僑旅客計 392 萬 681 人次，較 101 年增加 44 萬 846 人次（12.67%）。全年以韓國市場成長 35.59% 為最高，港澳（16.43%）及馬來西亞（15.63%）市場則分別為第 2 及第 3 位。

主要來臺市場以中國大陸為第一大客源市場（287 萬 4,702 人次，占 35.86%），較 101 年成長 11.15%；其次為日本 142 萬 1,550 人次（占



#### 102 年來臺旅客目的分析圖

2013 Inbound Visitor Arrivals in Taiwan by Purpose of Visit



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

Hong Kong residents made 84,413,548 trips abroad in 2013, a decline of 1.0% over 2012. A total of 54,298,804 travelers arrived in Hong Kong in 2013, 11.7% more than in 2012. Excluding those from Mainland China (40,745,277), arrivals fell by 1.1% to 13,553,527. By country (or area) of residence, the most important sources of visitors were Mainland China (40,745,277), Taiwan (2,100,098), and the United States (1,109,841). In terms of market growth, Mainland China topped the list of source countries (16.7%), followed by Macau (8.5%), and Thailand (6.6%). Travelers from Taiwan increased by 0.5%.

#### (III) South Korea (Source: Korea Tourism Organization)

In 2013, Korea received 12,175,550 visitors, an increase of 9.3% over 2012. The major source countries (or areas) were Mainland China (4,326,869), Japan (2,747,750) and the United States (722,315). Taiwan was fourth at 544,662. In terms of market growth, Mainland China topped the list of source countries (52.5%), followed by India (34.4%) and Italy (33.8%). Visitors from Taiwan fell by 0.7%.

#### (IV) Singapore (Source: Singapore Tourism Board)

Visitor arrivals in Singapore in 2013 was 15,567,773, an increase of 7.4% over 2012. The major source countries (or areas) were Indonesia (3,088,840), Mainland China (2,269,853), Malaysia (1,280,925), and Taiwan (35,305). In terms of market growth, Kuwait topped the list of source countries (39.3%), followed by Taiwan (24.1%) and Russian Federation (19.1%).

#### (V) Malaysia (Source: Malaysia Tourism Promotion)

In 2013, Malaysia received 25,715,460 visitors, an increase of 2.7% over 2012. The major source countries (or areas) were Singapore (13,178,774), Indonesia (2,548,021), and Brunei (1,238,871). Arrivals from Taiwan totaled 286,266. In terms of market growth, Bengal topped the list of source countries (55.7%), followed by Turkey (28.9%), and Cambodia (28.6%). Growth from Taiwan was 18.0%.

#### (VI) Mainland China (Source: www.51yala.com)

In 2013, Mainland China received 129,077,800 visitors, a decrease of 2.51% from 2012. Tourists of foreign nationality accounted for 26,290,300 of the arrivals, a decrease of 3.31%. The major source countries (or areas) were Hong Kong (76,884,600), Macau (20,740,300), and Taiwan (5,162,500). In terms of market growth, Vietnam topped the list of source countries (20.07%), followed by India (10.90%) and Mongolia (3.91%). Visitors from Taiwan decreased by 3.33%.

## Section 2 Taiwan's Inbound Tourism Market

In 2013, Taiwan received 8,016,280 visitors, an increase of 9.64% over 2012. Tourists of foreign nationality accounted for 4,095,599 arrivals, an increase of 263,964 (6.89%) over 2012. Overseas Chinese tourists were 3,920,681, an increase of 440,846 (12.67%) over 2012. In terms of market growth, Korea topped the list of sources (35.59%), followed by Hong Kong and Macau (16.43%), and Malaysia (15.63%).

The source country with the most incoming travelers was Mainland China (2,874,702, or 35.86% of the market), which grew by 11.15% compared to 2012. It was followed by Japan at 1,421,550 (17.73%, and a decline of 0.75%), Hong Kong and Macau at 1,183,341 (14.76%, and growth of 16.43%), the United States at 414,060 (5.17%, and growth of 0.64%), Malaysia at 394,326 (4.92%, and growth of 15.63%), Singapore at 364,733 (4.55%, and growth of 11.45%), and South Korea at 351,301 (4.38%, and growth of 35.59%).

Pleasure was cited as the main reason for visiting Taiwan, accounting for 5,479,099 of arrivals, or 68.35% of the total, the highest percentage in the previous decade. Next was business, accounting for 927,262 of arrivals, or 11.57% of the total. Visitors were 50.32% female, and the largest age group was between 30 and 39, accounting for 20.85% of the total. The average length of stay was 6.86 nights.



17.73%，負成長 0.75%）、港澳 118 萬 3,341 人次（占 14.76%，成長 16.43%）、美國 41 萬 4,060 人次（占 5.17%，成長 0.64%）、馬來西亞 39 萬 4,326 人次（占 4.92%，成長 15.63%）、新加坡 36 萬 4,733 人次（占 4.55%，成長 11.45%）及韓國 35 萬 1,301 人次（占 4.38%，成長 35.59%）。

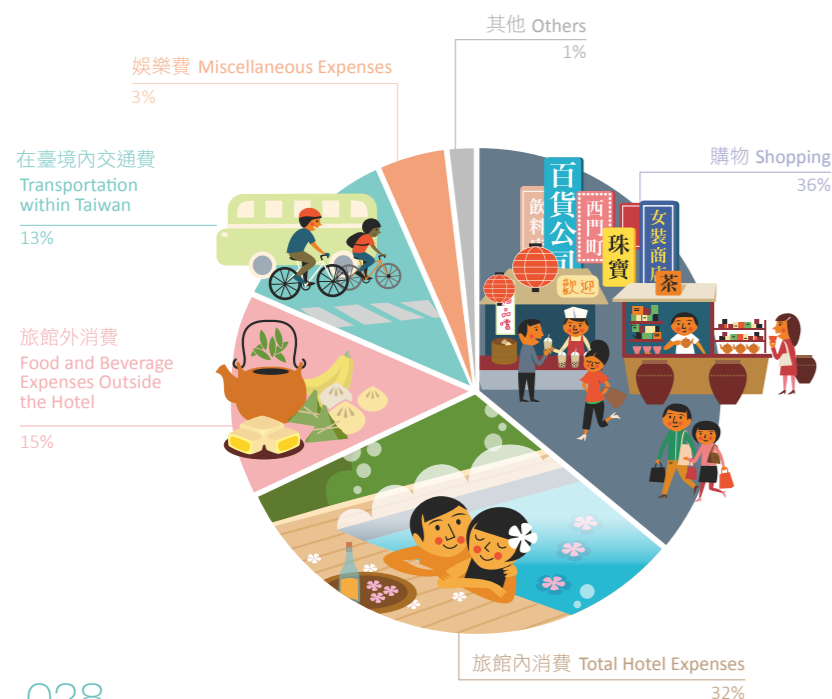
以來臺目的分析，「觀光」目的最多，計 547 萬 9,099 人次，占市場目的別 68.35%，是近 10 年來市場占有率躍升最高的一年，其次為「業務」目的，計 92 萬 7,262 人次，占 11.57%；來臺旅客中有 50.32% 為女性，年齡則以 30-39 歲者最多，占 20.85%，平均停留夜數為 6.86 夜。

另依據本局「中華民國 102 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 47%）、「參加旅行社規劃的行程，由旅行社包辦」（31%）及「請旅行社安排住宿（及代訂機票）」（18%）為主；「風光景色」、「菜餚」與「臺灣民情風俗和文化」為吸引旅客來臺觀光主因，而「購物」及「逛夜市」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 77 人次）居首位，其次依序為「臺北 101」（每百人有 57 人次）、「故宮博物院」（每百人有 48 人次）、「中正紀念堂」（每百人有 36 人次）及「日月潭」（每百人有 33 人次）等，而「九份」、「日月潭」、「太魯閣、天祥」、「墾丁國家公園」及「阿里山」則為旅客去過且最喜歡的景點（喜歡比例均在 18% 以上）。

旅客對來臺經驗整體滿意度為 95%；對「旅行社及導遊服務」整體滿意度為 95%；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 84%；對「民宿」滿意度為 80%、「青年旅館、活動中心」滿意度為 82%。

由主要市場分析，旅客來臺整體經驗滿意度除韓國旅客（滿意度為 89.96%）外，其餘各市場滿意度均達 91% 以上；以大陸旅客最高（滿意度 97.30%），美國旅客次之（滿意度 95.21%），香港、澳門旅客再次之（滿意度 94.98%）。

### 102 年來臺旅客消費細項 2013 Breakdown of Average Spending by Inbound Visitors in Taiwan



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 53 人次）、「美味菜餚」（每百人有 43 人次）、「逛夜市」（每百人有 39 人次）、「景點」（每百人有 26 人次）及「海岸風光」（每百人有 25 人次）等。

102 年來臺旅客每人每日平均消費 224.07 美元（負成長 4.37%），在臺消費細項依序為購物費（占 36%）、旅館內消費（占 32%）、旅館外餐飲費（占 15%）、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 123.22 億美元（成長 4.70%）。

According to the "2013 Annual Survey Report on Tourism Expenditures and Trends in Taiwan," inbound visitors mainly came to Taiwan via self-guided tours without any arrangement by a Taiwanese travel agency after arrival (47%), tours arranged through a travel agency (31%), and booking hotel and airplane tickets through travel agencies (18%). Primary draws for inbound visitors were sightseeing, food, and Taiwanese customs and culture, while the main activities these visitors participated in were shopping and visiting night markets. Among the major scenic spots in Taiwan, night markets were the most frequented (77 times for every 100 visitors), followed by Taipei 101 (57 times for every 100 visitors), National Palace Museum (48 times for every 100 visitors), Chiang Kai-shek Memorial Hall (36 times for every 100 visitors), and Sun Moon Lake (33 times for every 100 visitors). The favorite scenic spots among inbound visitors were Jiufen, Sun Moon Lake, Taroko Gorge and Tiansiang, Kenting National Park, and Alishan (all enjoyed by over 18% of visitors).

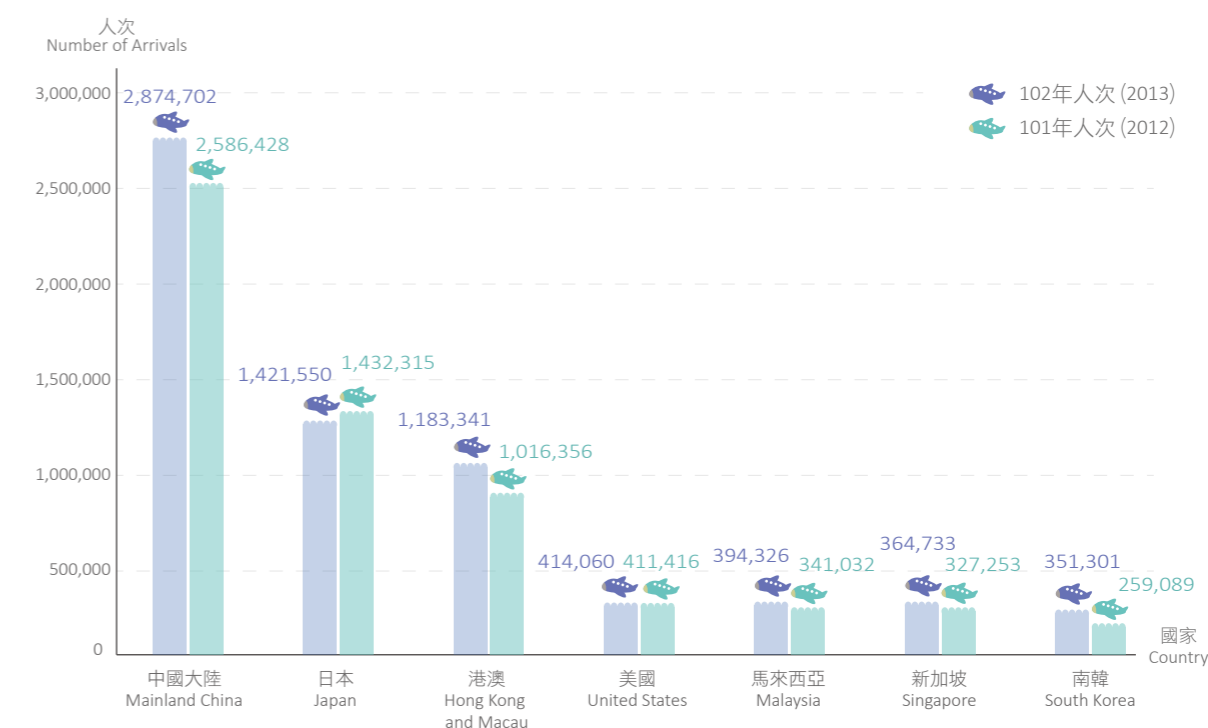
The overall satisfaction rate of inbound visitors to Taiwan was 95%. Among different categories, satisfaction was 95% toward the services of travel agencies and tour guides, 84% toward hotel accommodations (including international tourist hotels, tourist hotels and general hotels), 80% toward guesthouses, and 82% toward youth hostels and activity centers.

Among Taiwan's major tourist markets, satisfaction ratings from South Korean travelers were 89.96%; other markets were all over 91%. Satisfaction among Mainland Chinese visitors was highest (at 97.30%), followed by the travelers from the United States (95.21%), and those from Hong Kong and Macau (94.98%).

Based on their current experience of traveling in Taiwan, visitors were most impressed with local friendliness and hospitality (53 out of every 100 visitors), food (43 out of every 100 visitors), night markets (39 out of every 100 visitors), tourism attractions (26 out of every 100 visitors), and coastal scenery (25 out of every 100 visitors).

In 2013, average daily expenditures among visitors to Taiwan were US\$224.07 (a decrease of 4.37% compared to the previous year). The breakdown of average spending includes: shopping (36%), total hotel expenses (32%), food and beverage expenses outside the hotel (15%), transportation within Taiwan (13%),

### 102 年來臺旅客客源市場人次及成長率統計圖 2013 Inbound Visitor Arrivals in Taiwan by Country of Origin





102 年觀光局積極推動「旅行臺灣 就是現在」，並以「多元行銷·布局全球」思維將臺灣觀光推向國際策略下，吸引各國旅客來臺旅遊消費，觀光外匯再創歷史新高。

### 第三節 國人出國市場

102 年國人出國共計 1,105 萬 2,908 人次，較 101 年增加 81 萬 3,148 人次，成長 7.94%。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 1,038 萬 8,937 人次（占 93.99%），其次為美洲地區 44 萬 6,595 人次（占 4.04%）、歐洲地區 11 萬 9,800 人次（占 1.08%）、大洋洲地區 9 萬 7,120 人次（占 0.88%）、非洲地區 14 人次、其他地區 442 人次。

依國家（地區）分析，赴中國大陸 307 萬 2,327 人次為最多，其次依序為港澳（255 萬 3,433 人次）、日本（234 萬 6,007 人次）、韓國（51 萬 8,528 人次）、泰國（50 萬 7,616 人次）。

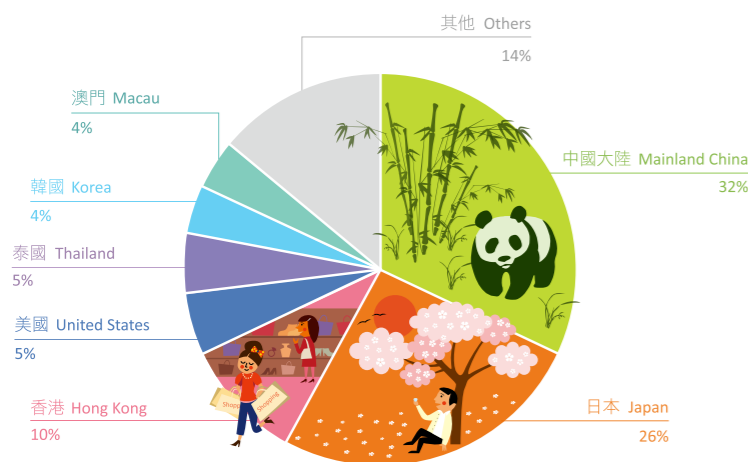
另依據本局「中華民國 102 年國人旅遊狀況調查報告」結果顯示，102 年國人從事出國旅遊以「觀光旅遊」為目的者最多（65%），其次依序為「商務」（占 21%）、探訪親友（占 13%）、短期遊學或求學及其他（占 1%）；而觀光目的旅客出國主要因為「親友邀約」、「好奇，體驗異國風情」、「離開國內，疏解壓力」、「公司招待」及「旅費便宜」等。



#### 102 年國人出國目的 2013 Purpose of Visit for Taiwanese Citizens Traveling Abroad



#### 102 年國人出國到訪之國家 Countries Taiwanese Nationals Visited in 2013



102 年國人出國以到訪中國大陸者（32%）為最多，其次依序為日本（26%）、香港（10%）、美國（5%）、泰國（5%）、韓國（4%）及澳門（4%）等；全年出國的旅次中，旅遊安排以「參加團體旅遊、獎勵或招待旅遊」（占 38%）最多，其次依序為「委託旅行社代辦部分出國事項」（占 29%）、「未委託旅行社代辦，全部自行安排」（占 18%）及「購買自由行或參加機加酒行程」（占 15%）。

102 年國人出國每人每次平均花費為新臺幣 4 萬 8,741 元（與 101 年持平），推估全年出國旅遊總支出為新臺幣 5,387 億元（成長 7.9%）。

entertainment expenses (3%), and miscellaneous expenses (1%). Annual tourism receipts from overseas arrivals were an estimated US\$12.322 billion (an increase of 4.70% compared to the previous year).

The Tourism Bureau continued to promote the "Time for Taiwan" slogan in 2013. It used diverse promotions to develop markets around the world, as well as flexible tourism promotion strategies that could attract travelers from every country. The result was another record year for tourism receipts.

### Section 3 Taiwan's Outbound Tourism Market

In 2013, 11,052,908 outbound travelers departed from Taiwan, an increase of 813,148 over 2012. Analysis of international destinations (based on the first point of arrival) showed that Asia was the leading destination (accounting for 10,388,937 of departures, or 93.99%), followed by the Americas (446,593, or 4.04%), Europe (119,800, or 1.08%), Oceania (97,120, or 0.88%), Africa (14), and other areas (442).

Analysis of destination countries (areas) put Mainland China first (3,072,327 departures), followed by Hong Kong and Macau (2,553,433), Japan (2,346,007), South Korea (518,528), and Thailand (507,616).

According to the "2013 Survey Report of Travel by ROC Citizens," the main reason why Taiwanese citizens went abroad was sightseeing (at 65%), followed by business (21%), visiting relatives (13%), and study tours or studying abroad (1%). Among those traveling for tourism purposes, the main reasons for going abroad were: invitation by relatives, curiosity and desire to experience foreign cultures, relaxation, company tours, and cheap travel costs.

In 2013, the leading overseas destination for travel by Taiwanese citizens was Mainland China (32%), followed by Japan (26%), Hong Kong (10%), the United States (5%), Thailand (4%), Korea (4%), and Macau (4%). Among trips abroad, 38% of Taiwanese citizens joined group tours, incentive tours, or company tours, followed by tours where local travel agencies handled part of the arrangements (29%), self-guided travel without any arrangements made by a travel agencies (18%), and purchasing self-guided tour packages or itineraries that included plane tickets and hotel accommodations (15%).

Average expenditures by Taiwanese citizens abroad in 2013 were NT\$48,741 per trip (consistent with 2012), while total expenditures for trips abroad were an estimated NT\$538.7 billion (an increase of 7.9%).



#### 2013 Key Indicators of the Taiwan Tourism Market

Index	2013	2012	Change
Number of Inbound Visits	8.02 Million Visits	7.31 Million Visits	Increase of 9.64%
Total Tourism Receipts	US\$12.322 Billion	US\$11.769 Billion	Increase of 4.70%
Average Expenditures for Inbound Visitors	US\$1,537	US\$1,610	Decrease of 4.53%
Average Length of Stay for Inbound Visitors	6.86 Nights	6.87 Nights	Decrease of 0.01 Nights
Average Daily Expenditures for Inbound Visitors	US\$224.07	US\$234.31	Decrease of 4.37%
Total Visits by Travelers Citing "Pleasure" as Their Main Purpose of Visiting	5.48 Million Visits	4.68 Million Visits	Increase of 17.14%
Average Daily Expenditures Among Travelers Here for Tourism	US\$235.76	US\$256.87	Decrease of 8.22%

102 年來臺旅遊市場重要指標值

指標	102 年	101 年	102 年與 101 年比較
來臺旅客人次	802 萬人次	731 萬人次	成長 9.64%
觀光外匯收入	123.22 億美元	117.69 億美元	成長 4.70%
來臺旅客平均每人每次消費	1,537 美元	1,610 美元	減少 4.53%
來臺旅客平均停留夜數	6.86 夜	6.87 夜	減少 0.01 夜
來臺旅客平均每人每日消費	224.07 美元	234.31 美元	減少 4.37%
觀光目的旅客人次	548 萬人次	468 萬人次	成長 17.14%
觀光目的旅客平均每人每日消費	235.76 美元	256.87 美元	減少 8.22%
業務目的旅客人次	93 萬人次	89 萬人次	成長 3.75%
業務目的旅客平均每人每日消費	252.02 美元	217.48 美元	成長 15.88%
來臺旅客整體滿意度	95%	95%	持平
旅客來臺重遊比率	35%	31%	增加 4 個百分點

102 年國人出國旅遊重要指標統計表

項目	102 年	101 年	102 年與 101 年比較
國人從事出國旅遊的比率	21.6%	20.6%	增加 1 個百分點
國人出國總人次 (含未滿 12 歲國民)	11,052,908 人次	10,239,760 人次	成長 7.9%
平均每人出國次數 (含未滿 12 歲國民)	0.47 次	0.44 次	持平
平均停留夜數	8.72 夜	9.06 夜	減少 0.34 夜
每人每次平均消費支出	新臺幣 48,741 元 (美金 1,639 元)	新臺幣 48,740 元 (美金 1,646 元)	新臺幣：持平 (+0.00%) (美金：持平 (-0.43%))
出國旅遊消費總支出	新臺幣 5,387 億元 (美金 181.18 億元)	新臺幣 4,991 億元 (美金 168.54 億元)	新臺幣：成長 7.93% (美金：成長 7.50%)

- 註：1. 「國人出國總人次」與「平均停留夜數」資料來源：交通部觀光局觀光統計（月刊）。  
2. 「持平」表示在 5% 顯著水準下，經檢定後無顯著差異。  
3. 出國旅遊比率係指國民在全年內至少曾出國旅遊 1 次者的占比。  
4. 平均每人出國次數＝國人出國總人次÷全國總人口數。  
5. 每人每次平均消費支出包含國際機票費、簽證費、旅館費及所有國外消費支出等，但不包括出國行前及回國後之相關支出。  
6. 101 年新臺幣兌換美金匯率為 29.614，102 年新臺幣兌換美金匯率為 29.733。

Total Visits by Travelers Citing "Pleasure" as Their Main Purpose of Visiting	930,000 Visits	890,000 Visits	Increase of 3.75%
Average Daily Expenditures Among Travelers here for Business	US\$252.02	US\$217.48	Increase of 15.88%
Overall Satisfaction Among Inbound Visitors	95%	95%	No Significant Change
Percentage of Inbound Visitors Who Previously Traveled to Taiwan	35%	31%	Increase of 4 Percentage Points

2013 Key Indicators of Outbound Travel by Taiwanese Citizens

Index	2013	2012	Change
Percentage of Citizens Who Traveled Abroad	21.6%	20.6%	Increase of 1 Percentage Point
Total Outbound Trips by Citizens (Including Those 12 Years Old or Younger)	11,052,908 Trips	10,239,760 Trips	Increase of 7.9%
Average Number of Outbound Trip Per Person (Including Those 12 Years Old or Younger)	0.47 Trips	0.44 Trips	No Significant Change
Average Number of Nights Per Trip	8.72 Nights	9.06 Nights	Decrease of 0.34 Nights
Average Expenditures Per Person Per Trip	NT\$48,741 (US\$1,639)	NT\$48,740 (US\$1,646)	NT\$: No Significant Change (+0.00%) (US\$: No Significant Change (-0.43%))
Total Expenditures on Outbound Travels	NT\$538.7 Billion (US\$18.118 Billion)	NT\$499.1 Billion (US\$16.854 Billion)	NT\$: Increase of 7.93% (US\$: Increase of 7.50%)

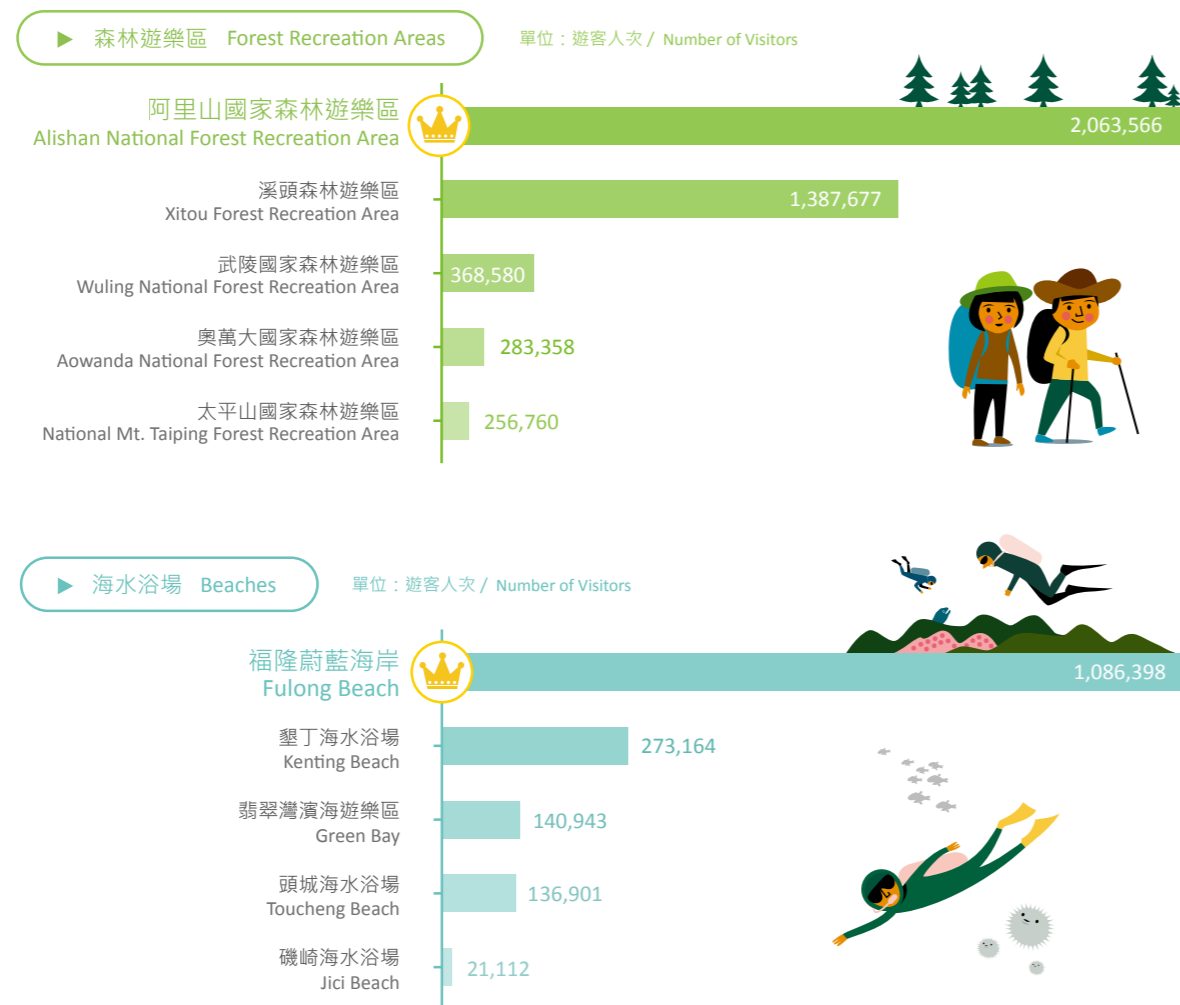
- Notes:
- Data for total outbound trips by Taiwanese citizens and average number of nights per trip were gathered from tourism statistics published monthly by the Tourism Bureau.
  - "No significant change" is defined as less than 5%, meaning that following T-test verification there is no significant difference.
  - The percentage of citizens who traveled abroad measures the percentage of Taiwanese citizens who took at least one outbound trip during the year.
  - The average number of outbound trips per person = Total number of outbound trips/the total population.
  - Average expenditure per person per trip includes international flight ticket fees, visa fees, hotel bills, and all overseas expenditures. It does not include expenditures prior to leaving Taiwan or after returning.
  - In 2012, the exchange rate from New Taiwan Dollars to American Dollars was 29.614:1, and in 2013 it was 29.733:1.



## 第四節 國民旅遊市場

102 年臺灣地區 306 處觀光遊憩區遊客共計 2 億 6,854 萬 2,920 人次，其各類型遊憩區遊客人數前 5 名之排名分別如下：

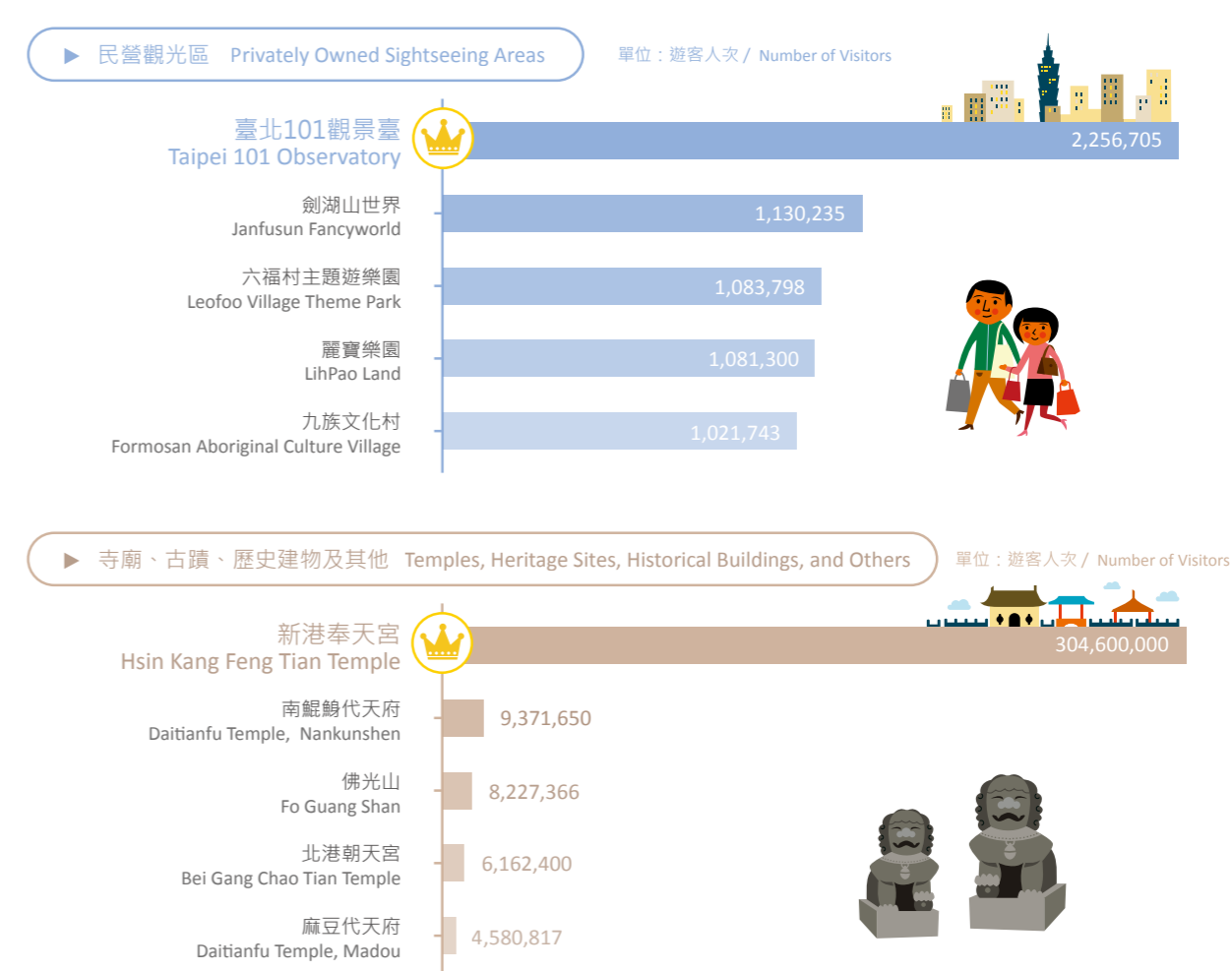
### 臺灣地區各類型觀光遊憩區遊客人次前五名一覽表



## Section 4 Taiwan's Domestic Travel Market

During 2013, tourists made 268,542,920 trips to 306 tourist and recreation spots in Taiwan. The five leading spots in each destination category are shown below:

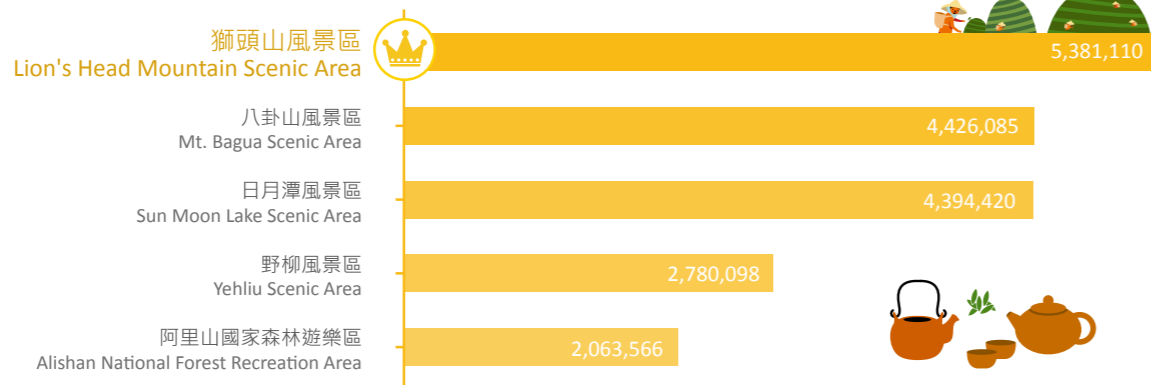
### Taiwan's Five Leading Tourist and Recreation Destinations by Category





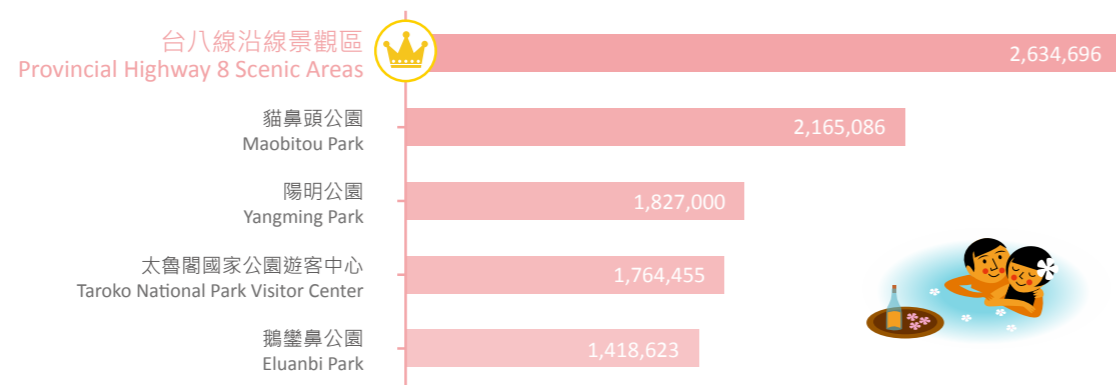
► 國家級風景區內觀光遊憩區 National Scenic and Recreation Areas

單位：遊客人次 / Number of Visitors



► 國家公園區內觀光遊憩區 Tourism and Recreation Areas in National Parks

單位：遊客人次 / Number of Visitors



依據「中華民國 102 年國人旅遊狀況調查報告」結果顯示，102 年國人平均每人國內旅遊次數為 6.85 次，推估 102 年 12 歲及以上國人國內旅遊總次數約為 14,262 萬個旅次（較 101 年成長 0.38%）。

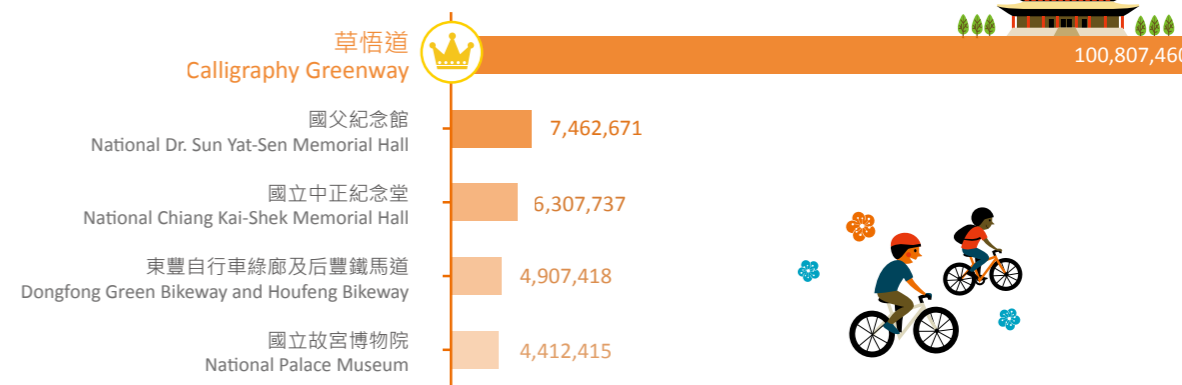
國人多利用週末或星期日從事國內旅遊（占 59%），其次是利用平常日（占 29%）、國定假日（占 12%）；民眾在國內的旅遊方式大多數採「自行規劃行程旅遊」（占 89%）；選擇旅遊據點考慮因素依序為「交通便利」、「品嚐美食」、「沒去過，好奇」及「有主題活動」等；旅客對所到過的遊覽地區整體滿意度為 98%。

102 年國人國內旅遊每人每次平均花費為新臺幣 1,908 元（較 101 年成長 0.42%）；花費細項依序為交通費（占 27%）、餐飲費（占 25%）、購物費（占 22%）、住宿費（占 16%）、娛樂費（占 6%）及其他費（4%）；推估全年國人國內旅遊總消費計為新臺幣 2,721 億元（較 101 年成長 0.82%）。



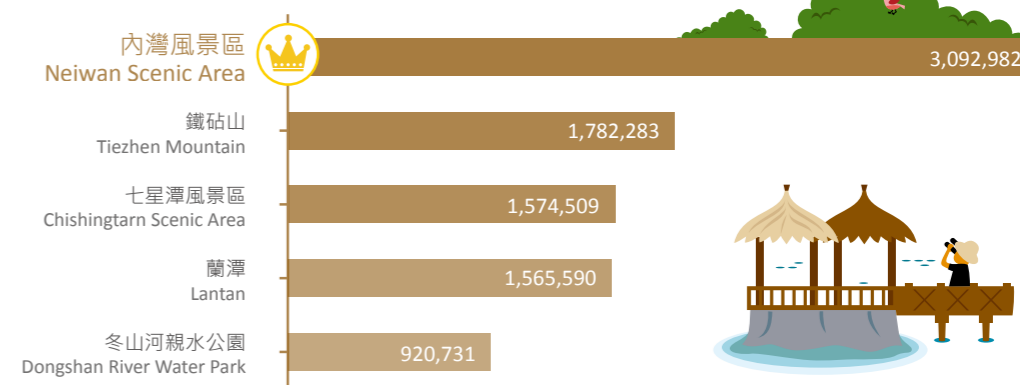
► 公營觀光區 Government Owned Sightseeing Areas

單位：遊客人次 / Number of Visitors



► 縣市級風景特定區 County / City Scenic Areas

單位：遊客人次 / Number of Visitors



According to the "2013 Survey Report of Travel by ROC Citizens," Taiwanese took an average of 6.85 domestic trips in 2013. The estimated total number of domestic trips taken by citizens 12 years of age or above was 142,620,000 (an increase of 0.38% compared to 2012).

A majority of domestic trips were taken on weekends or Sundays (59%), followed by weekdays (29%) and national holidays (12%). Most Taiwanese citizens planned domestic trips themselves (89%). Major factors considered by tourists when choosing travel destinations were: convenient transportation, food, never been or curious, and themed activities. Overall satisfaction for tourist areas was 98%.

In 2013, Taiwanese citizens spent an average of NT\$1,908 per trip (an increase of 0.42% compared to 2012). A breakdown of expenditures includes transportation (27%), food and beverage (25%), shopping (22%), accommodation (16%), entertainment (6%), and other expenses (4%). Estimated total expenditures for domestic trips taken by citizens were NT\$272.1 billion (an increase of 0.82% compared to 2012).

102 年國人國內旅遊重要指標統計表

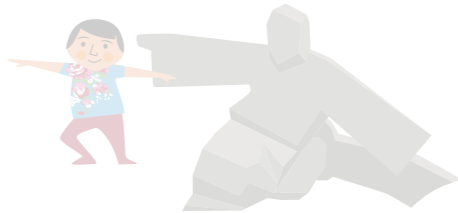
項目	102 年	101 年	102 年與 101 年比較
國人國內旅遊比率	90.80%	92.20%	減少 1.4 個百分點
平均每人旅遊次數	6.85 次	6.87 次	持平
國人國內旅遊總旅次	142,615,000 旅次	142,069,000 旅次	成長 0.38%
平均停留天數	1.47 天	1.47 天	持平
假日旅遊比率	70.50%	71.20%	持平
旅遊整體滿意度	98.20%	98.10%	持平
每人每日旅遊平均費用	新臺幣 1,298 元 (美金 43.66 元)	新臺幣 1,293 元 (美金 43.66 元)	新臺幣：持平 (+0.39%) (美金：持平 (+0.00%))
每人每次旅遊平均費用	新臺幣 1,908 元 (美金 64.17 元)	新臺幣 1,900 元 (美金 64.16 元)	新臺幣：持平 (+0.42%) (美金：持平 (+0.02%))
國人國內旅遊總費用	新臺幣 2,721 億元 (美金 91.51 億元)	新臺幣 2,699 億元 (美金 91.14 億元)	新臺幣：成長 0.82% (美金：成長 0.41%)

- 註：1. 本調查對象為年滿 12 歲以上國民。  
2. 「持平」表示在 5% 顯著水準下，經 t 檢定後無顯著差異。  
3. 國內旅遊比率係指國民在全年內至少曾旅遊 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 ÷ 每人每次出國平均停留夜數。  
5. 101 年新臺幣兌換美金匯率為 29.614，102 年新臺幣兌換美金匯率為 29.733。  
6. 102 年 12 歲以上平均總人口數（20,820,073 人）成長 0.68% 及有旅遊者平均旅次數（7.54 次）較上年增加 0.09 次，推估國人國內總旅次成長 0.38%。

2013 Key Indicators for Domestic Travel by Taiwanese Citizens

Index	2013	2012	Change
Percentage of Citizens Who Took Domestic Trips	90.80%	92.20%	Decrease of 1.4 Percentage Points
Average Number of Trips Per Person	6.85 Trips	6.87 Trips	No Significant Change
Total Number of Domestic Trips by Citizens	142,615,000 Trips	142,069,000 Trips	Increase of 0.38%
Average Number of Days Per Trip	1.47 Days	1.47 Days	No Significant Change
Percentage of a Trips Taken During Holiday and Weekends	70.50%	71.20%	No Significant Change
Overall Degree of Satisfaction	98.20%	98.10%	No Significant Change
Average Daily Expenditures Per Person	NT\$1,298 (US\$43.66)	NT\$1,293 (US\$43.66)	NT\$: No Significant Change (+0.39%) (US\$: No Significant Change (+0.00%))
Average Expenditures Per Person Per Trip	NT\$1,908 (US\$64.17)	NT\$1,900 (US\$64.16)	NT\$: No Significant Change (+0.42%) (US\$: No Significant Change (+0.02%))
Total Expenditures on Domestic Travel by Citizens	NT\$272.1 Billion (US\$9.151 Billion)	NT\$269.9 Billion (US\$9.114 Billion)	NT\$: Increase of 0.82% (US\$: Increase of 0.41%)

- Notes:
- Survey subjects were Taiwanese citizens above the age of 12.
  - “No significant change” is defined as less than 5%, meaning that following T-test verification there is no significant difference.
  - Percentage of citizens taking domestic trips refers to the percentage of Taiwanese citizens who took at least one domestic trip during the year.
  - Average daily expenditures per person = Average consumption expenditure per person each trip divided by Average number of nights per person per trip abroad.
  - In 2012, the exchange rate from New Taiwan Dollars to American Dollars was 29.614:1, and in 2013 the exchange rate from New Taiwan Dollars to American Dollars was 29.733:1.
  - In 2013, the total number of citizens 12 years of age or above was 20,820,073, an increase of 0.68%, the average number of trips per traveler (7.54 trips) was up 0.09 trips per traveler. The estimated total number of domestic trips taken by citizens was up 0.38%.



# 美食臺灣

Time to Eat



Good dining is always one of travel's main attractions, and in Taiwan you don't need to go through too much trouble just to savour a morsel of gourmet food. From the huge variety of sweet seasonal fruits, sumptuous Chinese dishes, authentic and affordable Japanese cuisine, and innovative health foods to creative tea drinks, healthy vegetarian meals, iced desserts, and even Taiwanese-style stir-fry dishes - all of these things make full use of local Taiwanese ingredients. The island's food choices are available in enough variety and excellence to surprise any tourist and satisfy any palate. And don't forget the exciting night markets, filled with the cries of vendors and the enticing aromas of delicious snacks. For anyone who enjoys good food, this is definitely the Time for Taiwan!

美食，永遠是旅行過程中最重要的事情之一！在臺灣，要吃到美食一點都不需要大費周章，從各季節盛產又甜又多樣的水果、中華美食大菜、道地又划算的日本料理、強調養生慢食的無菜單料理，到創意十足的茶飲料、無負擔健康蔬食料理、善用臺灣當地食材的冰品甜點、火與熱共舞的臺式快炒…每一樣都讓來到臺灣的外國遊客十足驚艷。當然你絕不能忘記臺灣夜市裡那充滿活力的叫賣聲與勾引食慾的美味小吃，嚐盡美食，旅行臺灣，就是現在！



北埔柿餅  
Beipu dried persimmons



1

## 第二章 國際觀光宣傳與推廣

### 第一節 經營全球市場 締造新高點

102 年來臺旅客締造 801 萬人次的新紀錄，顯示了新的國際行銷策略奏效，例如針對香港及澳門市場，以創新產品經營重遊客源，激勵旅客突破 118 萬；針對韓國市場，以影視節目帶動來臺旅遊風潮；針對大陸市場，宣導優質產品觀念，轉變市場結構，讓自由行旅客人數成長逾兩倍。102 年全球各區域市場發展概況如下：

#### 一、東北亞

##### (一) 日本

102 年因日圓貶值及來臺機位不足，日本來臺市場一度下滑至 9 月才恢復正成長，全年來臺旅客達 142 萬 1,550 人次，微幅衰退 0.75%。102 年觀光局以「樂活、美食、浪漫、購物」為四大行銷主軸，善用臺日友好關係，推出名人代言及多元媒體行銷。由羅志祥擔任代言人，開發年輕女性客層，並邀請名模林志玲、旅日球星陽岱鋼等人當親善大使，此外還找來東野幸治、田村淳、本假屋唯香、NMB48 等名人、團體拍攝 6 集旅臺影片，並透過名人部落格、官網及 google map 廣為宣傳。擴大送客計畫則與 HIS、阪急、讀賣旅行、日本旅行、Tabix Japan 等旅行社及善於網路行銷的樂天旅遊、Air Link 合作，達到鞏固客源、開拓通路之目標。

##### (二) 韓國

102 年受韓幣升值、廉價航空 t'way、EASTAR 聯航金浦松山航線等因素激勵，來臺旅客達到 35 萬 1,301 人次，成長 35.59%，觀光目的旅客達 24 萬 1,440 人次，成長 52.61%。以「樂活、美食、文化」

## Chapter 2 International Tourism Advertising and Promotion

### Section 1 Promotion of Global Markets to Reach New Record Heights

In 2013, the number of tourist arrivals reached a record of 8,010,000, proving the effectiveness of the new international tourism marketing strategy. The strategy, based on enticing tourists via innovative products and stimulating more tourist arrivals from Hong Kong and Macau, caused the total number of tourist arrivals from there to break through the 1,180,000 mark. Taiwan tourism television programs were used to promote tourism from the Korean market; the promotion of premium-quality products was employed to change the structure of the Mainland Chinese tourist market, increasing the number of free individual visitors more than twofold. A global summary of the 2013 marketing situation, by region, is as follows:

#### I. Northeast Asia

##### (I) Japan

Due to the depreciation of the Japanese yen and the shortage of airplane seats to Taiwan, the Japanese market tourists kept weakening until September 2013. The annual number of Japanese tourist arrivals reached 1,421,550, a slight decline of 0.75% compared to 2012. Via the 4 main marketing themes for the year, of "Lifestyle of Health and Sustainability (LOHAS), Fine Dining, Romance, and Shopping", the Tourism Bureau took advantage of the friendly relations between Taiwan and Japan to promote tourism through celebrity endorsements and multi-media marketing. A Taiwanese singer, Show Luo, was invited to act as spokesperson for the Taiwan tourism industry and develop the young female demographic, and other celebrities like Chi-ling Lin, Dai-Kang Yan were featured as Goodwill Ambassadors. Moreover, Show Luo, Higashino Kouji, Atsushi Tamura, and Yuika Motokariya, NMB48 were recruited to shoot 6 tourism Taiwan episodes that were promoted through celebrity blogs, official websites, and google maps. In terms of development and exploration, the Tourism Bureau cooperated with major travel agencies like HIS, Hankyu, Yomiuri, Tabix Japan, Rakuten Travel, and Air Link in Japan to increase outbound tourism and achieve the goal of consolidating tourist sources.

##### (II) Korea

Owing to the appreciation of Korean currency, and the Songshan-Kimpo direct flights offered by the budget airline t'way Air as well as EASTAR JET in 2013, the amount of tourist arrivals to Taiwan reached 351,301, an increase of 35.59% of which tourist who came for tourism numbered 241,440, an increase of 52.61% over the previous year. Related activities were held under the promotional themes of "LOHAS, Fine Dining, Romance, and Shopping", and celebrities like Jung-suk Jo from Korea and Ivy Chen from Taiwan were invited to act as spokesperson for tourism related activities. The "Grandpas over Flowers" Taiwan travel show was also aired by a high-ratings Korean TV program to endorse and boost Taiwan's tourism industry. In addition, the Tourism Bureau developed innovative products, expanded the tourist sources, and promoted the growth of the tourism market in coordination with the travel agencies of HANA and MODE, among others.

#### II. Europe and the Americas

In 2013, the "Time for Celebration" programs were constantly promoted under the themes of "Culture, Fine Dining, Ecology, and LOHAS" in the United States, Canada, Germany, England, and France to boost Taiwan's tourism market. Moreover, the Tourism Bureau developed media and public relations industry networks through collaboration with mainstream media, travel agencies, and air carriers. Assistance was also provided to travel agencies for participation in important travel fairs, contributing to cross-industry alliances, planning various activities, holding educational training, and promoting the sale of Taiwanese tourism products.



為推廣核心，續邀請韓國偶像趙正錫與陳意涵代言，此外韓國高收視率電視節目「花漾爺爺」也播出臺灣專輯，助長來臺旅遊宣傳效益。另外，與韓國 HANA、MODE、旅行博士等旅行社合作辦理擴大送客計畫，共同開發創新產品及開拓客源，促進市場成長。

## 二、歐美

102 年以「文化、美食、生態及樂活」為主軸行銷於美國、加拿大、德國、英國及法國等主要市場，並加強推介「臺灣觀光年曆 Time for Celebration」活動品牌。觀光局透過與主流媒體、旅行社及航空公司合作，建構媒體及業者公關網絡；另協助業者參加重要旅展、促成異業結盟、規劃各類活動、辦理教育訓練，以助其販售臺灣旅遊產品。

儘管 102 年歐債風暴持續影響全球，美國經濟復甦緩慢，不利於歐美客源市場的拓展，但在觀光局的努力之下，102 年來臺之美洲旅客仍維持 1% 小幅成長，歐洲旅客則增長 2%，來臺總人數近 70 萬人次，帶來穩定觀光經濟效益。

## 三、東南亞

港星馬市場來臺旅遊以自由行與重遊客為推廣重點，運用廣告宣傳、公關操作、電視節目報導、旅遊人氣部落客推薦等方式，引發來臺旅遊熱潮。102 年港星馬市場來臺旅次再創佳績，尤其香港及澳門來臺旅客達 118 萬人次，觀光目的旅客突破 100 萬人次，成長 64.79%。



## 四、新興市場

(一) 102 年東南亞新興市場持續成長。在宣傳推廣方面，除參加當地旅展，積極辦理業者及媒體來臺業務，並首度於泰國及越南河內舉行旅遊業者說明會，廣布營銷通路。為因應新興市場個別需求，另印製當地語文之文宣。

(二) 為提升穆斯林旅客對臺之好感，除了以馬來西亞、印尼、新加坡及汶萊為主要推廣市場，對內則建立穆斯林友善旅遊環境，輔導旅館及餐飲業者取得穆斯林友善餐廳認證。至 102 年底，國內餐飲業計有 39 家取得 Halal、Muslim 或 Muslim Friendly 等認證標章。

## 五、大陸市場

為增進大陸市場團體旅遊品質，觀光局透過駐大陸辦事處，與大陸大型組團社合作推廣優質行程，並運用大眾媒體向大陸消費者宣導優質旅遊觀念。102 年 5 月起實施旅行社接待大陸觀光團優質行程措施，凡屬優質行程之團體將優先核發入臺證。在自由行方面，自 102 年 8 月起有條件放寬 1 年多次簽、12 月 1 日起每日配額由 2,000 人上調為 3,000 人。搭配各項宣傳促銷，102 年大陸旅客來臺自由行達 51 萬 9,282 人次，較 101 年成長 272%。

Despite the European debt crisis and slow economic recovery on the United States, which were not conducive to the expansion of the tourism market in Europe and America in 2013, the Tourism Bureau still made great efforts to promote Taiwan. The number of American travelers visiting Taiwan in 2013 showed modest growth of 1%, and European travelers visiting the island increased by 2% with the total number of visitor arrivals nearing 700,000, and bringing economic stability to Taiwan's tourism industry.

### III. Southeast Asia

To expand the tourist markets of Hong Kong, Singapore, and Malaysia, the Tourism Bureau focused primarily on free independent travelers and repeat visitors, with advertising, public relations operations, television programs, and bloggers. In 2013, travelers to Taiwan from Hong Kong and Macau, Singapore, and Malaysia again reached record highs. The number of tourists visiting Taiwan from Hong Kong reached 1,180,000, those who came for tourism exceeded 1,000,000, an increase of 64.79%.

### IV. Emerging Markets

(I) The emerging markets of Southeast Asia continued to grow in 2013. On the publicity front, the Tourism Bureau participated in local travel fairs, assisted business and media groups in coming to Taiwan, and held Tourism Industry Travel Professional Seminars in Vietnam and Thailand, greatly increasing marketing channels. Furthermore, printed promotional brochures were provided in local languages to meet the needs of emerging markets.

(II) To enhance the friendly feelings of Muslim travelers to Taiwan, the Tourism Bureau promoted Malaysia, Indonesia, Singapore, and Brunei as important tourism markets. The Tourism Bureau further established a travel-friendly local environment for Muslim tourists, guiding the hotel and catering industry in obtaining Muslim-friendly restaurant certification. By the end of 2013, a total of domestic 39 restaurants had obtained the Halal, Muslim, or Muslim Friendly certification mark.

### V. Mainland China Market

In attempt to better the travel quality for tourists from Mainland China, high-quality tour itineraries were promoted by the Tourism Bureau in cooperation with large travel agencies from Mainland China, using mass media channels to advocate high-quality tourism. Under the "Measures for the Promotion of Premium-Quality Tour Itineraries to Tour Groups from Mainland China", was implemented in May 2013, tour groups providing premium-quality itineraries receive preferential allocation of entry permits to Taiwan. For those undertaking independent travel, restrictions on the number of one-year multiple-entry permits were relaxed so that, starting in August, 2013, the total daily number of independent travelers granted such permits was increased from 2,000 to 3,000. As a result of such promotional measures, the number of independent Chinese tourists visiting Taiwan reached 519,282, growing 272% over 2012.

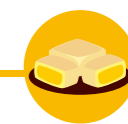
## Section 2 Inauguration of Core Marketing to Add New Tourist Sources

In accordance with the "Time for Taiwan" program directed at the international tourism market, 6 aspects of travel, namely Taiwanese cuisine, romance, shopping, culture, LOHAS, and nature, were strengthened. The international trademark of the "Taiwan Tourism Events Calendar" was simultaneously promoted.

### I. Strengthened Publication of New Promotional Materials

#### (I) Design of Brochures to Introduce New Taiwan Tourism Information

1. "Travel Pamphlets in 6 Principal Themes" introduced activities and tourist attractions under the themes of "Fine Dining, Romance, Shopping, Culture, LOHAS, and Nature". Each brochure follows a single theme and is published in Chinese, English, and Japanese editions.



## 第二節 發動主軸行銷 增闢新客源

配合 101 年至 102 年「Time for Taiwan—旅行臺灣 就是現在」之國際觀光推廣主軸，加強行銷臺灣的美食、浪漫、購物、文化、樂活、生態等六大旅遊面向，同步推廣「臺灣觀光年曆」中，選為國際品牌之魅力活動。

### 一、加強新文宣品攻勢

#### (一) 設計文宣推介臺灣觀光新內容

1. 「六大主軸摺頁」介紹「美食、浪漫、購物、文化、樂活、生態」所涵蓋的內容、活動、景點資訊等，每個主軸一份摺頁，各有中、英、日 3 種語版。
2. 「臺灣旅遊手冊」為綜合介紹臺灣最新觀光資源與實用資訊的文宣品，分中、英文 2 種語版。
3. 「臺灣旅遊摺頁」為精要版的六大主軸摺頁，印製中、英、法、德、西等多種語版。

#### (二) 配合大型觀光活動之國際文宣

1. 「臺灣觀光年曆活動」以六大主軸為題，設計 7 種不同樣式、7 種語版（中、英、日、韓、德、法及西語）之平面廣告及廣播稿，依市場屬性及季節刊登於各大媒體，另透過國家地理頻道於亞洲區域強力放送「臺灣觀光年曆」動畫廣告，營造「天天有活動、處處有感動」之形象。
2. 「臺灣用騎的最美」自行車道手冊分中、英、日 3 種語版，內容涵蓋觀光局所屬國家風景區管理處轄區內自行車道及周邊各項旅遊服務，鼓勵遊客騎自行車體驗臺灣慢活旅遊。
3. 「臺灣高爾夫旅遊指南」介紹臺灣 62 家球場暨周邊旅遊資訊，有中、英、日、韓 4 種語版。

#### (三) 特殊語言市場文宣

1. 針對韓國市場，印製韓文版「臺灣分區及全區地圖」、「臺灣高爾夫旅遊指南（含韓文版 App）」、「Taiwan」自由行手冊、「Time for Taiwan」手冊，以及溫泉、美食、購物、宗教、保健等主題摺頁。
2. 針對德國及法國市場，印製「臺灣旅遊手冊」及「臺灣賞鳥摺頁」之德、法語版。
3. 針對東南亞新興市場及中東市場，印製「臺灣觀光地圖」及「臺灣觀光簡介」之泰國、印尼、越南及阿拉伯語版本。

#### (四) 開發多樣品牌特色紀念品

為強化重要貴賓及媒體對臺灣觀光品牌印象，運用六大主軸之心型圖案製作紀念品，如浪漫女性系列的項鍊、手環及耳環；浪漫男性系列的領帶、領帶夾、袖扣、袋巾；美食系列的茶壺、茶杯、食碗、筷；樂活系列的運動水壺、手機臂套、倒轉筆等。



2. The “Taiwan Tourism Guide” is the latest comprehensive introduction to tourism resources and useful information, offered in both Chinese and English versions.
3. The “Taiwan Travel Pamphlets” serve as the essential version of the “Travel Pamphlets in 6 Principal Themes” offered in Chinese, English, French, German, and Spanish editions.

#### (II) International Promotional Materials in Coordination with Major Tourism Activities

1. The “Taiwan Tourism Event Calendar” print advertisements were designed under 6 main themes in 7 different language editions (Chinese, English, Japanese, Korean, German, French, and Spanish) for publication in major news media in accordance with different market attributes and seasons. Moreover, a promotional “Taiwan Tourism Event Calendar” animated film was broadcast on the National Geographic Channel Asia, constructing the image of “Daily Activities to Touch Your Heart”.
2. The “Cycling Taiwan Bicycle Route Guide” was published in Chinese, English, and Japanese versions, covering information regarding bicycle lanes and travel services at National Scenic Areas under the Tourism Bureau. Tourists were encouraged to experience slow-movement cycling tours in Taiwan.
3. The “Guidebook for Golf Tours in Taiwan” described the 62 golf courses and gave related travel information in Chinese, English, Japanese, and Korean.

#### (III) Promotional Print Materials Aimed at Specific Language Markets

1. For the Korean market, Korean versions of “Taiwan District and Comprehensive Maps”, the “Guidebook for Golf Tours in Taiwan (including mobile app)”, the “Taiwan” handbook for independent travel, and the “Time for Taiwan” handbook as well as pamphlets with information about hot springs, fine dining, shopping, religion, and health care were printed.
2. For the German and French markets, the “Taiwan Travel Handbook” and “Taiwan Birdwatching Handbook” were printed in German and French versions.
3. For the Southeast Asian and Middle Eastern emerging markets, the “Tourism Map of Taiwan” and “Introduction to Taiwan Tourism” materials were printed in Thai, Indonesian, Vietnamese, and Arabic versions.

#### (IV) Development of Diverse Souvenirs

To strengthen the image of tourism in Taiwan for distinguished guests and media representatives, the Tourism Bureau produced a series of souvenirs targeting the romantic female audience, including necklaces, bracelets, and earrings; a series aimed at the romantic male audience, including ties and tie clips, cufflinks, and handkerchiefs; a gourmet series including teapots, cups, bowls, and chopsticks; and a healthy lifestyles series including water bottles, mobile phone arm bands, and reversible pens.

## II. International Promotion of Highlighted Main Events

### (I) Bicycle Tours

1. In 2013, the Tourism Bureau’s overseas offices invited media from Japan, Australia, Mainland China, Europe, and the United States to publicize the Taiwan Cycling Festival. Meanwhile, the Tourism Bureau also arranged for foreign tourism professionals to visit Taiwan and familiarize themselves with the environment, continuing the promotion of Taiwan bicycle tours. A total of 87 news articles regarding the cycling festival appeared in international newspapers and magazines, attracting over a thousand international travelers to Taiwan in November, 2013, to experience bicycle tours.
2. The “Cross-Strait EMBA Bicycle Business Forum Exchange” was organized on November 9, 2013, with the participation of 9 Taiwanese and 4 Mainland Chinese schools (China Europe International Business



## 二、主軸亮點活動之國際推廣

### (一) 自行車旅遊活動

1. 臺灣自行車節於活動前 6 個月以及舉辦期間，透過觀光局駐外辦事處邀訪日本、澳洲、大陸、歐洲及美國等多家媒體進行宣傳，同時安排國外業者來臺熟悉環境，持續推動臺灣單車行程販售；共計獲得全球報章雜誌 87 則報導，並於 11 月吸引逾千名國際旅客來臺體驗自行車旅行。
2. 11 月 9 日舉辦「兩岸 EMBA 鐵馬論劍暨標竿企業論壇交流」活動，計有臺灣 9 所及大陸 4 所（中歐商工管理學院、上海交通大學、北京光華管理學院、長江商學院）學校，約 250 名 EMBA（100 名來自陸籍學校）參與。兩岸企業菁英藉由騎乘自行車交流聯誼，反應熱烈。

### (二) 臺灣夏至 235

配合臺灣夏至 235 系列活動，邀請美國、芬蘭、俄羅斯、法國、馬來西亞及中國大陸之媒體及業者來臺，為其安排大眾交通工具走訪各北回歸線地標，以及踩單車橫越臺灣熱帶到溫帶之遊程。

為擴大宣傳效果，特與 85 度 C 合作雙品牌行銷，於兩岸四地約七百家門市推出「235 特調檸檬茶」，並於門市張貼活動海報、印製專屬杯套和封膜等，吸引海內外遊客熱烈關注。該公司於夏至當日亦安排大陸員工獎勵旅遊團至 235 節慶主場，體驗臺灣夏季的活力與熱情。

### (三) 名人代言宣傳主軸

結合臺灣觀光主軸與影視名人代言，由代言人羅志祥 102 年在臺日兩地強力推廣：4 月 15 日於臺中美術館綠園道廣場，舉辦「尋找亞洲之心」樂活主軸推廣會；7 月 20 日在基隆舉行夏至 235 冰品體驗的美食主軸活動；9 月 13 日於日本東京晴空塔 4 樓戶外廣場，配合觀光局 Roadshow 活動，限量開放與粉絲見面的浪漫活動，獲多家國內外媒體爭相報導。

## 三、拓展郵輪、在陸外國企業人士客源

- (一) 有感於國際郵輪公司發展重心逐步轉移至西太平洋地區，亞太各國競相發展郵輪觀光，觀光局依「交通部觀光局推動國外郵輪來臺獎助要點」實施獎勵措施，持續執行迎（送）賓配套措施方案、積極參與全世界最大「邁阿密郵輪展」活動。另於 102 年 6 月 5 日與香港旅遊發展局簽署合作協議，共同推動亞洲區域國際郵輪觀光發展，協助國際郵輪公司宣傳各類包含「臺灣—香港」航線的旅遊產品，提升區域市場在全球的重要地位。未來將以雙方合作模式陸續加入鄰近地區之資源，擴大區域合作規模，吸引世界郵輪來臺靠泊觀光。

- (二) 102 年分批邀請在陸外語媒體、外籍商會、外籍企業代表來臺考察和採訪，包括美國商會、加拿大商會、歐洲商會及知名外籍企業主管等，視察在地文化、會獎 MICE 資源和東臺灣旅遊。力促專營美加人士之大西遊旅行社（Great West Travel）、雄獅旅行社在陸代表、攜程網（英文）與北京新日國際旅行社（HIS）、中華航空及長榮航空等推廣臺灣自由行產品，期帶動大陸外籍人士來臺旅遊。



School, Shanghai Jiao Tong University, Peking Guanghua School of Management, and Cheung Kong Graduate School of Business), with a total of approximately 250 EMBA candidates participating (of which 100 were from Mainland Chinese schools). Cross-strait corporate elites got together to carry out exchange via bicycle riding to enthusiastic feedback.

### (II) Taiwan Fun on the Tropic of Cancer

In accordance with the “Taiwan Fun on the Tropic of Cancer” series of activities, the Tourism Bureau invited media and tourism professionals from the United States, Finland, Russia, France, Malaysia, and Mainland China to Taiwan. Through these arrangements, foreign media crews were able to take public transportation to experience the various landmarks along the Tropic of Cancer, and enjoy itineraries across this tropical to temperate zone.

Moreover, in order to increase publicity, the Tourism Bureau engaged in co-branding with the 85°C Bakery Cafe. More than 700 retail shops in Taiwan and Mainland China launched the “Special Lemon Tea for Taiwan Fun” beverage, related posters, exclusive cup sleeves, and cup-sealing films to attract domestic and foreign tourists. The 85°C Bakery Cafe also arranged for its Mainland Chinese employees to participate in the “Taiwan Fun on the Tropic of Cancer” activities in Taiwan at the Summer Solstice.

### (III) Celebrity Endorsements

Tourism promotions were combined with celebrity endorsements, where the Taiwanese singer Show Luo acted as the 2013 spokesperson to promote Taiwan tourism both in Taiwan and Japan. Under the theme of healthy lifestyles, the promotional activity “Find the Heart of Asia” was held at the National Taiwan Museum of Fine Arts in Taichung on July 20, 2013; a gourmet ice cream tasting was held in Keelung at the Summer Solstice on July 20, 2013; and a Roadshow was held by the Tourism Bureau to offer fans the opportunity to meet celebrities in an outdoor plaza near the Tokyo Skytree in Japan, receiving plentiful domestic and international media coverage.

## III. The Expansion of Cruise Tourism and the Market of Foreign Businessmen in Mainland China

- (I) In response to the focus of international cruise companies on the Western Pacific area, the Asia-Pacific countries strived for the development of cruise tourism. The Tourism Bureau further implemented incentive measures and supporting programs for the welcoming and sending-off of tourists, and actively participated in the world's largest “Cruise Shipping Miami” exhibition in accordance with the “Main Points for the Tourism Bureau, MOTC's Incentive and Subsidy Program to Encourage Visits to Taiwan by Overseas Cruise Ships”. Furthermore, a cooperative agreement was signed with the Hong Kong Tourism Board on June 5, 2013, for the joint development of international cruise tourism in Asia and assistance to international cruise companies in publicizing “Taiwan - Hong Kong” routes and travel products, and improving their position in regional markets worldwide. Through future cooperation, gradually combine resources with neighboring areas, expanding the scope of regional cooperation, and attracting international tourist cruise layovers in Taiwan.

- (II) In 2013, foreign media and business representatives in China, including those from the American Chamber of Commerce, the Canadian Chamber of Commerce, the European Chamber of Commerce, and other well-known foreign business executives were invited to explore and report on the tourism situation in Taiwan, observe the local culture, partake in MICE resources, and travel in Eastern Taiwan. The Great West Travel agency specializing in handling tourists from the U.S. and Canada, Lion Travel in Mainland China, the Ctrip website (www.english.ctrip.com), the Beijing H.I.S. travel agency, and China Airlines and EVA Air of Taiwan were urged to promote products for independent travelers, and increase tourist arrivals from Mainland China.



第三節 分區國際宣傳 提高競爭力

一、國際宣傳策略

區域	目標對象	策略
日本	獎勵、修旅、農協等大型團體、自由行及女性、年輕族群	<p>1. 透過偶像名人代言，擴大網路及各種傳媒宣傳：運用影視媒體行銷宣傳，林志玲、陽岱鋼等為親善大使，由羅志祥、東野幸治、田村淳、本假屋唯香、NMB48、林志玲等名人拍攝 6 集旅遊臺灣影片，整合公關活動、旅遊節目、周邊商品、YouTube、活動官網等廣為宣傳，達到集客臺灣目的。</p> <p>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，邀請知名媒體來臺報導主題行程及大型活動，增加產品曝光率，並傳播豐富之旅遊訊息。</p> <p>3. 爭取與業者合作機會，加強販售通路：持續與大型旅行社合作，並將觸角延伸至中小型旅行社，期能共同辦理擴大送客計畫，開拓通路及穩定客源，推廣臺灣產品。</p> <p>4. 集結地方政府力量，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，並結合旅行社舉行說明會。</p>
韓國	團客、女性、年輕族群、自由行	<p>1. 透過偶像名人代言，擴大網路及各種傳媒宣傳：續以臺籍陳意涵、韓籍趙正錫為雙代言人，上半年透過臺灣公關活動、韓國旅客來臺促銷活動宣傳，下半年辦理網路活動及韓國公關活動、拍攝美食旅遊實境節目，透過 YouTube、活動官網、Facebook 等轉載及傳播。</p> <p>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，邀請知名媒體來臺採訪報導主題行程及大型活動，增高產品曝光率，並傳播豐富之旅遊訊息。</p> <p>3. 爭取與業者合作機會，擴增販售通路：與大型旅行社合作辦理擴大送客協議計畫，期能開拓通路、穩定客源，加強販售臺灣產品。</p>



1 觀光局親善大使陽岱鋼  
Dai-Kang Yang, the Tourism Bureau Goodwill Ambassador



2 觀光局韓國地區代言人趙正錫與陳意涵  
Jung-suk Jo and Ivy Chen, Tourism Bureau spokesmen for Korea

Section 3 Conducted Promotion by Region to Enhance Competitiveness

I. International Tourism Promotional Strategy in 2013

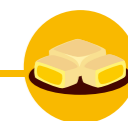
Region	Target Markets	Strategy
Japan	Incentives, study tour, agricultural cooperative and other large groups, free independent travelers, female tourists, and the young generation	<p>1. Expanded the use of Internet and various media promotions through celebrity endorsements: applied visual media marketing promotions by inviting celebrities such as Chi-ling Lin and Dai-Kang Yang to act as Goodwill Ambassadors. Other celebrities like Show Luo, Higashino Kouji, Atsushi Tamura, Yuika Motokariya, NMB48, and Chi-ling Lin, among others, shot 6 "tourism in Taiwan" videos which were promoted through celebrity blogs, public relations activities, travel programs, merchandising, YouTube, and official websites in order to publicize Taiwan tourism.</p> <p>2. Improved Taiwan's public profile via the use of media resources: according to different tourist demographics, promoted Taiwan to related industries and tourists through television channels, printed ads, the internet, outdoor advertising, major travel fairs, and seminars; 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.</p> <p>3. Worked to increase cooperation with travel agencies and reinforce product sales channels: continued to work with large travel agencies and further reached out to small- and medium-sized travel agencies; coordinated with such agencies to increase outbound tourism, open up product access, stabilize tourist sources, and promote Taiwanese products.</p> <p>4. Expanded tourism markets together with local governments: worked with county governments and tourism organizations to develop the educational tourism market and conducted seminars in conjunction with travel agencies.</p>
Korea	tour groups, female tourists, the young generation, and FITs (Free Independent Travelers)	<p>1. Expanded the use of Internet and various media promotions through celebrity endorsements: invited Ivy Chen from Taiwan and Jung-suk Jo from Korea to act as Goodwill Ambassadors; promoted Taiwan tourism to Korean tourists through public relations and promotional activities in the first half of 2013; held PR activities online and in Korean, produced culinary tour-themed reality TV shows and promoted them through YouTube, official websites, Facebook, and other channels in the last half of the year.</p> <p>2. Increased the popularity of Taiwan through the use of media resources: Taiwan was advertised according to tourist demographics through TV, print ads, outdoor advertising, the internet, travel fairs, seminars, and travel agency and tourist promotional activities; invited famous international media organizations to Taiwan to report on large-scale theme tours and related activities, enhanced the exposure of tourism products, and further disseminated travel information.</p>



歐美	銀髮族、背包客、亞洲族群、轉機／商務客及特殊興趣族群（如：單車、登山健行）	<ol style="list-style-type: none"><li>運用媒體資源，提高臺灣知名度：持續以廣告或共同合作方式於全球主流媒體提升臺灣觀光品牌形象，增進主要客源國旅客對我國之好感。另與在地媒體、名人合作錄製宣傳節目，不僅為臺灣觀光形象加分，更具體帶入產品販售。</li><li>建構與主流業者之互動網絡：積極與主要客源國之在地主流業者建立長期合作關係（如 AAA 及 American Express，或其他 USTOA 旅行社），並辦理業者教育訓練，提高第一線販售者對臺灣產品之認同，增進產品販售。</li><li>透過異業結盟及跨界合作擴張宣傳管道：藉由與大聯盟棒球隊、不老騎士、蘭花展、臺灣電影節等活動的結盟與合作，提升臺灣觀光的市場話題性。</li><li>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來臺旅遊。</li></ol>
東南亞—港澳星馬	港澳星馬市場—自由行與重遊客	<ol style="list-style-type: none"><li>整合資源，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、購物等四大主軸向目標客層推廣。整合航空、旅館、休閒農業等推出優惠措施，吸引旅遊市場關注。另於香港廣續辦理「遊3送1」機票優惠活動，刺激旅客來臺重遊；於新加坡辦理民眾見面會，推廣來臺深度旅遊行程。</li><li>異業結盟：藉由平面、電子、網路、戶外等廣告宣傳，凝聚市場焦點，或與異業結盟創造行銷價值，如與馬來西亞連鎖企業合作建立臺灣觀光資訊站，使民眾易於取得最新觀光資訊。</li></ol>
東南亞—新興市場	新興市場—新富族群及穆斯林族群	<ol style="list-style-type: none"><li>提高新興市場（泰、菲、越、印尼）旅客對臺旅遊之興趣：強化新興市場的觀光宣傳行銷，結合媒體、旅遊及航空業者等，以參展、宣傳、推廣等方式開拓客源。</li><li>提升穆斯林國家對臺之好感度：建立穆斯林友善旅遊環境，輔導穆斯林友善餐廳認證，至 102 年底有 39 家餐旅業獲穆斯林 Halal 餐飲和穆斯林友善餐廳認證，期能吸引穆斯林旅客來臺旅遊。</li></ol>



		<ol style="list-style-type: none"><li>Cooperated with travel agencies to expand sales channels for Taiwanese products: cooperated with large-scale travel agencies to expand outbound tourism, develop and stabilize tourist sources, and strengthen the sale of Taiwanese products.</li></ol>
Europe and America	Seniors, backpackers, Asian groups, transit passengers, business travelers, and tourists with special interests (such as hiking, bird watching, and cycling)	<ol style="list-style-type: none"><li>Made use of media resources to enhance the popularity of Taiwan: continued to advertise and cooperate with global mainstream media to enhance the image of Taiwan tourism and the goodwill of tourists; launched co-produced promotional programs in conjunction with celebrities and local media, benefiting not only Taiwan's tourism image, but also the sales of tourism products.</li><li>Constructed an interactive network for mainstream travel agencies: established a long-term relationship with foreign travel agencies (such as AAA, American Express, and other USTOA agencies) handling large numbers of tourists to Taiwan and held educational training for tourism-related agencies to improve the sales and endorsement of Taiwanese products by front-line sellers.</li><li>Expanded promotional channels through cross-industry alliances: via cooperation with Major League baseball teams, the "Go Grandriders!" video, the Orchid show, the Taiwan Film Festival, and other activities to enhance the topicality of Taiwan's tourism market.</li><li>Continued to offer free half-day tours and other preferential measures to attract transit passengers and business travelers to visit Taiwan.</li></ol>
Southeast Asia- Hong Kong, Macau, Singapore and Malaysia	Markets of Hong Kong, Macau, Singapore and Malaysia- free independent travelers and repeat tourists	<ol style="list-style-type: none"><li>Integrated tourism resources to attract tourists to Taiwan: based on the requirements of "Time for Taiwan" the Tourism Bureau promoted the ideas of fine dining, romance, lifestyle of health and sustainability, and demographic-specific shopping; integrated aviation, hotels, and leisure farming and set up incentives to grab the attention of tourists; continuously promoted the "Buy Three Get One Free" ticket sales activity in Hong Kong to encourage tourists to re-visit Taiwan, as well as other related activities to promote in-depth Taiwan tour itineraries.</li><li>Built cross-industry alliances: Promoted Taiwan through print, electronic, internet, and outdoor media channels to concentrate the market focus; cooperated with other industries to enhance market value, built an online Taiwan tourist information station with chain businesses in Malaysia to provide easy access to the latest tourist information.</li></ol>
The emerging markets of Southeast Asia	The emerging markets of newly rich groups and Muslim tourists	<ol style="list-style-type: none"><li>Increased the interest of tourists from emerging markets (Thailand, Philippines, Vietnam, and Indonesia) in visiting Taiwan: strengthened promotion and marketing in emerging markets, and expanded tourist access through a combination of media, tourism, and aviation companies.</li><li>Enhanced the favorable impression of Muslim travelers to Taiwan: established a travel-friendly local environment for Muslim tourists, guiding related enterprises in obtaining Muslim-Friendly restaurant certification with the hope of attracting more Muslim tourists to visit Taiwan. By the end of 2013, a total of 39 restaurants had obtained Halal and Muslim Friendly certification.</li></ol>



大陸市場	銀髮族、家庭旅遊、 年輕白領族群	<p>1. 行銷優質團體遊產品</p> <p>(1) 與大陸大型組團社合作推出「臺灣旅遊專門品牌營銷店」：計有無錫一中北，南京一國旅、舜天，溫州一國旅及蘇州青旅等 5 家旅行社成立臺灣主題專門店，推廣客製團體遊產品。</p> <p>(2) 推動大企業來臺獎勵旅遊：邀請大陸安利日用品（1 萬 2 千人）、寶健日用品（1 萬人）、克麗緹娜（3,500 人）、麥當勞（2,600 人）、美敦力（1,315 人）及廣州韓亞生物科技（1,080 人）等團體來臺獎勵旅遊；102 年共促成 70 團，計 3 萬 8,317 人。</p> <p>(3) 大陸商品城推廣活動：結合「臺灣風情展」活動，於北京金源新燕莎購物中心展出臺灣特色造型花燈，宣傳「台灣燈會」。另於上海虹橋友誼商城及都市總部大樓舉辦「自在臺灣·山海漫遊主題展」，吸引高消費力人士及各國企業等高端客源市場。</p> <p>2. 加強推廣來臺自由行</p> <p>(1) 強化網路行銷與文宣資訊提供：應用臺旅會網站提供即時旅遊訊息、設立新浪微博官方粉絲專頁，結合大陸百度網海選臺灣旅遊達人。另與攜程網、淘寶旅行、優酷網、螞蜂窩等合作，提供旅遊訊息並辦理行銷活動。</p> <p>(2) 辦理第 3 波自由行試點城市「自由行推廣活動說明會」，除刊登戶外 LED 影音廣告外，還與航空及旅遊業合作包裝自由行產品。</p> <p>(3) 善用異業結盟，整合公私部門資源：整合淘寶旅行與臺灣文創資源，以網路影音行銷自由行；配合四大節慶活動，辦理異業結盟，如臺灣夏至 235 活動與 85 度 C 合作，於兩岸門市推出夏至 235 特調飲料；臺灣自行車節活動與北京捷安特 48 家門市合作辦理購車贈獎活動。此外，結合縣市政府及業者共同推廣，如「2013 上海世界旅遊博覽會」，集結宜蘭縣、臺中市、南投縣、主題樂園、飯店、郵輪、「台灣觀巴」等業者，以樂活、好行、觀光年曆為主軸，積極行銷臺灣優質行程及來臺自由行。</p>
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- 1 大陸寶健日用品萬人來臺獎勵旅遊  
Travel incentives for 10,000 employees of Bao Jian Commodity, Mainland China
- 2 上海「自在臺灣·山海漫遊主題展」  
“Taiwan at Ease - Mountain and Sea Leisure Travel Exhibition” in Shanghai

Mainland China market	Seniors, families trips, and young white-collar travelers	<p>1. Marketed high-quality tourism products for tour groups.</p> <p>(1) Organized “Taiwanese Travel Product Specialty Stores” with 5 large-scale travel companies from Mainland China: the Wuxi branch of Nanjing Zhongbei Friendship International Travel Service, Ltd., China International Travel Service Jiang Su Co. Ltd., Jiangsu Sainty Overseas Tourist Co. Ltd., Wenzhou International Tour Travel Co. Ltd., and Suzhou Youth Travel Service Co. Ltd. These agencies established specialty outlets selling Taiwanese travel products and promoting the sale of customized group tour products.</p> <p>(2) Promoted travel incentives for major enterprises: invited Amway (12,000 people), Bao Jian Commodity (10,000 people), Chlitina (3,500 people), McDonald's (2,600 people), Medtronic (1,315 people), and Guangzhou Han Yasheng Biotechnology (1,080 people) from Mainland China to tour Taiwan; contributed a total of 70 groups with a total of 38,317 travelers.</p> <p>(3) Held promotional activities in shopping malls in Mainland China: via the “Taiwan Style” exhibition, the character of Taiwan was displayed through lanterns of unique shapes in the Lufthansa Jin Yuan Shopping Centre in Beijing to promote the “Taiwan Lantern Festival”; another exhibition of “Taiwan at Ease - Mountain and Sea Leisure Travel Exhibition” was held in the Shanghai Hongqiao Friendship Shopping Center and Headquarters Building, attracting high-end consumers and international enterprises.</p> <p>2. Strengthened the promotion of independent travel in Taiwan.</p> <p>(1) Strengthened the online marketing and availability of print media information: used the TSTA website to provide the latest travel information, set up official fan pages on the Sina Weibo website, and selected Taiwan travel experts via Baidu website audition. Besides, the Bureau collaborated with websites like Ctrip, Taobao Travel, Youku, and Mafengwo to provide information and hold marketing campaigns for tourists.</p> <p>(2) Conducted the third “Promotion of Independent Travel Seminar” based on independent travel test cities, installed video advertising outdoor LED devices, and launched products packaged in cooperation with the aviation and tourism industries.</p> <p>(3) Took advantage of cross-industry alliances to integrate the resources of the public and private sectors: integrated Taobao Travel and Taiwan cultural and creative resources, and promoted independent travel through online video ads; held cross-industry alliance activities in accordance with four major festivals, such as the “Special Lemon Tea for Taiwan Fun” beverage in Taiwan and Mainland China in cooperation with the 85°C Bakery Cafe during the “Taiwan Fun on the Tropic of Cancer” activities and held bicycle buyer prize giveaways in conjunction with 48 Giant Bicycle Shops in Beijing during the Taiwan Cycling Festival; in addition, the Tourism Bureau integrated Yilan County, Taichung City, Nantou County, theme parks, hotels, cruise ships, and “Taiwan Tour Bus” to promote high-quality itineraries and independent travel in Taiwan during the “2013 Shanghai World Travel Fair”.</p>
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- 3 EMBA 商管聯盟鐵馬論劍  
Cross-Strait EMBA Bicycle Business Forum Exchange

- 4 北京高校生修學之旅  
Study tours for Beijing high school students



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	1. 報紙：刊登臺灣觀光形象、廣編稿廣告於讀賣、朝日、每日、產經、東京、Sports Nippon 運動報、東京中日運動新聞、中日運動新聞、臺灣新聞、岩手日報、福島民報、日本經濟、北國新聞、日刊運動、世界日報、西日本新聞等報紙媒體。  2. 雜誌：刊登臺灣形象廣告於 Travel Journal、觀光經濟新聞、修學旅行月刊等業界專業雜誌、「男の隠れ家」、SPUR 富裕層雜誌；邀請知名雜誌來臺取材（包括レタスクラブ、BICYCLE CLUB 雜誌、BICYCLE PLUS 雜誌、CYCLE SPORTS 雜誌、自転車人季刊、Parking Press 月刊、美 ST、STORY、PAVONE、Stady、台灣エントメパラダイス、西日本 city living、香川こまち、LEAP 等），刊登臺灣觀光報導。
電視廣告	1. 關東地區：6 月至 11 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、日本及名古屋等 15 家電視臺播放 30 秒廣告，並加強於 6 月至 7 月、10 月至 11 月的暑假前、聖誕節、春節前宣傳，總計播出 8,000 GRP（Gross Rating Points）值。其中於富士、日本與名古屋電視臺採ヨ、コ字型時段廣告，鎖定上班族平日上班前之收視時段、以及家庭主婦為主的正午時段、晚間高收視時段放送；其他電視臺則採全日型時段廣告，配合各階層民眾作息時間，提高宣傳效果。  2. 關西地區：7 月至 11 月，針對含有主要定期航班之關西、中四國、九州、沖繩地區及具發展潛力之地方城市等 14 家電視臺播放 30 秒廣告，總計播出 10,900 GRP 值。另依各電視臺觀眾屬性，購買不同時段廣告，以價格低廉且涵蓋各階層之「全日型時段」為主，僅西日本放送鎖定目標客群採「コ字型時段」。
旅遊書	邀請 Wing Travel、カメラ日和、JATA コミ、旅の鉄道等旅遊手冊來臺取材；推出「日々—伊藤まさこさんの台湾旅日記」旅遊書、「原來是美男」偶像劇臺灣場景旅遊書。
電視節目	邀請 BS 日本電視、BS 朝日電視、BS TBS 電視、千葉電視、關西放送電視臺、金澤電視臺、鹿兒島電視臺、北陸放送電視臺、中國電視臺等來臺取材，播放臺灣觀光專輯。
廣播媒體	為加強不同觀眾族群接收臺灣觀光訊息，以收聽廣播族群為訴求對象，與各電臺合作製播臺灣特輯，例如：新潟 FM、Radio 日經等。
網路媒體	1. 刊登 cyclowired 網路新聞、日本 FM ネットワーク 廣告。  2. 於 2 月 23 日至 2 月 24 日邀請日本少女偶像團體「てんぱ組・inc」及「朝日電視臺」網路電視節目製作小組，偕同日本 43 名粉絲來臺辦理首次演唱會並共遊臺北市區，返日後於該網路電視及 Youtube 播出外，並連續一個月免費播放臺灣觀光形象 30 秒廣告。



II. Promotion in Different Markets

(I) Promotional Activities in Japan

Method of Promotion	Content of Promotion
Print Media	1. Newspapers: ads were placed in in Yomiuri Online, Asahi News, Sankei News, Tokyo Sport News, Taiwan News, Iwate Daily, Fukushima News, Japan Economic News, Hokkoku News, Sports News, World Journal, and The Nishinippon Shimbun West-Japan Daily.  2. Magazines: Taiwan tourism ads were placed in Travel Journal, Kankokeizai News, Shugakuryoko Monthly , Otoko No Kakurega, and SPUR. The Japanese magazines Letters Club, BICYCLE PLUS, CYCLE SPORTS, Jitensha Jin, Parking Press, ST, STORY, PAVONE, Stady, Taiwan Entame Paradise, West-Japan city living, Komachi, and LEAP were invited to make reporting visits to Taiwan.
TV Ads	1. Kanto Region: from June to November 2013, 30-second commercials advertising Taiwan tourism were aired on 15 TV stations such as Fuji, Nippon, and Nagoya TV Station in the Kanto, Nagoya, Hokkaido and Nagano areas with a large numbers of people traveling abroad, with special emphasis on the time before summer break, Christmas, and lunar New Year's Day from June to July, and October to November. The broadcasting of these commercials generated a total of 8,000 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.  2. Kansai Region: 30-second commercials were aired on 14 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 10,900 GRP in value. Different commercial times were purchased according to audience attributes; most TV stations aired commercials all day long, while Nishinippon Broadcasting aired weekday commercials during early morning and noon hour time slots to target specific viewers.
Travel Books	Invited tourist-brochure organizations like Wing Travel, Camerabiyori, JATA, and Railway Journey to collect material in Taiwan, and launched the “Hibi—Itomasako’s Taiwan travel diary” and other travel books containing scenes from the Taiwanese drama “You're Beautiful”.
TV Programs	Invited TV channels such as BS Nippon, BS Asahi, BS TBS, Chiba, KTV, Kanazawa, KTS, MRO, and CTV to visit Taiwan to collect material and air commercials about Taiwan travel.
Broadcast Media	To improve Japanese access to Taiwan tourism information, the Tourism Bureau co-produced Taiwan special issues with broadcast media such as FM-Niigata and Radio Nikkei to meet the needs of radio audiences.
Internet Media	1. Ads were aired on Cyclowired Online News and the Japan FM Network.  2. Invited the Japanese girl idol group “Dempagumi.inc”, the “TV Asahi” online production team, and 43 fans to hold a music concert in Taiwan and tour around Taipei City; a 30-second commercial advertising Taiwan tourism was aired free of charge on TV Asahi and Youtube for one month following their return to Japan.  3. Set up an exclusive Osaka Office Facebook group, updated information about promotional activities and giveaways within this jurisdiction, and established fan groups to share Taiwan travel experiences so as to expand the independent and young traveler markets.  4. Cooperated with LCC Peach Aviation in posting tourism information on its website and Facebook page, helping independent travelers to receive Taiwan’s tourism news while booking tickets online.



	<p>3. 設置阪處專屬臉書社群，不定期更新轄區內各項推廣活動及好禮大相送分發訊息等，並建立愛臺灣粉絲團，分享訪臺經驗，藉以擴大自由行旅客及青年旅遊市場。</p> <p>4. 與 LCC 樂桃航空公司合作，發布觀光訊息於該公司網頁及臉書，以利 FIT 訂票及查詢時同時接收臺灣觀光訊息。</p> <p>5. 製作「旅行心臺灣」觀光專屬官網，透過網路發布媒體報導、年度活動、十大小城、光點等觀光訊息。</p> <p>6. 由羅志祥、東野幸治、本假屋唯香等拍攝 6 集旅遊臺灣影片，透過「旅行心臺灣」官網連結 youtube、名人部落格或官網，結合 google map 將其到訪過的景點旅遊訊息，讓民眾可隨名人腳步遊臺灣。</p>
戶外媒體	製作「ボンシャンス飯田」自行車隊服宣傳臺灣觀光、大阪梅田地下鐵燈箱廣告等。
推廣／公關活動	<p>1. 參加東京馬拉松、名古屋メ～テレ秋祭、ほんとほんとフェスタ新潟 21、2013 そごう横浜 DE 旅のデパート或推廣活動，設置展示臺灣觀光資料之攤位、辦理小遊戲贈獎活動。</p> <p>2. 結合業者及地方政府等力量，透過其通路進行宣傳，例如：臺北 101 與「東京晴空塔」合作，透過摺頁、專設網頁、記者會及新聞廣告等管道宣傳；「台鐵平溪線」及「江ノ電鐵」合作促銷 1 日票，交互免費使用；玉山及富士山締結友好山等多元管道宣傳臺日觀光交流。</p> <p>3. 與 Samsonite 合作，於店面及網路宣傳臺灣觀光相關訊息。</p> <p>4. 其他：籌辦日本物產博覽會（5/17-19 臺北火車站、日本古董車臺灣感恩之旅（11/28-12/1）、連續舉辦 11 年「舞之祭 IN 臺灣」活動（12/7-8）等。</p> <p>5. 代言人活動：樂活之旅（4/15）、美味之旅（7/20）、東京見面會（9/13）。</p>
旅展活動	JATA 旅行博（東京旅展）、旅フェア、LongStay Fair 2013、仙台「ソラ行け旅行博」、2013 Let's go 海外、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、福岡亞洲太平洋祭及九州地區觀光推廣活動等。



1 2013 臺日觀光地標友好年記者會  
2013 Press conference featuring tourism landmarks and amicable Taiwan-Japan tourism relations



2 日本古董車環臺感恩之旅  
Japan Rally Nippon 2013 in Taiwan

	<p>5. Established the official “The Heart of Asia” website and published related tourism information about annual events, the top ten towns promotions, etc. on the internet.</p> <p>6. Six Tourism in Taiwan episodes shot by celebrities such as Show Luo, Higashino Kouji, and Yuika Motokariya were promoted through YouTube, celebrity blogs, official websites, and Google Maps, allowing Japanese tourists to follow celebrity footsteps in touring Taiwan.</p>
Outdoor Advertising	Produced team uniforms to promote Taiwan’s “Bonne Chance Cycle Racing Team” and installed advertising light boxes in Osaka’s Umeda subway station.
Public Relations Activities	<p>1. Participated in the Tokyo Marathon, Nagoya Meterei Autumn Festival, Hotohoto Festa Niigata 21, 2013 Sogo Yokohama DE Travellers’s Department Store, and other promotional activities; set up a booth displaying information related to Taiwan tourism, and held raffle activities.</p> <p>2. Taiwan tourism was publicized and promoted through cooperation with business and local governments, as in the following examples: Taipei 101 cooperated with the “Tokyo Sky Tree” and promoted via pamphlets, exclusive websites, press conferences, as news advertisements; the “Taiwan Railways Pingxi Line” cooperated with the “Enoshima Electric Railway” to launch a free mutually-valid 1-day ticket. Tourism exchange between Taiwan and Japan was encouraged via diverse channels such as a “sister mountain” agreement between Taiwan’s Mt.Jade and Japan’s Mount Fuji.</p> <p>3. Cooperated with Samsonite in placing Taiwan tourism-related ads in Samsonite stores as well as through internet promotions.</p> <p>4. Others: organized the Japanese Products Exposition (17-19 May at the Taipei Railway Station), Rally Nippon 2013 in Taiwan (28 November-1 December), and the “Taiwan IN Dance Festival” (7-8 December), which has been held for 11 consecutive years.</p> <p>5. Spokesperson Hosted Activities: LOHAS Tour (15 April), Gourmet Guide (20 July), and Tokyo Fan Club Activities (13 September).</p>
Travel Fairs	Participated in the JATA Travel Expo (Tokyo Travel Exhibition), Japan Travel Fair, LongStay Fair 2013, Sendai Travel Fair, the 2013 Let's go abroad activity, the Hokkaido Yosakoi Soran Hip-Hop and tourism promotional activity, the Northeastern Japan Festival and tourism promotional activity, and the Nippon Domannaka Matsuri promotional activity.

(II) Promotional Activities in Korea

Method of Promotion	Content of Promotion
Print Media	<p>1. Newspapers: ads were placed in the Korea Daily, East Asia Daily, Central Daily, World Travel News, Travel Focus, Tourism Information News, Leisure news, Tourism Traffic News, and Focus &amp; Metro Rapid Transit News.</p> <p>2. Magazines: ads were placed in the KTX Magazine, The Traveler, Lonely Planet, Magazine Korea, Tour de Monde, Daily Economy, HanKyoreh21, Cine21, Found, Ceci, Sure, Cosmopolitan, Bar &amp; Dining, Woman Center, Dazed, Elle, Golf Digest, Top Golf, and Golf Magazine.</p>
TV Ads	A 30-second commercial was aired on the SBS, MBC, and MBC TV channels a total of 24 times from October to November 2013.
Travel Books	Cooperated with the travel books “Taiwan—Korea Book”, “Taipei”, “Fall in Love with Taipei—All That Taipei”, “Wow! Taiwan”, “Friends—Taiwan”, “Friends—Taipei”, and “Crazy for Taiwan” in the promotion of Taiwan travel.
TV Programs	1. Invited Korean celebrity Park Jung Min to visit the Old Street in Jiufen, as well as Taipei’s Yongkang Street and Ningxia Night Market, and introduce beef noodles, steamed dumplings, and other Taiwanese night-market cuisine to the Korean audience. “Wild About the Taste of Taiwan” culinary reality television show tours were produced and broadcasted on the Korean tvN cable network at 19:00 on December 30, 2013, and a 6-page article was published in a special gourmet edition of “The Celebrity” magazine in January 2014.



(二) 韓國地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	1. 報紙：朝鮮日報、東亞日報、中央日報、世界旅行新聞、Travel Focus、旅行情報新聞、觀光 Leisure 新聞、交通觀光新聞、Focus 捷運報、Metro 捷運報。 2. 雜誌：KTX Magazine、THE TRAVELLER、Lonely Planet、Magazine Korea、TOUR DE MONDE、每日經濟 ECONOMY、HanKyoreh21、Cine21、Found、Ceci、Sure、COSMOPOLITAN、BAR&DINING、女性中央、DAZED、ELLE、Golf Digest、Top Golf、Golf Magazine。
電視廣告媒體	10 月至 11 月於 SBS、MBC 等電視臺播放 24 檔 30 秒電視廣告。
旅遊書	與「Taiwan—Korea Book」、「Taipei」、「愛上臺北—All That Taipei」、「哇！臺灣」、「Friends—Taiwan」、「Friends—Taipei」、「癡戀臺灣」等書籍合作。
電視節目	1. 邀請韓國偶像朴政珉拍攝美食旅遊實境節目「什麼讓我心跳呢？Taiwan's taste，小吃」，實際走訪臺灣九份老街、臺北永康街、寧夏夜市等地，向韓國民眾介紹牛肉麵、小籠包、夜市小吃等臺灣美食。節目於 102 年 12 月 30 日晚間 7 點在韓國有線電視頻道 tvN 播出，且於 2014 年 1 月號「The Celebrity」雜誌免費刊出 6 頁美食特輯。 2. 韓國綜藝節目「花漾爺爺」於有線電視 tvN 頻道每週五晚間 8 點 50 分播出，每集 60 分鐘，每個旅遊目的地播出 6 集。「臺灣篇」於 102 年 8 月 23 日起播出共 5 集，以及 1 集特別篇。
網路媒體	1. 購買 FACEBOOK 首頁、NAVER 首頁、CU 便利商店電子看板、手機 App「Cash Slide」廣告。 2. 加強韓語版官網功能性，辦理加入會員遊臺灣活動，以規劃遊程比賽等方式，邀請知名部落客來臺旅遊。 3. 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。 4. 開發「噗通噗通 24 小時臺灣」、韓語版「臺灣高爾夫旅遊手冊」等 App，提供景點、美食、交通資訊及中文教室語言學習。
戶外媒體	刊登廣告於釜山高鐵站燈箱、釜山地鐵西面站安全閘門、播放 30 秒電視廣告於首爾地鐵月臺。
推廣／公關活動	1. 於 5 月 11 日辦理「噗通噗通 24 小時臺灣」公關活動，代言人陳意涵、趙正錫與現場近兩百名臺、韓粉絲進行互動遊戲、品嚐臺灣美食，並宣傳臺灣觀光。 2. 於 12 月 19 日於濟州島主題博物館舉辦「3D 幻視藝術展—噗通噗通臺灣專區」開幕記者會。以 3D 立體繪製重現十大臺灣特色景點，包括臺北 101 大樓、故宮、小籠包、永康街水果刨冰、平溪天燈、日月潭自行車道、九族文化村、赤崁樓、愛河、義大世界購物廣場、太魯閣國家公園。當日由代言人趙正錫出席剪綵，帶領現場 15 家媒體共 25 位記者進行展區巡禮，展期至 103 年 7 月底。
旅展活動	參加韓國國際旅展、釜山國際旅展、HANATOUR 國際旅展。



	2. The South Korean variety show, “Grandpas over Flowers”, was aired on the Korean tvN cable network at 20:50 on Friday evenings, with each episode 60 minutes in length; and a total of six episodes were used to introduce each tourist destination. A total of 5 episodes and 1 special program about Taiwan have been aired since August 23, 2013.
Internet Media	1. Bought homepages on Facebook and Naver, electrical signage in CU convenience stores, and advertising time on the “Cash Slide” mobile App. 2. 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 via travel itinerary design competitions and other methods. 3. Created the exclusive official website for the “Heartbeat of Taiwan” micro-film to publish micro-films and information on annual events, and other tourism activities. 4. Developed apps for both the “Heartbeat of Taiwan” micro-film and the "Taiwan Golf & Travel Handbook” in Korean versions, providing information about tourist attractions, dining, and transportation, as well as resources for Chinese learning.
Outdoor Advertising	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.
Public Relations Activities	1. Held public relations activities for the “Heartbeat of Taiwan” film and invited Ivy Chen and Jung-suk Jo to act as spokespersons and interact with about 200 fans from Taiwan and Korea, enjoy Taiwanese cuisine, and further promote Taiwan tourism. 2. Held the “3D Fantasy Art Exhibition - Heartbeat of Taiwan” opening press conference in the Jeju Theme Museum, using 3D technology to present the top ten Taiwan tourism attractions, including Taipei 101, the National Palace Museum, steamed dumplings, fruit shaved ice at Yongkang Street, Pingxi sky lanterns, Sun Moon Lake bikeway, Formosan Aboriginal Culture Village, Fort Provintia, Love River, E-DA Outlet Mall, and Taroko National Park. Spokesperson Zheng-xi Zhao cut the ribbon to start the day, leading 25 reporters from 15 media organizations to tour the exhibition which will continue until the end of July, 2014.
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	1. Ads were placed in AFAR Magazine with 4 pages of full-color coverage. 2. Ads promoting Taiwan tourism were published in Asian Fusion Magazine. 3. Ads promoting Taiwan tourism were aired on NTD News. 4. Ads promoting Taiwan tourism were published in The Epoch Times. 5. Ads were produced and broadcast via the Chinese Radio Network. 6. Ads were produced and broadcast via the ETTV corporation. 7. Ads were displayed in the outdoor plaza at Toronto Dundas Square. 8. Ads were placed in the New York community newspapers.
TV Ads	1. Aired TV Ads for the Taiwan Tourism Events calendar on the National Geographic Channel in Japan, Korea, Hong Kong, Malaysia, and Southeast Asia in timing with the broadcasts of special programs on Taiwan.



(三) 美加地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	1. AFAR Magazine 4 頁全彩報導。 2. Asian Fusion Magazine 刊登臺灣觀光促銷廣告。 3. NTD 製播臺灣觀光促銷廣告。 4. The Epoch Times 刊登臺灣觀光促銷廣告。 5. 紐約中國廣播網製播臺灣觀光宣傳廣告。 6. 東森美洲電視公司製播臺灣觀光促銷廣告。 7. 於多倫多市中心 Dundas Square 戶外廣場播放臺灣觀光廣告。 8. 委託紐約社區報刊登臺灣觀光宣傳廣告。
電視廣告	1. 配合臺灣節目特輯播出時間，於國家地理頻道日本、韓國、香港、馬來西亞及東南亞區播放觀光年曆電視廣告。 2. 配合各國重要國際旅展期間，於福斯娛樂臺日本、韓國及東南亞區及 Star World 東南亞區播放觀光年曆電視廣告。 3. 為向東南亞區華裔族群宣傳臺灣觀光年曆，於衛視電影臺、衛視中文臺及亞洲區 Channel V 播放觀光年曆電視廣告。
電視節目	1. 播放「Taste Taiwan」主廚遊臺灣美食行 30 分鐘影片於全美地區 Discovery Channel。 2. Travelscope 製作 300 份影音光碟予洛杉磯辦事處宣傳推廣，並於美國公共電視網（PBS）播出 Time for Marvel 文化之心節目，節目長度 25 分鐘，合計播映 175 次，第 1 期首播共有 35.22% 有效收視戶。節目以深入淺出的方式帶領觀眾認識「台灣燈會」、新竹米粉、製作天燈及布袋戲等傳統民俗節慶活動，成功將臺灣觀光的文化面帶入美國主流市場，使全美地區認識臺灣，帶動來臺觀光風潮。
網路媒體	1. 透過知名部落客於 www.afar.com 撰文分享臺灣旅遊經驗，另於 Expedia.com、USAToday.com、Bloomberg Businessweek.com 宣傳獎勵優惠「旅行支票 App」活動、購買 Google 關鍵字（北美人士常搜尋亞洲旅遊相關文字及北美前 50 大旅行社名稱）及多媒體聯播網 Banner 及文字廣告，宣傳旅行支票 App 促銷訊息及 3 美辦事處茶旅遊及單車行程。 2. Trip Advisor 於歐洲主要客源國家播放四大主軸（美食、文化、生態、樂活）網路廣告。
戶外媒體	美國舊金山地區叮噠車及巴士車體廣告、美國紐約時代廣場跨年電子看板廣告、加拿大多倫多廣場電子看板廣告、美國紐約觀光巴士車體廣告。
推廣／公關活動	1. 「Taste Taiwan」（品嚐臺灣）公關宣傳活動案，邀請紐約、洛杉磯及溫哥華 3 位知名主廚來臺美食行，返美後於各自所屬餐廳推出臺灣啟發料理美食宣傳活動。

	2. Aired TV Ads for the Taiwan Tourism Events calendar on Fox International Channels in Japan, Korea, and Southeast Asia as well as the STAR World channel in Southeast Asia during major international travel fairs in each area.  3. Aired TV Ads for the Taiwan Tourism Events calendar on STAR Chinese Movies, STAR Chinese Channel, and Channel V in order to promote the calendar to ethnic Chinese living in Southeast Asia.
TV Programs	1. Aired the 30-minute “Taste Taiwan” videos of a chef touring Taiwan on Discovery Channel America.  2. The Travelscope multi-media organization produced 300 promotional CDs and a cultural TV program for the Los Angeles office, and the Time for Marvel TV program was aired on U.S. TV (PBS), with a total running time of 25 minutes; the program was aired a total of 175 times, achieving a 35.22% household viewing rate for the premier broadcast. The program introduced the “Taiwan Lantern Festival”, Hsinchu rice noodles, the making of flying lanterns and puppets, and other traditional folk activities, successfully highlighted Taiwan's culture for the U.S. mainstream market and boosting Taiwan tourism.
Internet Media	1. Well-known bloggers shared their experiences of traveling in Taiwan on websites like www.afar.com. Moreover, the Bureau promoted “Taiwan Giveaways App” preferential activities on Expedia.com, USAToday.com, and Bloomberg Businessweek.com, bought Google keywords (the top 50 names used in Asian tourism searches by North Americans, and other related words) and website ads on Adwords, and promoted tea tours and cycling trips.  2. Online ads focusing on the themes of fine dining, culture, ecology, and LOHAS were placed on Trip Advisor aimed at the major source countries for European tourists visiting Taiwan.
Outdoor Advertising	Placed ads on the bodies of Cable Cars and buses in San Francisco, electronic Advertising signage in New York Times Square, electronic Advertising signage in Toronto Plaza in Canada, and New York tour buses.
Public Relations Activities	1. For the “Taste Taiwan” promotional activity, three renowned gourmet chefs from New York, Los Angeles, and Vancouver were invited to tour Taiwan. Upon their return to North America, they launched promotional meals inspired by Taiwan.  2. New York, USA Museum Day  3. Broadway in Bryant Park  4. Dodgers Taiwan Day (April 16, 2013):  (1) Before a baseball game in Dodgers Stadium, the Taiwanese Buddhist Foundation Tzu Chi USA performed a drumming, praying, and lamp lighting ceremony. Chai Found Music Workshop played Taiwanese folk songs, as well as “The Heart of Asia” theme song and the U.S. national anthem. Later on, the Director General of the Tourism Bureau, David Hsieh, threw the first ball of the game as a prelude to Taiwan Day and lighted “Soaring Dragon Brings Prosperity” lanterns for the Dodgers Taiwan Lantern Festival.  (2) Due to the outstanding performance of the Los Angeles Dodgers in 2013, the worldwide television audience increased to 28,248,000, allowing more people to see the 30-second Taiwan promotional ads and Arena Media commercials, effectively enhancing the image of Taiwan tourism.



2. 美國紐約博物館日。
3. 美國紐約布萊恩夏日節活動。
4. 道奇臺灣日（4 月 16 日）：
  - (1) 賽前由臺灣宗教團體慈濟美國總會現場表演擊鼓祈福點燈儀式；采風樂團演奏臺灣民謠、The Heart of Asia 和美國國歌；謝謂君局長開球揭開臺灣日序幕，並為道奇球場臺灣燈節（4 月 16 日至 5 月 15 日）點亮「騰蛟啟盛」花燈。
  - (2) 道奇球隊 102 年度表現優異，透過全球電視轉播觀看球賽者增加至 2,824 萬 8,000 人，讓更多人收看到開賽前宣傳臺灣觀光的 30 秒廣告及 Arena Media 的插播 30 秒廣告，有效提升臺灣旅遊的形象。
5. 紐約大都會隊臺灣日活動。
6. 舊金山太平洋蘭花展推廣活動。
7. 臺灣旅遊及文化節（Taiwan Tourism and Culture Festival）活動。
8. 華盛頓自然歷史博物館舉辦臺灣觀光推廣晚會。
9. 「臺灣觀光宣傳廣告於紐約時代廣場開播記者會」活動。
10. 邁阿密郵輪展。

旅展活動

1. 紐約時報旅展。
2. 加拿大魁北克省蒙特婁市 2013 年國際旅遊展推廣活動。
3. 加拿大多倫多旅展。
4. 華盛頓 DC 旅展。
5. 加拿大渥太華 The Travel and Vacations Show 旅展。
6. 洛杉磯時報旅展（2 萬 2,000 人次）。
7. 墨西哥 FITA 旅展（6 萬人次）。



1 「道奇臺灣日」行銷活動  
Marketing campaigns for Dodgers Taiwan Day



2 美國不老騎士遊臺活動  
Go Grandriders the USA Miracle Journey activities in Taiwan

5. Mets Taiwan Day
6. Pacific Orchid Exposition, San Francisco
7. Taiwan Tourism and Culture Festival
8. Taiwan Tourism Promotional activity in the National Museum of Natural History
9. “Taiwan Promotional Advertising in New York Times Square Press Conference” Activity
10. Cruise Shipping Miami exhibition

Travel Fairs

1. New York Times Travel Show
2. The 2013 International Tourism and Travel Show in Montreal, Quebec, Canada
3. Toronto's Ultimate Travel Show
4. Washington D.C.- Travel and Adventure Show
5. The Ottawa Travel and Vacation Show
6. Los Angeles Times Travel Show (with 22,000 participants)
7. Mexico FITA FITA travel show (with 60,000 participants)

(IV) Promotional Activities in Europe

Method of Promotion	Content of Promotion
Print Media	Ads were placed in German Diplomacy Quarterly magazine, DU & ICH magazine, Queer Travel magazine, and In Asien travel magazine (Taiwan cycling tour ads), British Financial Times daily newspaper, Lonely Planet travel magazine, the UK September edition of National Geographic Traveler Magazine, and the French Tour Hebdo travel magazine.
TV Programs	A 30-second commercial was aired on Sky Atlantic and Sky News in England.
Internet Media	<ol style="list-style-type: none"><li>1. The German mountaineering expert Mr. Gerhard von Kapff went mountain climbing in Taiwan and blogged about his experience.</li><li>2. The Britain travel blogger Jayne Gorman visited and published articles about Taiwan between 24 and 30 November.</li><li>3. Online ads were placed in the UK National Geographic Traveler Magazine to promote Taiwan.</li></ol>
Outdoor Advertising	Large-scale advertisements were placed in the Frankfurt Airport and on the platforms of London subway stations. Furthermore, promotional light boxes were installed at London Heathrow Airport, and posters advertising Taiwan were placed in essential areas around the city of Vienna, Austria.
Public Relations Activities	<ol style="list-style-type: none"><li>1. Held the German Market Summer Tourism Seminar on July 11, 2013.</li><li>2. Held promotional activities at Korntal-Munchingen School in Stuttgart, Germany on July 16 and 17, 2013.</li><li>3. Hosted the “Achievement Awards” promotional activity in conjunction with the high-end British travel agency Cox &amp; Kings.</li><li>4. Held the “Summer Class 2014 Event” marketing training courses with the Belgium Jetair travel agency.</li></ol>



(四) 歐洲地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	德國外交 Diplomacy Magazine 季刊、德國同志媒體 DU&ICH 雜誌、德國同志媒體 Queer Travel 雜誌、德國 In Asien 旅遊雜誌（臺灣單車旅遊廣告）、英國 Financial Times 日報、英國 Lonely Planet 旅遊雜誌、英國國家地理旅遊雜誌 9 月號、法國 Tour Hebdo 旅遊雜誌。
電視節目	英國 Sky Atlantic 及 Sky News 之 30 秒廣告。
網路媒體	1. 德國登山達人 Mr. von Kapff 來臺登山，並發布旅遊心得及撰寫部落格。 2. 於 11 月 24 日至 30 日，英國知名旅遊部落客 Jayne Gorman 來臺報導。 3. 英國國家地理旅遊雜誌網路廣告。
戶外媒體	德國法蘭克福機場大型宣傳廣告、英國倫敦地鐵月臺廣告、英國希斯洛機場燈箱廣告、刊登臺灣觀光海報於奧地利維也納市區精華地段。
推廣／公關活動	1. 於 7 月 11 日舉行德國市場夏季旅遊業者說明會。 2. 7 月 16 日至 17 日，於德國斯圖佳特 Korntal-Munchingen 中學辦理推廣會。 3. 英國高檔主流旅行社 Cox&Kings 主辦「Achievement Awards」業者推廣活動。 4. 比利時 Jetair 旅行社主辦「2014 夏季行程銷售訓練會 Summer Class 2014 Event」。
旅展活動	德國 ITB 柏林旅展、PATA 德國分會三大城旅展及 PATA 英國分會旅展、英國 WTM 倫敦旅展、英國倫敦及曼徹斯特消費者旅展、法國 IFTM TOP RESA 旅展、法國 2013 Salon de la gastronomie et des arts culinaires 美食展、荷蘭烏特列茲旅展、芬蘭 MATKA 旅展、瑞士旅展、比利時布魯塞爾旅展、拉脫維亞波海旅展。



(五) 郵輪市場宣傳辦理情形

宣傳方式	內容
旅展活動	全球重要郵輪船隊公司均在邁阿密設立總公司或分公司，因此臺灣每年組團參加全世界最大的「邁阿密郵輪展」，持續提升臺灣郵輪觀光能見度。
推廣／公關活動	與香港旅遊發展局合作推廣區域郵輪市場，「海洋水手號」於 102 年 10 月 30 日由香港航行至高雄，臺港協力宣傳、攬客及辦理擴大迎送賓儀式，建立郵輪航行兩地的里程碑。



Travel Fairs	Participated in the ITB Berlin Travel Exhibition, PATA German and Britain Branch Tour Industrial Exhibitions, London WTM Travel Exhibition, Consumer Travel Fairs in Manchester and London, France IFTM TOP RESA , 013 Salon de la gastronomie et des arts culinaires, Utrecht, Utrecht Travel Exhibition, Finland MATKA Travel Fair, and other travel fairs in Switzerland, Belgium, Latvia, and the Baltics.
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(V) Cruise Market Promotional Activities

Method of Promotion	Content of Promotion
Travel Fairs	Major international cruise lines have set up head or branch offices in Miami, so a Taiwanese delegation participates in the world's largest "Cruise Shipping Miami" exhibition every year, continuing to enhance the visibility of the cruise tourism market in Taiwan.
Public Relations Activities	Cooperated with the Hong Kong Tourism Board to promote the regional cruise market; and the "M/S Mariner of the Seas" sailed from Hong Kong to Kaohsiung, Taiwan, on October 30, 2013. Continuous promotion was used to expand the inbound and outbound tourist markets, establishing new milestones for cruise-ship sailing between Hong Kong and Taiwan.

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

Method of Promotion	Content of Promotion
Print Media	<p>1. Hong Kong: print ads with Taiwan themes and regional travel-related information were placed in U Magazine, JetSo, East Daily, Macau Daily, Mingpao Daily, Economy Daily, Sing Tao Daily, Hong Kong Daily News, Apple Daily, Wenweipo, Eastweek, Sky Post, Milk Magazine, New Monday, South China Morning Post, Sharp Daily, Let's Go, ADs Guide, Hong Kong China Tourism Press, Xin Wan Bao newspaper, Macao Overseas Chinese Daily News, and Exmoo News.</p> <p>2. Singapore: print ads with Taiwan themes and regional travel-related information were placed in the United Evening Paper (Chinese), United Morning Paper (Chinese), Shin Min Daily News (Chinese), The Straits Times (English), Today (English), My Paper (MRT paper), Berita Harian, Scoot Airlines cabin magazines, iWeekly, 8Days, Little Magazine, and Campus magazines.</p> <p>3. Malaysia:</p> <p>(1) Chinese newspapers: print ads and editorials were placed in Sinchew Daily, Kwong Wah Daily, Guang Ming Daily, China Press, Nanyang Press, The Busy Weekly, and Oriental Daily News as well as in the Chinese magazines Tourism, Foodsion, Let's Travel, Traveller's Digest, Leisure Travel, Sister Magazine, Feminine Magazine, Newtide, and My Wedding.</p> <p>(2) English newspapers: print ads and editorials were placed in The Star, The Sun, and New Straits Times as well as in the English magazines Gaya, Travel &amp; Dining, Dream Catcher, Leisure Travel, Food &amp; Travel, HELLO!, Astelier, Marie Claire, and Calibre.</p> <p>(3) Malaysian newspapers: print ads and editorials were placed in Santai, Libur, and Mingguan Wanita.</p> <p>4. Australia: print ads and editorials were placed in the 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, Sydney Taiwan Festival special issue, The Global Goddess, Weekend Australian, Vacations &amp; Travel, the Telegraph, APN, Clyclist, Get Up &amp; Go, and Women Health.</p>



(六) 港星馬暨紐澳地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	<div><div>1. 香港：於 U 雜誌、新假期、東方日報、澳門日報、明報、經濟日報、星島日報、新報、蘋果日報、文匯報、東周刊、晴報、Milk Magazine、New Monday、南華早報、爽報、Let’s Go 粵港直通雜誌、信報、香港中國旅遊出版社、新晚報、澳門華僑日報、澳門力報等媒體刊登臺灣主題及區域旅遊相關訊息。</div><div>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）及酷航機艙雜誌、iWeekly、8Days、Little Magazine、Campus 等雜誌刊登臺灣主題及區域旅遊相關訊息。</div><div>3. 馬來西亞 <div>(1) 中文報紙：星洲日報、光華日報、光明日報、中國報、南洋商報、資匯、東方日報；中文雜誌：好玩旅遊、食尚、旅行家、探世界、姊妹、吃風、風采、Newtide 新潮、My Wedding 囍。</div><div>(2) 英文報紙：The Star、The Sun、New Straits Times；英文雜誌：Gaya、Travel&amp;Dining、Dream Catcher、Leisure Travel、food&amp;travel、HELLO!、Astelier、Marie Claire、Calibre。</div><div>(3) 馬來文報紙：Harian Metro、Utusan Malaysia；馬來文雜誌：Santai、Cuti-Cuti。</div></div><div>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）、雪梨臺灣日嘉年華會特刊、the Global Goddess、Weekend Australian、Vacations&amp;Travel、the Telegraph、APN、Clyclist、Get up&amp;Go、Women Health。</div></div>
旅遊書	<div><div>1. 香港作家葉錦鴻「玩轉臺灣的 50 種玩法」。</div><div>2. 馬來西亞 Kerson Media Global Sdn Bhd：「哈囉，臺北！中英文旅遊手冊」。</div></div>
電視節目及電視廣告	<div><div>1. 香港： <div>(1) 香港有線電視娛樂臺「快樂地球」60 分鐘（2 集）。</div><div>(2) 香港有線電視娛樂臺「美少女的奇幻漂流」30 分鐘（4 集）。</div><div>(3) 香港衛視「映像臺北」30 分鐘（8 集）。</div><div>(4) ATV「炫 25·瑰麗巡迴」30 分鐘（2 集）。</div></div><div>2. 新加坡： <div>(1) 電視節目「自由腳步」30 分鐘（5 集）。</div><div>(2) 亞洲新聞臺臺灣旅遊節目 30 分鐘（52 集）。</div><div>(3) 新傳媒電視節目「綠悠游」（2 集）。</div><div>(4) 新傳媒電視節目「食在好源頭 4」（1 集）。</div></div><div>3. 馬來西亞： <div>(1) 馬來文旅遊節目「CHEF WAN」30 分鐘（1 集）。</div><div>(2) 馬來文生活節目「Safiyya」播出穆斯林孤兒院孩童來臺旅遊報導（2 集）。</div></div></div> <div></div>

1 馬來西亞旅遊節目 Makan Angin 介紹傳統藝術中心  
Introduction to the National Center for Traditional Arts on Malaysian travel program “Makan Angin”

Travel Books	<div><div>1. “50 Ways to Have Fun in Taiwan” by Kenneth Ip from Hong Kong</div><div>2. “Hello Taipei! A Chinese-English Travel Handbook” by Kerson Media Global Sdn Bhd from Malaysia</div></div>
TV Programs and Ads	<div><div>1. Hong Kong: <div>(1) Produced 2 episodes of the 60-minute “Happy World” for the i-CABLE News Channel.</div><div>(2) Produced 4 episodes of the 30-minute “The Beautiful Lady’s Fantastic Journey” for the i-CABLE News Channel.</div><div>(3) Produced 2 episodes of the 30-minute “Taipei Reflections” for HKSTV.</div><div>(4) Produced 2 episodes of “The 25th Miss Asia, Beauty Tour” for ATV.</div></div><div>2. Singapore: <div>(1) Produced 5 episodes of the 30-minute “Street Smart” TV program.</div><div>(2) Produced 52 episodes of the 30-minute Taiwan Travel program for Channel NewsAsia.</div><div>(3) Produced 2 episodes of “Green Footprints” for MediaCorp.</div><div>(4) Produced 1 episode of “Food Source 4” for MediaCorp.</div></div><div>3. Malaysia: <div>(1) Produced 1 episode of the 30-minute Malaysian travel program “CHEF WAN”.</div><div>(2) Produced 2 episodes of the daily Malaysian television program “Safiyya” about children from Muslim orphanages traveling to Taiwan.</div><div>(3) Produced 2 episodes of the 30-minute Malaysian travel program “Makan Angin”.</div><div>(4) Produced 2 episode of the 30-minute Malaysian travel program “Mad Market Season 2”.</div></div><div>4. Southeast Asia, Australia, and New Zealand: <div>(1) Produced 14 episodes of the 60-minute program “Fun Taiwan Challenge 2”.</div><div>(2) Produced 10 episodes of the 60-minute program “Travel Taiwan” and aired them on major TV channels in Hong Kong, Singapore, and Malaysia.</div></div><div>5. Australia: <div>(1) Aired a 15-second ad 48 times on TVB.</div><div>(2) Aired a 30-second ad 160 times on TVB.</div></div></div>
Broadcast Media	<div><div>1. Hong Kong: <div>(1) Ads aired on Metro Radio and U radio.</div><div>(2) Ads aired on Hong Kong Commercial Channel 1 and Channel 2.</div><div>(3) Ads aired on the Metro Broadcast Entertainment Channel.</div></div><div>2. Singapore: <div>(1) Travel ads aired on Malaysian FM 89.7 radio station.</div><div>(2) Travel ads aired on Chinese FM 100.3 radio station.</div><div>(3) Travel ads aired on English FM 91.3 radio station.</div></div><div>3. Australia: ads aired on 2GB radio.</div><div>4. Malaysia: 2 episodes of a 30-minute exclusive Taiwan travel program were broadcast on the radio at the Kuala Lumpur MITM Travel Fair.</div></div>



	<p>(3) 馬來文旅遊節目「Makan Angin」30 分鐘（2 集）。</p> <p>(4) 馬來文旅遊節目「Mad Market Season 2」30 分鐘（2 集）。</p> <p>4. 東南亞及紐澳：</p> <p>(1) 《瘋臺灣大挑戰 II》60 分鐘（14 集）。</p> <p>(2) 於港星馬主要頻道製播電視節目「旅行臺灣」60 分鐘（10 集）。</p> <p>5. 澳洲：</p> <p>(1) TVB 電視臺，15 秒廣告，播出 48 次。</p> <p>(2) TVB 電視臺：30 秒廣告，播出 160 次。</p>
廣播媒體	<p>1. 香港：</p> <p>(1) 新城電臺、U radio 活動廣告。</p> <p>(2) 商業 1、2 臺宣傳廣告。</p> <p>(3) 新城娛樂臺宣傳廣告。</p> <p>2. 新加坡：</p> <p>(1) 馬來電臺 FM89.7 旅遊宣傳廣告。</p> <p>(2) 中文電臺 FM100.3 旅遊宣傳廣告。</p> <p>(3) 英文電臺 FM91.3 旅遊宣傳廣告。</p> <p>3. 澳洲：2GB 電臺。</p> <p>4. 馬來西亞：電臺播出吉隆坡 MITM 旅展臺灣旅遊專訪各 30 分鐘（2 集）。</p>
網路媒體	<p>YAHOO &amp; Google 旅遊及關鍵字廣告</p> <p>1. 香港：</p> <p>(1) 香港 Yahoo 臺北吃喝玩樂集。</p> <p>(2) 播放觀光局「Anytime for Taiwan」英文版觀光年曆宣傳影片於「蘋果日報網之動新聞」及「Adsfactor 娛樂及休閒頻道」。</p> <p>2. 新加坡：</p> <p>(1) QIITO 旅遊網。</p> <p>(2) Travix 旅遊網站。</p> <p>(3) www.CheapTickets.sg。</p> <p>(4) sgtravellers.com 旅遊資訊網站。</p> <p>3. 馬來西亞：馬來西亞「佳禮論壇」http://cforum1.cari.com.my/。</p> <p>4. 澳洲：Tribal Fusion、eGlobal Travel Media。</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. 馬來西亞：馬來西亞檳城、東馬、沙巴、新山戶外廣告；於馬來西亞悅旺貿易（馬）有限公司及馬來西亞余仁生連鎖養生保健公司旗下商店建立臺灣觀光資訊站。</p> <p>3. 澳洲：</p> <p>(1) 於雪梨、布里斯本、黃金海岸各區安排 2 臺滑動式看板廣告（利用摩托車穿梭市區之行動廣告）。</p>



Internet Media	<p>Travel and keyword advertising on Yahoo and Google</p> <p>1. Hong Kong:</p> <p>(1) Placed Eat, Drink, and Be Merry in Taipei ads on Yahoo Hong Kong</p> <p>(2) Aired the Tourism Bureau’s “Anytime for Taiwan”. advertisement, the English version of the Taiwan Tourism Events calendar promotional advertisement, on “Apple Daily Animated News” and “Adsfactor Network”.</p> <p>2. Singapore:</p> <p>(1) Ads were placed on QIITO.</p> <p>(2) Ads were placed on Travix.</p> <p>(3) Ads were placed on www.CheapTickets.sg.</p> <p>(4) Ads were placed on www.sgtravellers.com.</p> <p>3. Malaysia: ads were places on Cari (www.cforum1.cari.com.my).</p> <p>4. Australia: ads were placed on Tribal Fusion, and eGlobal Travel Media.</p>
Outdoor Advertising	<p>1. Singapore: Ads were installed on the exterior walls of the Travel Exhibition Center and in subway stations (on escalators, columns, roof tops, hallways, floors, and light boxes).</p> <p>2. Malaysia: Outdoor ads were installed in Penang, East Malaysia, Sabah, and Johor Bahru; Taiwan information stations were established in the chain stores of JIMROSA (M) SDN BHD and Eu Yan Sang healthcare and wellness company.</p> <p>3. Australia:</p> <p>(1) Two moving ads were carried on motorcycles in Sydney, Brisbane, and Gold Coast areas.</p> <p>(2) Billboard ads were installed on the outside of 117 big buildings in Sydney, Brisbane, and Melbourne.</p> <p>(3) Promotional Ads were installed on the outside of 25 Western Sydney downtown buses.</p>
Public Relations Activities	<p>1. Hong Kong:</p> <p>(1) LOHAS EXPO</p> <p>(2) Taiwan Beef Noodle Festival</p> <p>(3) Chocolate Comics Festival</p> <p>2. Singapore:</p> <p>(1) “Taiwan Theme Park” promotional activity.</p> <p>(2) “Taiwan Fine Dining” Spring Wave Music and Art Festival activity.</p> <p>(3) Held the “Time for Taiwan” promotional activity with the Daitsu Travel Agency.</p> <p>(4) Held a seminar with the Daitsu Travel Agency for Taiwan educational training.</p> <p>(5) Held a promotional activity with ASA Holidays.</p> <p>3. Malaysia:</p> <p>(1) Invited professor Ma Yaozu, a Muslim travel expert, to present Taiwan Muslim travel lectures during the Malaysia SMITF Travel Fair in 2013.</p> <p>(2) Held “Taiwan Theme Park” promotional activities in Malaysia.</p> <p>(3) Organized a seminar on tourism products for travel agencies in conjunction with China Airlines in Penang.</p>



	<p>(2) 於雪梨、布里斯本、墨爾本採購 117 座大樓電梯外側之廣告看板。</p> <p>(3) 公車車體廣告：於西雪梨地區 25 部公車刊登 25 面廣告，行經雪梨市區。</p>
推廣／公關活動	<p>1. 香港：</p> <p>(1) 樂活博覽會。</p> <p>(2) 臺灣牛肉麵節。</p> <p>(3) 朱古力漫畫節。</p> <p>2. 新加坡：</p> <p>(1) 「臺灣主題樂園」推廣會。</p> <p>(2) 春浪音樂節之「臺灣美食」活動。</p> <p>(3) 與大通旅行社合辦 Time for Taiwan 展銷會。</p> <p>(4) 與大通旅行社合辦臺灣主題教育訓練說明會。</p> <p>(5) 與中歐航旅合辦臺灣展銷會。</p> <p>3. 馬來西亞：</p> <p>(1) 邀請臺灣穆斯林旅遊達人馬耀祖教授，於 2013 年馬來西亞 SMITF 旅遊展舉行在臺穆斯林旅遊講座。</p> <p>(2) 辦理馬來西亞地區「臺灣主題樂園」推廣會。</p> <p>(3) 與檳城華航合作辦理北馬來西亞穆斯林業者旅遊產品說明會。</p>
旅展活動	<p>1. 香港：香港國際旅展。</p> <p>2. 新加坡：新加坡春季及秋季國際旅展。</p> <p>3. 馬來西亞：春／秋季 MATTA 旅展、SMITF 穆斯林旅展、柔佛 MITM 旅展、檳城 MITM 旅展、沙巴 MATTA 旅展、馬六甲 MITS MATTA 旅展及吉隆坡 MITM 國際旅展。</p> <p>4. 澳洲：AIME 亞太獎勵旅遊會議展、墨爾本旅展、雪梨自行車旅展、世界青年學生旅遊大會。</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：Travel Guide Magazine、Daily News、Thairath、Thai Post、The Nation。</p> <p>2. 印尼：Escape、Venue、TravelXpose、Kompas。</p> <p>3. 菲律賓：Travelife、Smile、Philippine Star、Philippine Daily Inquirer。</p> <p>4. 越南：NHIP CAU GIAO THUONG、Tuoi Tre News。</p> <p>5. 印度：Trav Talk、Travel Biz Monitor、Newswire、Travelscapes、T3-UBM Group、Outlook Traveller、Conde Nast Traveller India、Today's Traveller、Lonely Planet、Travel+Leisure、Time Out-Explorer、Asiana Wedding、Harpers Bazaar、Cosmopolitan、Asia Spa、National GEO Traveller、Grazia、Femina、Outlook Business、Golf Digest、Times of India-Delhi Times。</p>

Travel Fairs	<p>1. Hong Kong: Hong Kong International Travel Exhibition</p> <p>2. Singapore: Singapore Spring and Autumn Travel Exhibitions</p> <p>3. Malaysia: Malaysia Spring and Autumn MATTA Travel Exhibitions, SMITF Travel Fair, Malaysia Johore MITM Travel Exhibition, Penang Travel Exhibition, Malaysia Sabah MATTA Travel Exhibition, Malacca Travel Exhibition MITS MATTA, and Kuala Lumpur International Travel Fair</p> <p>4. Australia: AIME Travel Exhibition, Melbourne Travel Fair, Sydney Cycling Tour Fair, and the World Youth Student Travel Conference</p>
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(VII) Promotional Activities of Emerging Asian Markets

Method of Promotion	Content of Promotion
Print Media	<p>1. Thailand: Travel Guide Magazine, Daily News, Thairath, Thai Post, and The Nation</p> <p>2. Indonesia: Escape, Venue, TravelXpose, and Kompas</p> <p>3. Philippines: Travelife, Smile, Philippine Star, and Philippine Daily Inquirer</p> <p>4. Vietnam: Nhip Cau Giao Thuong, and Tuoi Tre News</p> <p>5. India: Trav Talk, Travel Biz Monitor, Newswire, Travelscapes, T3-UBM Group, Outlook Traveller, Conde Nast Traveller India, Today's Traveller, Lonely Planet, Travel + Leisure, Time Out-Explorer, Asiana Wedding, Harpers Bazaar, Cosmopolitan, Asia Spa, National GEO Traveller, Grazia, Femina, Outlook Business, Golf Digest, and Times of India-Delhi Times</p>
Broadcast Media	Thailand: Cool 93 Fahrenheit live online radio
Outdoor Advertising	Placed subway station ads in Thailand, and outdoor ads in the Philippines and Vietnam.
Public Relations Activities	India: Held a second round of educational training, as well as New Delhi and Mumbai Media Seminars.
Travel Fairs	<p>1. India: Mumbai OTM Travel Fair</p> <p>2. Thailand: Thai Spring and Autumn Travel Fair</p> <p>3. Indonesia: ASTINDO FAIR and Surabaya promotional activities</p> <p>4. Philippines: Vietnam International Travel Mart Hanoi and International Travel Expo Ho Chi Minh City (ITE HCMC)</p> <p>5. Vietnam: the Hanoi and Saigon Travel Fairs</p> <p>6. Brunei: the 10th Abacus Holiday Travel Fair in Brunei</p>

(VIII) Promotional Activities in Mainland China

Method of Promotion	Content of Promotion
Print Media	Printed ads in the People's Daily, COSMO Bride magazine, www.zcom.com, Time Out Beijing, and That's Beijing.



廣播媒體	泰國：Cool 93 Fahrenheit。
戶外媒體	泰國捷運廣告及印尼、菲律賓、越南戶外廣告等。
推廣／公關活動	印度：辦理 2 次業者教育訓練，以及新德里媒體說明會、孟買媒體說明會。
旅展活動	1. 印度：孟買 OTM 旅展。 2. 泰國：泰國春、秋季旅展。 3. 印尼：印尼旅展、泗水推廣活動。 4. 菲律賓：菲律賓旅展、菲律賓推廣活動。 5. 越南：河內旅展、胡志明市旅展。 6. 汶萊：第 10 屆 The Abacus Holiday Travel Fair 汶萊旅遊展。

(八) 大陸地區廣告宣傳辦理情形

宣傳方式	內容
平面媒體	人民日報、時尚新娘雜誌、新西餐雜誌、北京 TIME OUT、That's Beijing。
電子媒體	中央電視臺、上海廣播電視臺、浦江之聲、中國國際廣播電臺、上海外語頻道、土豆網。
網路媒體	優酷網「臺灣自由行手札」、螞蜂窩、百度網、新浪微博、騰訊微博。
戶外廣告	鄭州、長春、長沙、武漢、濟南等大樓戶外 LED 影音廣告。
推廣活動	「達人揪團帶路 臺灣自由行」活動、阿里山神木下婚禮山海戀、推廣臺灣婚訂主題遊程、辦理 17 場臺灣觀光旅遊座談會及 10 場臺灣觀光旅遊推廣會次。
旅展活動	上海世界旅遊博覽會（WTF）、2013 中國北方旅遊交易會、2013 中國國際旅遊交易會。

三、優惠措施

(一) 好禮大相送

- 1. 第 1 季：共發送 20 萬張臺北捷運票。
- 2. 第 2 季：共發送 2 萬 5,000 張主題遊樂園抵用券。
- 3. 第 3 季：共發送 20 萬張農特產品兌換券。
- 4. 第 4 季：共發送 10 萬張夜市美食券。

(二) 共發送 6 萬張桃園—臺北接駁巴士券，兌換 3 萬 2,268 張，兌換率 53.78 %。

(三) 過境到臺灣，送你免費遊：共 4,774 人參加。

(四) 包機補助：共補助 208 架包機 24 萬 790 人次。

(五) 郵輪迎賓補助：共補助來臺停靠 98 艘次、14 萬 6,893 人次。

(六) 獎勵旅遊補助：共補助 306 個單位、6 萬 2,790 人次。

(七) 接待修學旅行學校獎助：共獎助 221 所學校、2 萬 862 人次。



Electronic Media	Placed ads and reports on CCTV News, Radio and Television Shanghai, Tunein Radio Stations, China Radio International, International Channel Shanghai, and Tudou website.
Internet Media	Placed ads in Youku website's "Taiwan Independent Travel Letters" and other websites like Mafengwo, Baidu, Sina Weibo, and Tencent Weibo.
Outdoor Advertising	Installed outdoor LED ads on buildings in Zhengzhou, Changchun, Changsha, Wuhan, and Jinan cities.
Promotional Activities	Held the "Create your own itinerary for family or friends and set out on an independent tour of Taiwan" competition and the "Love in Alishan" activity to promote marriage-themed itineraries, as well as 17 tourism conferences and 10 Taiwan tourism promotional activities.
Travel Fairs	Participated in the Shanghai World Travel Fair (WTF), Northern China Travel Mart, 2013 China International Travel Mart (CITM).

III. Preferential Deals and Giveaways

(I) Four Seasons Giveaways

- 1. Season 1 : A total of 200,000 Taipei Metro tickets were given away.
- 2. Season 2 : A total of 25,000 amusement park tickets were given away.
- 3. Season 3 : A total of 200,000 Taiwan Gift Coupons to exchange for agricultural products were given away.
- 4. Season 4 : A total of 100,000 night market gourmet coupons were given away.

(II) A total of 60,000 Taoyuan-Taipei shuttle bus tickets were given away, of which 32,268 were exchanged for an exchange rate of 53.78%.

(III) Free Half-day Tours for Transit Passengers: a total of 4,774 passengers.

(IV) Incentive Programs for Chartered Flights: a total of 208 flights carrying 240,790 passengers.

(V) Incentive Programs for Cruise Ships: a total of 98 cruise ships carrying 146,893 passengers.

(VI) Events to Encourage Travel: subsidized 62,790 travelers from 306 organizations.

(VII) Special Programs to Help Tourists to Come to Taiwan for Travel and Study: supported 20,862 students and teachers from 221 schools.



# 樂活臺灣

Time for Two Wheels



When you travel, sometimes you're searching for a lifestyle that addresses the needs of the future. LOHAS (Lifestyles of Health and Sustainability) travel is sweeping Taiwan, and with precipitous mountains on one side and the blue Pacific on the other, there is no better expression of LOHAS than a leisurely bicycle trip down the eastern coastal highway. Perhaps you would prefer to take the railroad for a slow, station-by-station journey all the way around the island, savouring the unique local flavors of each area. Or you can visit the fully developed and well-equipped national scenic areas and national parks that are scattered throughout Taiwan, and experience all the richness of nature. For LOHAS travel, this is the Time for Taiwan!

旅行，有時是尋找一種積極面對未來的生活態度，LOHAS (Lifestyles of Health and Sustainability) 的旅行方式在臺灣一樣盛行，騎著單車徜徉在臺灣東部海岸公路上，依著山傍著太平洋，那是一個純然面對自己的旅程。當然你也可以搭乘環臺灣全島的鐵路，享受一站過一站的慢速旅遊，深刻體驗這小小島嶼上不同地方的獨特風情，或是你可以去造訪遍佈臺灣各地完善設施的國家風景區管理處及國家公園，感受這島上的自然風光與豐富生態。體驗樂活，旅行臺灣，就是現在！



臺灣自行車節  
Taiwan Cycling Festival



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## 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 2013 台灣燈會

「2013 台灣燈會」自 102 年 2 月 24 日至 3 月 10 日，假新竹縣竹北市高鐵新竹車站特定區舉辦。以值年生肖「蛇」為主題所設計之主燈—「騰蛟啟盛」，為全場亮點，展現了我國優良的工藝技術。主燈之外，園區還包括 4 座副燈、六大「傳統燈區」、「環場光環境」、族群竹林懸掛紅色柿子燈籠所構成的「祈福燈林」、科幻仙境主題的「歡樂燈區」、深受小朋友喜愛之「創意燈區」、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。

#### 二、辦理 2013 臺灣美食系列活動

「2013 臺灣美食系列活動」以「食來運轉遊臺灣」為行銷主題，自 102 年 7 月至 12 月，觀光局透過網路平臺整合美食觀光資訊，並辦理「十大美食 PK 讚」、「臺灣美食經典展」、「臺灣美食擂臺賽」、「臺灣團餐大車拼」四大系列活動，跳脫以往「臺灣美食展」之框架，將展場自北部延伸至全臺灣，以「無集中展場」為轉型新風貌，強化臺灣在地文化與美食之連結。透過辦理美食活動，不僅提升飯店、餐廳、校園相關人員之廚藝技能，更串聯全臺國家風景區轄內餐廳業者共襄盛舉，落實在地食材、在地消費概念，提供國內外旅客豐富感官之美食體驗。

## Chapter 3 Domestic Travel Promotion

### Section 1 Promotion of Major Festival Activities

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

#### I. Current Status

The “2013 Taiwan Lantern Festival” was held in a designated area at the High Speed Rail Station in Zhubei City, Hsinchu County, from February 24 to March 10, 2013. The centerpiece lantern, “Magnificent Soaring Dragon,” was designed based on the folk animal system of the Chinese zodiac, which in 2013 was the Snake. The centerpiece lantern was the highlight of the entire event and exhibited Taiwan’s first-rate lantern craft making skills. Besides the main centerpiece lantern, the park also contained four secondary lanterns, six big “Traditional Lantern Areas,” a “Radiant Environment,” the bamboo- and persimmon-shaped lanterns of the “Blessing Lantern Forest Area,” the sci-fi fantasy theme of the “Happy Lantern Area,” the “Creative Lamp Area” which was treasured amongst children, and the “Lantern Exchange Area” meticulously put on by Mainland Chinese lantern artists. All these lantern areas contributed to the lantern festival, to make for a brilliant and dazzling light show.



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#### II. Held the “2013 Taiwan Fine Foods Series of Events”

The Tourism Bureau used an online platform to integrate fine food tourism information, holding the “2013 Taiwan Fine Foods Series of Events” in the theme of “Good Fortune through Fine Food Travel Taiwan,” and other events such as the “10 Great Fine Foods Competition,” “Taiwan Classical Fine Foods Exhibition,” “Taiwan Fine Foods Duel,” “Taiwan Roundtable Food Adventure” – which were four major series of events held from July to December, 2013. These events replaced the previous framework of culinary exhibitions using non-centralized exhibition locales to create a new event ethos and to spread it across the island from north to south. By combining Taiwan’s food with local cultures, the events strengthened the connection between tourism and fine foods in Taiwan. Holding food events not only elevates the culinary skills of staff in hotels, restaurants, and in schools, but also establishes ties between restaurant industry operators within national scenic areas, implementing a dine and shop local concept, while offering abundant culinary experiences to local and international tourists alike.



### 三、辦理 2013 臺灣自行車節

為將交通建設之創新成果轉換為觀光旅遊新資源，觀光局於 102 年 11 月 9 日至 11 月 17 日舉辦「臺灣自行車節」系列活動，以「臺灣自行車登山王挑戰」、「騎遇福爾摩沙（Formosa 900）」及「日月潭 Come! Bikeday 單車活動」為三大主軸，結合在地文化規劃套裝旅遊活動，讓國內外遊客到臺灣看比賽、騎鐵馬，體驗觀光等活動。同時，結合自行車與鐵路、公路、觀光休憩資源，開啟「臺灣可以這樣玩—『潮』單車」之新旅程。活動期間約有五萬人次參與，創造新臺幣 1 億 2 千萬元之觀光產值。

### 四、辦理 2013 台灣好湯—溫泉美食嘉年華

觀光局結合溫泉及美食遊憩資源，自 102 年 10 月 28 日至 103 年 1 月 20 日，整合全臺 17 處溫泉區內、117 家取得溫泉標章之店家，以「1 次泡湯、3 種好康大 FUN 送」為宣傳主軸舉辦抽獎活動。除了最大獎項為黃金存摺 10 萬元，還包括總價值逾新臺幣百萬元以上之 175 個獎項，為歷年之最。另外，觀光局採取多管道宣傳策略，包括辦理啟動記者會、「溫馨送愛·泉民響應」加溫記者會、刊登廣告於平面與電子媒體、編製活動優惠護照及輔導辦理各溫泉區系列活動等，以鼓勵國人體驗溫泉美食旅遊產品，進而吸引國際觀光客感受臺灣溫泉之獨特魅力。



## 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、建置旅遊服務中心

- (一) 強化現有桃園、松山、高雄國際機場旅客服務中心功能，加強服務國際旅客。
- (二) 藉由旅遊服務中心識別系統（CIS），輔導地方政府於國內重要交通節點（火車站、高鐵站、航空站、捷運站）設置 47 處旅遊服務中心，並於各縣市新增 200 處旅遊資訊站，提供區域性（北、中、南、東地區）資訊；另於國家風景區之重要遊憩據點設置 51 處遊客中心，提供該遊憩據點所在地及周邊地區之資訊，廣布服務網絡。

### III. Held the “2013 Taiwan Cycling Festival”

In order to transform transportation infrastructure innovation into new resources for the tourism industry, the Tourism Bureau held the “2013 Taiwan Cycling Festival” series of activities, with “Taiwan Cycling Hill Climb Challenge”, “Formosa 900”, and “Sun Moon Lake Come! Bikeday” as key activities between November 9 and 17, 2013. This series of tourism activities planned around local culture allowed tourists from Taiwan and abroad to come witness competitions, enjoy cycling, and experience various sightseeing activities. Meanwhile, the Bureau integrated bicycle, railroad, highway and tourist rest stop resources, commencing the new “See Taiwan Like This: Trendy Biking!” tour. Approximately 50,000 people participated in the event, resulting in 120 million New Taiwan Dollars in tourism revenue.



### IV. Held the “2013 Taiwan Hot Spring and Fine-Cuisine Carnival”

The Tourism Bureau coupled the recreational travel themes of hot springs and fine foods, integrate 117 certified hot spring operators from 17 hot spring areas around the island between October 28, 2013 and January 20, 2014 to bring forth these two important tourism resources. The main promotional activity for this carnival was the “One Dip in a Hot Spring, Three Benefits Big FUN Raffle.” In addition to the top prize of 10,000 New Taiwan Dollars, a further 175 prizes totaling over 1 million New Taiwan Dollars in value were awarded, a record high. The Tourism Bureau took a multiple approach strategy to promoting this event, including a press conference to launch the carnival, an additional “Hot Springs Deliver Love, the People Respond!” press conference, advertisements in print and electronic media, and special preferential treatment passports, etc., in order to encourage the Taiwanese public to experience hot spring and fine food travel products, and furthermore attract international tourists to feel the distinctive charm of Taiwan’s hot springs.

## Section 2 Measures to Create a Friendly Travel Environment

To create a high quality and friendly international level travel environments, the Tourism Bureau worked to make it easy for domestic and international travelers to obtain all kinds of travel information and assistance, as well as to gain a broader understanding of key domestic tourist sites and to resolve transportation problems for travelers. The details were as follows:

### I. Established the Travel Information Service Centers

- (I) The functions of existing Tourist Service Centers at Taoyuan, Songshan and Kaohsiung International Airports were enhanced to reinforce service quality for international travelers.
- (II) A Corporate Identity System (CIS) for Visitor Information Centers provided assistance to local governments in each major domestic transportation hub (train and high-speed rail stations, airports, and Mass Rapid Transit stations), setting up a total of 47 Travel Service Centers and 200 county and city Travel Information Centers offering regional (northern, central, southern, and eastern areas) information. A total of 51 Tourist Centers were also established at important national scenic areas, offering information regarding these and nearby areas greatly expanding the service network.
- (III) The functions of existing Tourist Service Centers at Taoyuan, Songshan and Kaohsiung International Airports were enhanced to reinforce service quality for international travelers.



- (三) 持續辦理 10 梯次旅遊服務中心服務人員基礎教育訓練及外語教育訓練，提升旅遊服務人員品質，營造友善且便利之旅遊環境。
- (四) 為落實旅遊服務中心內部管理機制，於 101 處旅客服務中心、旅遊服務中心及遊客中心辦理考核評比作業、成果發表會及現地觀摩會。經評比，旅遊服務中心前三名為臺北市東區地下街旅遊服務中心、苗栗火車站旅遊服務中心、高鐵臺南站旅遊服務中心；遊客中心前三名為向山遊客中心、花蓮遊客中心、北門遊客中心。評比結束後，將督導考核紀錄及成果報告書分送各地方政府及相關單位，請其依照建議立即改善辦理，以提升旅遊服務中心之服務品質。

## 二、旅遊諮詢服務熱線

運用 24 小時免付費旅遊諮詢服務熱線電話 0800-011765 (Call Center)，由熟悉中、英、日、韓文之服務人員，提供專人專件之即時旅遊諮詢服務，以及旅遊交通、旅遊緊急聯絡電話等相關資訊之諮詢服務。102 年共服務 6 萬 6,766 人次，其中外籍旅客比例占 33.11%。

## 三、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 64 種套裝旅遊行程，截至 102 年底，國外旅客計 13 萬 1,426 人次，國內旅客 17 萬 3,803 人次，總旅客量 30 萬 5,229 人次，直接觀光收益達 3.93 億餘元。「台灣觀巴」自 93 年度開辦至今，總旅客量超過 121 萬人次，其中國外旅客 65 萬多人次（約占總數 53%），國內旅客 56 萬多人次（約占總數 47%），直接觀光收益計達 15 億元。
- (二) 執行「交通部觀光局補助『台灣觀巴』宣傳行銷暨提升服務品質要點」，共補助 13 家業者，並落實輔導業者之工作。



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- (三) 建立「台灣觀巴」統一形象識別系統，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（中及英文），加強行銷與塑造品牌形象。
- (四) 與政府相關機關、各類媒體（電視臺、電影、網路、報紙、雜誌、廣播電臺、機上電視等）及各民間企業團體合作加強宣傳。
- (五) 配合「台灣觀巴」辦理行銷宣傳活動，並針對自由行旅客提供優惠，提升「台灣觀巴」搭乘率。另透過提供遊客多元化旅遊產品，建立「台灣觀巴」之優質形象與口碑。
- (六) 鼓勵業者參加國內外旅展，宣傳「台灣觀巴」。
- (七) 辦理「台灣觀巴」服務人員訓練，提升服務品質。

- (IV) The management mechanism for travel service centers was established, and the supervision, monitoring, evaluation, achievement reporting, and observation tours of 101 tourist information service centers, travel service centers, and visitor centers were conducted. Through this evaluation, the 3 top travel service centers were the travel service center from Taipei East Shopping Mall, the Miaoli Train Station travel service center, and the Tainan High Speed Railway Station Travel Service Center. The 3 top visitor centers were the Xiangshan Visitor Center, the Hualien Visitor Center, and the Beimen Visitor Center. The records of supervision and monitoring, and achievement reports will be distributed to local governments and related administrations in order to make improvements according to the suggestions, so as to enhance the overall service quality of travel service centers.

## II. The Travel Information Hotline

The 24-hour toll-free Travel Information Hotline 0800-011-765 (Call Center) was manned by service personnel fluent in Chinese, English, Japanese, and Korean, offering immediate professional information services to foreign travelers, helping them with information relating to transportation, tourism and emergency contact numbers nationwide. In 2013, the Travel Information Hotline offered service to a total of 66,766 tourists, of which international tourists accounted for 33.11%.

## III. Set up the Taiwan Tour Bus System Operations

- (I) Travel operators were given assistance in developing a series of 64 nationwide tour packages covering northern, central, southern, and eastern Taiwan. A total of 305,229 tourists utilized this system in 2013, of which 131,426 were foreign tourists and 173,803 domestic. Direct tourism receipts generated were in excess of 393 million New Taiwan Dollars. From its inauguration in 2004, this system has serviced more than 1,210,000 travelers, of which more than 650,000 have been foreigners (approximately 53% of the total), with over 560,000 locals (about 47% of the total). It has generated more than 1.5 billion New Taiwan Dollars in tourism receipts.
- (II) Guidelines for Tourism Bureau Subsidies for Taiwan Tour Bus Advertising and Marketing, and for Enhancement of Service Quality were implemented to facilitate the provision of assistance to 13 operators.
- (III) A unified corporate identity system entitled "Taiwan Tour Bus" was established, and a Taiwan Tour Bus website (in Chinese, English, Japanese and Korean), a product manual (in Chinese, English and Japanese), and posters (in Chinese and English) were set up to strengthen marketing and mold brand image.
- (IV) Promotion was strengthened in cooperation with government agencies, TV stations, the Internet, newspapers, magazines, radio stations, as well as private enterprises and groups.
- (V) In coordination with "Taiwan Tour Bus" promotional activities, special marketing offers were provided to independent travelers to boost the percentage of passengers on the Taiwan Tour Bus. By offering a diverse selection of travel products, the high quality and good reputation of "Taiwan Tour Bus" has been built.
- (VI) Travel operators were encouraged to participate in the marketing of the "Taiwan Tour Bus" programs at domestic and overseas travel fairs.
- (VII) Organized training courses for "Taiwan Tour Bus" service personnel to enhance service quality.

## IV. Established the "Taiwan Tourist Shuttle", Seamless Transportation Service System and Introduced Itineraries for Package Tours.

To encourage tourists to use public transportation when travelling in Taiwan, and in accordance with the "Relaxed Travel through Public Transportation" program from the Ministry of Transportation and Communications, the "Taiwan Tourist Shuttle" project strived to achieve the goal of "expanding cooperation between public transportation systems" with the expectation of integrating Taiwan's main public transportation systems, and attracting more travelers. The related methods and achievements were as follows:



#### 四、建置「台灣好行」景點接駁旅遊公車系統並推出套裝遊程

為配合交通部推動之「愛上公共運輸·輕鬆旅遊計畫」、鼓勵旅客搭乘公共運具旅遊臺灣，已邁入第 4 年的「台灣好行」努力朝「擴大公共運輸合作」的目標前進，希望透過串接國內主要公共運具，吸引旅客搭乘。相關具體作法及成果如下：



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- (一) 102 年「台灣好行」擴大服務路線，由 101 年之 22 條擴增至 31 條。除了保留 101 年的路線外，新增臺北市「北投竹子湖線」、新北市「木柵平溪線」、桃園縣「小烏來線」、雲林縣「北港祈福線」、高雄市「大樹祈福線」及金門縣「水頭翟山線、古寧頭戰場線、獅山砲陣地線、榕園太湖線」等 9 條路線，全年累計搭乘量約 238 萬人次。
- (二) 102 年各單位持續推動優惠套票精緻化，計發行 81 款套票供旅客選擇（含 13 款區域型套票及 7 款高鐵聯票），較 101 年增加三十多款。
- (三) 102 年首度整合全臺 5 種主要公共運具（「台灣好行」、高鐵、臺鐵、北捷及高捷），推出 3 款臺灣周遊券（TR-PASS），包含全臺「台灣好行」路線包裝之「綠遊券」、「台灣好行」路線搭配高鐵 75 折優惠票的之「橘遊券」或搭配臺鐵 TR-PASS 3 日券組成之「藍遊券」，再免費兌換臺北捷運或高雄捷運 1 日票，讓國內外旅客能「一票在手，東西南北攏ㄟ通」。
- (四) 為呈現「台灣好行」之歡樂旅遊特質，規劃虛擬代言人一好行寶寶，並藉由民眾之命名競賽，定名為「好行 Q 寶」，於各項活動、文宣及短片中對外宣傳。



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- (五) 102 年 6 月 26 日，於臺鐵 1 樓多功能展演區辦理「台灣好行攏 5 通」行銷記者會，宣傳上述各類套票、好行 Q 寶及宣傳 CF。
- (六) 為鼓勵旅客多利用公共運具旅遊臺灣，觀光局辦理好行 Q 寶巡迴、編印 130 萬份中、英、日語版及熟齡限定版摺頁文宣、製作 40 秒宣傳影片於各管道（Facebook、報紙、雜誌、電臺及交通場站）進行宣傳、辦理「瘋好行 App」網路活動，希望藉著全方位宣傳，提升大眾搭乘公共運具的意願。
- (七) 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，以達標準學習目的。
- (八) 102 年 10 月 24 日至 25 日完成 103 年度「觀光景點無縫隙旅遊服務計畫」評審作業，計選出臺北市等 23 個推動單位、34 條旅遊路線，未來將在此基礎上擴大旅遊服務路網。

- (I) In 2013, the “Taiwan Tourist Shuttle” project expanded its services from 22 up to 31 routes when compared to 2012. The existing routes from 2012 were retained, with 9 new routes established: “Beitou Zhuzihu Route” from Taipei City, “Muzha Pingxi Route” from New Taipei City, “Xiao-Wulai Route” from Taoyuan County, “Beigang Blessing Route” from Yunlin County, “Dashu Blessing Route” from Kaohsiung City, “Shuitou Zhaishan Route”, “Battlefield of Guningtou Route”, “Shishan Artillery Position Route”, and “Banyan Taihu Route” from Kinmen County. More than 2.38 million travelers made use of the routes.



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- (II) The various administrations continued to promote the refinement of discounted tickets in 2013, and published a total of 81 ticket packages, 30 more than in 2012. These 81 kinds of ticket packages included 13 kinds of regional ticket packages and 7 kinds of Taiwan High Speed Rail conjunction ticket for tourists to choose from.
- (III) The 5 main public transportation systems (Taiwan Tourist Shuttle, Taiwan High Speed Rail, Taiwan Railways Administration, and Mass Rapid Transit systems of Taipei and Kaohsiung) were integrated for the first time in 2013. To realize the concept of “Connecting North, South, East and West with a Single Ticket” for domestic and foreign travelers, three kinds of TR-PASS tickets were published: the “Green Pass” from the Taiwan Tourist Shuttle program, the “Orange Pass” from Taiwan Tourist Shuttle program in conjunction with 25% off concessionary tickets from Taiwan High Speed Rail, and the “Blue Pass” which people can exchange for a 1 day MRT ticket in either Taipei or Kaohsiung.



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- (IV) In order to reveal the joyful tourism quality of the “Taiwan Tourist Shuttle”, a virtual spokesperson was created, appointed the name “Cute Travel Baby” by the public through a name competition, and was promoted via various activities, announcements, and short films.
- (V) On June 26, 2013, the “Integrated Taiwan Tourist Shuttle Marketing Press Conference” was organized in the Taiwan Railway Administration building, promoting the aforementioned ticket packages through the virtual spokesperson Cute Travel Baby and commercial films.
- (VI) To encourage tourists to take advantage of public transportation systems to travel in Taiwan, the Tourism Bureau held the Cute Travel Baby travelling show, compiled and printed 1.3 million limited edition flyers

aimed at adult tourists, made a 40-second commercial film promoting it through various channels such as Facebook, newspapers, magazines, broadcasting stations and transit stops, and held the “Fun Taiwan APP” internet activity to enhance travelers’ desire to take public transportation.

- (VII) To maintain the service quality of each route, satisfaction rating and evaluation activities were held for “Taiwan Tourist Shuttle” and administrations with good productivity and efficiency were praised in order to achieve the goal of learning through positive example.
- (VIII) The evaluation of the “2014 Plan for Seamless Services Between Tour Spots” was completed on October 24 and 25, 2013. Based on the evaluation, 23 executive administrations including Taipei City were selected, as well as 34 travel routes. In the future, the traveling service network will be expanded.



## 五、辦理 102 年春節觀光遊樂地區交通疏運措施，提供國人安全、順暢及愉快之春節假期

- (一) 102 年春節期間全國觀光遊樂地區旅遊總人數，共計 1,489 萬 6,163 人次，較 101 年成長 28.38%，並與 99 年（假期天數相同）相比，旅遊人次成長 37.78%。
- (二) 針對歷年春節易發生聯外道路壅塞及停車問題之觀光遊樂地區，協調中央、地方政府各相關單位，共同辦理疏運工作。
- (三) 輔導重點觀光遊樂地區開行景點間接駁專車，並配套辦理交通疏導措施。
- (四) 針對春節交通疏運需求，由各疏運責任分區執行單位，製作轄內疏運宣導摺頁資料計 13 種，共計約 193 萬份，並於各地警廣電臺、旅遊服務中心、主要鐵公路車站、郵局及高速公路服務區等處提供民眾免費索取。

## 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 年賡續辦理「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。102 年公務人員休假補助費共計約新臺幣 81 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 376 億元，對於帶動整體觀光及經濟之成長已發揮實效。



2013 台灣燈會閉幕表演  
Performances from the 2013 Taiwan Lantern  
Festival closing ceremony

V. Held the 2013 Traffic Relief Measures at Tourist Spots during the Chinese New Year Holiday, Providing Nationals a Safe, Smooth and Happy Holiday Period.

- (I) The number of tourists who visited a national tourist spot during the Chinese New Year holiday in 2013 reached a total of 14,896,163. This number represents an increase of 28.38% over the Chinese New Year holiday of 2012, and was 37.78% higher than the Chinese New Year holiday of 2010, when comparing the same number of days during the holiday periods.
- (II) Joint efforts to alleviate traffic congestion and parking problems around tourist sites during the Chinese New Year holiday were carried out in coordination with central and local government agencies.
- (III) Shuttle service assistance was provided at key destinations, along with accompanying traffic management measures.
- (IV) To help alleviate traffic congestion during the Chinese New Year Holiday, National “Taiwan Tourist Transportation Network” brochures and national “Northern, Central, Southern, and Eastern Taiwan Tourism Map” brochures were published. Thirteen transportation brochures with a total of 1.93 million copies were provided to the public free of charge at broadcast stations under the National Police Agency, travel service centers, main railway and highway stations, post offices, and highway service areas.

## Section 3 Promotion of the National Travel Card

In coordination with the “Domestic Tourism Development Program,” and 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 period travel and to raise the usage rate of tourism resources during weekdays, beginning in January 1, 2003, the government implemented the “National Travel Card” measures. In accordance with the main aim of this policy, the Tourism Bureau, the agency in charge of implementing the National Travel Card, worked to reach agreements with more businesses so that civil servants will have more consumer options when traveling and will enjoy increased convenience. In addition, suggestions from all fields were integrated by the policy coordination committee to formulate related improvement measures (including encouraging civil servants to participate in tourism activities, and consume using the National Travel Card, among others). These measures have proven effective.

The “Domestic Tourism Development Program” will continue to be implemented from 2014 to 2016 in order to help the national tourism industry to build momentum. The Tourism Bureau will continue to implement the “Domestic Tourism Development Program” in accordance with policies. In 2013, subsidies given to civil servants who take their annual leave in Taiwan amounted to approximately 8.1 billion New Taiwan Dollars. Of those funds, about 5.5 billion New Taiwan Dollars were used in industries related to tourism (travel agency & tour operators, hotel and accommodation, tourist amusement enterprise, agriculture industry, handicrafts, catering industry, and traffic transport industry). The use of the “National Travel Card” by civil servants has stimulated another 37.6 billion New Taiwan Dollars in spending in tourism industries, and it has already been beneficial to the entire tourism business and economic growth.



# 生態臺灣

# Time for Nature



臺灣位處熱帶、亞熱帶，生態環境多樣化，全島面積中約 60% 為森林所覆蓋，林地中又有 62% 維持原始狀態，擁有豐富的動植物資源，據估計至少應有 20-25 萬種生物。臺灣陸地僅占全球萬分之 2.5，但目前已知的物種數量已達全球 2.5%，為所有國家平均值的 100 倍；臺灣海洋生物的物種數更高達全球總種數的 1/10，是全球平均值的 400 倍。臺灣多達 8 座的國家公園，保留了臺灣生態環境的精華地區，想要貼近生態，旅行臺灣，就是現在！



燕鷗  
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## 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

觀光資源分為人文觀光資源及自然觀光資源，一般所指的觀光資源則偏重於自然觀光資源。臺灣的自然觀光資源相當豐富，由內政部、交通部、農委會、退輔會及地方政府等機關共同合作管理，有效地將觀光資源做完善的規劃及保育。

- (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規劃經管；直轄市、縣（市）級風景特定區共 15 處，由直轄市、縣（市）政府規劃經管。
- (二) 國家公園及國家自然公園：內政部依「國家公園法」劃設，分別有國家公園 8 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管。
- (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，由農委會林務局設置專責單位經管；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經管，及教育部依「大學法」劃設之大學實驗林 2 處，亦屬森林遊樂區體系。
- (四) 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。
- (五) 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，為發展生態觀光之珍貴資源。由行政院農委會與經濟部依照「文化資產保存法」、「野生動物保護法」共設立 21 處自然保留區、19 處野生動物保護區、36 處野生動物重要棲息環境及 6 處自然保護區。
- (六) 其他風景區：除了風景特定區外，另有由各地方政府開發建設之風景遊憩區。

## 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 divided into cultural and natural, and what is normally referred to as tourism resources puts the emphasis on natural resources. Taiwan is rich in natural tourism resources, which are managed cooperatively by the Ministry of the Interior, Ministry of Transportation and Communications, Council of Agriculture, Veterans Affairs Commission, and local governments to efficiently carry out overall planning and conservation of tourism resources.

- (I) Designated Scenic Areas: the Tourism Bureau together with county and city governments carried out assessments in accordance with the "Statute for the Development of Tourism" and the "Regulations for the Administration of Scenic Areas" and the 13 National Scenic Areas are administrated by the national scenic areas administrations under the Taiwan Tourism Bureau; and the 15 County and City Grade Scenic Areas are administrated by county and city governments.
- (II) National Parks and National Nature Parks: 8 National Parks and 1 National Nature Parks were established by the Ministry of the Interior in accordance with the "National Park Act", 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, the 2 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) National Farms: 8 national farms were established by the Veterans Affairs Commission in accordance to the "ROC Veterans Act" and are administered by their respective farm units.
- (V) Natural Reserves and Sanctuaries: reserves for important plants and animals, and for unique geological features, are vital resources for the development of ecotourism. There are a total of 21 nature reserves, 19 wildlife preserves, 36 important wildlife habitats, and 6 nature preserves, which were established by the Council of Agriculture and the Ministry of Economic Affairs in accordance to the "Cultural Heritage Preservation Act" and "Wildlife Sanctuary Act".
- (VI) Other Tourist Areas: aside from the designated scenic areas, tourist and recreation areas are developed and established by local government agencies.



#### Current Developmental Status of Tourism Resources

Type of Resource	Basis of Establishment
Scenic Areas	The Tourism Bureau together with county and city governments carried out assessment in accordance with the "Act for the Development of Tourism" and the "Regulations for the Administration of Scenic Areas".
Content	
National Scenic Areas	13 scenic areas administered national scenic area administrations under the Tourism Bureau: Northeast and Yilan Coast, East Coast, Penghu, Dapeng Bay, East Rift Valley, Matsu, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast, and Siraya.

觀光資源開發現況表

觀光資源類型	設立依據
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。
內容	
國家級	包括東北角暨宜蘭海岸、東部海岸、澎湖、大鵬灣、花東縱谷、馬祖、日月潭、參山、阿里山、茂林、北海岸及觀音山、雲嘉南濱海及西拉雅，共 13 處，分別由觀光局所轄管理處規劃經管。
省級（定）	臺灣省政府時期曾公告的有石門水庫、澄清湖、烏來及十分瀑布等 4 處省級（定）風景特定區。
縣（市）定	青草湖、淡水、礁溪及霧社等 4 處縣定風景特定區。
直轄市、縣（市）級	各直轄市、縣市政府公告碧潭、七星潭海岸、小烏來、月世界、冬山河、明德水庫、知本內溫泉、知本溫泉、泰安溫泉、梅花湖、瑞芳、鳳凰谷、礁溪五峰旗、大湖及鐵砧山等 15 處風景特定區。
未評定	完成特定區計畫但尚未辦理評鑑等級者，有中崙、仁義潭、六龜彩蝶谷、田尾、石岡水壩、吳鳳廟、拉拉山、東埔溫泉、美濃中正湖、草嶺、清泉、溪頭森林遊樂特定區、翠峰、龍潭湖、廬山溫泉及蘭潭等 16 處風景特定區。

觀光資源類型	設立依據
國家公園	內政部依「國家公園法」劃設。
內容	
包括墾丁、玉山、陽明山、太魯閣、雪霸、金門、東沙環礁（海洋）及台江國家公園等 8 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。	

觀光資源類型	設立依據
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，教育部依「大學法」劃設。
內容	
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。
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。
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。



Provincial Scenic Areas	4 scenic areas were previously announced by the Taiwan Provincial Government: Shimen Reservoir, Chengcing Lake, Wulai, and Shifen Waterfall.
County and City Scenic Areas	There are 4 country and city scenic areas: Qing-Cao Lake, Tamsui, Jiaoxi, and Wushe.
County and City Grade Scenic Areas	15 scenic areas have been announced by country and city governments: Bitan, Qixingtan Coast, Xiaowulai, Moon World, Dongshan River, Mingde Reservoir, Zhiben Inner Hot Spring, Zhiben Hot Spring, Taian Hot Spring, Meihua Lake, Ruifeng, Fenghuanggu, Jiaoxi Wufengqi, Dahu, and Tiezhenshan.
Unevaluated	Planning has been carried out for 16 scenic areas that have not yet been assessed as to grade level: Zhonglun, Renyitan, Liugui Butterfly Valley, Tianwei, Shigang Dam, Wufeng Temple, Lalashan, Dongpu Hot Spring, Meinong Zhongzheng Lake, Caoling, Qingquan, Xitou Forest Recreation Area, Cuifeng, Longtan Lake, Lushan Hot Spring, and Lantan.

Type of Resource	Basis of Establishment
National Parks	Established by the Ministry of the Interior in accordance with the “National Park Act”.
Content	
8 national parks have been established by the Ministry of the Interior and area administered by national park headquarters set up by the Ministry: Kenting, Yushan, Yangmingshan, Taroko, Sheipa, Kinmen, Dongsha Atoll (Marine), and Taijiang.	

Type of Resource	Basis of Establishment
National Forest Recreation Areas	Established by the Council of Agriculture under the “Forestry Act” and “Regulations Governing the Establishment and Management of Forest Recreation Areas”, and by the Ministry of Education in accordance with the “University Act”.
Content	
National Forest Recreation Areas	18 were established by the Council of Agriculture and are administered by the Forest Administration Division of the Council’s Forestry Bureau: Taipingshan, Alishan, Dasyueshan, Kenting, Dongyanshan, Manyueyuan, Neidong, Hehuanshan, Wuling, Basianshan, Aowanda, Shuangliu, Tengzhi, Zhiben, Fuyuan, Chinan, Guanwu, and Xiangyang.
Agricultural and Forestry Agencies under the Veterans Affairs Commission	2 forest recreation areas, Qilan and Mingchi, are administered by the Forest Conservation Office of the Veterans Affairs Commission.
University Experimental Forests	2 experimental forests, Xitou and Huisun, have been established and are administered by National Taiwan University and National Chung Hsing University, respectively.



觀光資源類型	設立依據
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。
內容	
包括武陵、福壽山、清境、彰化、嘉義、屏東、花蓮、臺東農場等 8 處，由各專責農場單位管理。	

觀光資源類型	設立依據
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。
內容	
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 21 處自然保留區、19 處野生動物保護區、36 處野生動物重要棲息環境及 6 處自然保護區。	

觀光資源類型	設立依據
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。
內容	
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，打造吸引國際觀光客之據點。計畫內容如下：

1. 臺北市「歷史體驗·儒道發光—孔廟歷史城區觀光再生計畫」運用孔子第 79 代裔孫在臺灣擔任奉祀官之唯一性及大龍峒為民間捐地興建之獨特性，發揚正統儒道文化，並結合孔廟、大龍峒及花博進行整建改造，將其形塑為全球儒道文化中心。
2. 新北市「水金九地區國際觀光魅力據點發展整合計畫」串聯現有的旅遊景點，結合礦業遺址、在地人文歷史與社區藝術營造，使水金九地區搖身一變成為富含深度的「礦業生態旅遊地」。
3. 臺中市「綠·園·道—都會綠帶再生計畫」從單純提供民眾散步之景觀園道，蛻變為提供文化展演、休閒活動、觀光資訊及時尚購物之都會觀光綠帶。
4. 彰化縣「工藝薈萃·追求極致，鹿港魅力再現」以臺灣傳統工藝體驗、古蹟鑑賞為資源特色，透過漫步鹿港周邊歷史街區及建置傳統工藝體驗空間，塑造古樸雅致的歷史小鎮。



1 「臺東國際觀光魅力據點示範計畫」記者會  
Press conference for the Taitung International Tourist  
Attractions Demonstration Plans

Type of Resource	Basis of Establishment
National Farms	Established by the Veterans Affairs Commission in accordance with the “The ROC Veterans Assistance Act”.
Content	
8 national farms are administered by their respective farm units: Wuling, Fushoushan, Qingjing, Changhua, Chiayi, Pingtung, Hualien, and Taitung.	

Type of Resource	Basis of Establishment
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”.
Content	
Reserves for important plants and animals, and for unique geological features, are precious resources for the development of ecotourism. There are a total of 21 nature reserves, 19 wildlife preserves, 36 important wildlife habitats, and 6 nature preserves.	

Type of Resource	Basis of Establishment
Other Tourist Areas	Developed and established by central or local government agencies, or by the private sector.
Content	
Tourist and recreation areas for the public such as tourist agricultural areas, leisure farms, large parks, fruit orchards, dairy farms, and amusement parks.	

## 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”.

Using a “bottom-up” method and by means of 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 fortify the presence of international tourists. The details of the plan are as follows:

1. In Taipei City, “Experience History - Plans for Regeneration of Tourism in the Taipei Confucius Temple Historic District” made use of the uniqueness of Confucius’ 79th generation descendant who once served as an official in charge of sacrificial rites in Taiwan, as well as the special characteristics of Dalongdong Taoist Temple, which was built on privately donated land, to promote orthodox Confucian and Taoist culture. Also, this project combined and renovated the Taipei Confucius Temple, Dalongdong, and the Taipei International Flora Exposition, casting cast Taipei as a global center of Confucianism and Taoism.
2. In New Taipei City, the “Plans for the Development and Integration of the International Tourist Attractions at the Shuijinjiu area (Shuinandong, Jinguashi, and Jiufen)” combined the existing tourist attractions, mining sites and remains, local cultural history, and community art development to transform the Shuijinjiu area into a historically and culturally profound area for mining ecotourism.
3. In Taichung City, the “Green Parkway – Urban Green Belt Regeneration” project transformed a simple scenic pathway into a green belt hopping with cultural performances, recreational activities, sightseeing information, as well as fashion shopping areas.



5. 屏東縣「國境之南·看見屏東之美」結合恆春古城景觀營造、影視旅遊、在地民謠音樂，並以半島特色街區再生、改善特色場景景點及推動民謠嘉年華（展演場域再生）為整備重點。在此可體驗臺灣常民生活及風土民情，提供民眾假日休閒新去處。
6. 新竹縣「風華再現—打造漫畫夢工場」結合本土優質動漫及內灣鐵道文化，形塑具文化創意之旅遊軸線，開發日、韓、大陸及華人世界旅遊市場之潛力，締造臺灣第一座漫畫夢工場。
7. 苗栗縣「客家桃花源」，打造臺灣文化及客家特色文化展演休閒園區，建設水上花樹劇場、大型定目劇場，串連「臺灣油礦原鄉」，發揚其作為亞洲第一個油礦坑的歷史意義。
8. 南投縣「南投太極美地～茶竹的故鄉·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。
9. 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。
10. 澎湖縣「海峽風華·平湖美學—澎湖灣悠活度假」運用創新手法呈現眷村文化之美，並塑造仙人掌公園為魅力據點，與澎湖既有之特殊觀光資源整合，創造兼具生態自然及歷史觀光休閒遊憩之品牌。

## （二）執行「整備觀光遊憩設施設計畫」

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。102 年度合計投資新臺幣 6.5 億元，補助地方政府執行 90 件風景區公共設施整建及興建工程。重要建設包含「猴硐等地區觀光環境整備工程」、「冬山河森林公園—山林區暨小舟河道周邊景觀工程」、「小烏來風景特定區羅浮入口步道及舊水圳步道整建工程」、「清泉歷史



老街暨觀光遊憩環境改善工程」、「通霄鎮秋茂園修繕工程」、「臺中市東豐綠廊、后豐鐵馬道及后里地區周邊休憩設施景觀綠美化改善工程」、「大佛風景區設施改善工程」、「南投東埔仁愛鹿谷集集等觀光遊憩設施改善」、「虎尾鎮周邊觀光景點串連計畫及景觀改善」、「竹崎觀光亮點園區工程」、「府城歷史散步解說空間及指標設置計畫」、「金獅湖及旗津海岸公園整體改造計畫」、「四重溪溫泉公園南側園區環境改善工程」、「兩潭兩鐵自行車道環境整備工程」、「臺東市海濱休憩帶周邊環境改善工程」、「七美鄉西濱海岸及周邊遊憩區景觀改善」及「后湖水域遊憩活動基地環境改善工程」等。

4. In Changhua County, the “Recreating the Charm of Lukang: Arts and Crafts Gathering in Pursuit of Perfection” project featured the traditional crafts and historical sites of Lukang Township. As tourists wandered through the old streets and the traditional craft spaces, Lukang was presented as an elegant historic town.
5. In Pingtung County, the “Seeing the Beauty of Southernmost Taiwan” project integrated the Hengchun Old Town landscape, film-induced tourism, and local folk music, while focusing on regenerating the special street areas in Hengchun, improving the distinctive scenic spots, and promoting the folk music carnival (performance area re-establishment) as the main attractions. This new recreational destination was developed for holiday tourists to experience the Taiwanese way of life as well as the local customs.
6. In Hsinchu County, the “Reconstruction of Classic Style - Comics Dream Park” project combined high-quality local anime and the classic railway culture of the Neiwan Line to develop creative tourist itineraries, and tap the potential tourist markets of Japan, Korea, Mainland China, to other ethnic Chinese to establish the first Comics Dream Park in Taiwan.
7. In Miaoli County, “The Imaginary World of Hakka” project developed and established a leisure park featuring Taiwanese and Hakkanese cultural performances, theatre on water, as well as large-scale repertory theatre, linking it to the “Taiwan oil mining hometown” concept to promote its historical significance as the first oil pit in Asia.
8. In Nantou County, the “Nantou - Homeland of Tea and Bamboo, a Touching Holiday Destination” project focused on the cultures of tea and bamboo as the main tourist attractions. Through the origins of Dong Ding oolong tea in Lugu Township, tourists get to seek out cultural roots, and blend in with the local tea culture, tea industry, and tea arts, as well as learning the story of bamboo arts through the historical development of Zhushan during the late Qing Dynasty. Moreover, related recreational activities and experiences were combined together with tourism facilities in neighboring scenic spots such as Xitou, Dong Ding Mountain, Qilin Tan, and Xiaobantian.
9. In Taitung County, the “LOHAS in Taitung - a New Railroad Settlement” project renewed the abandoned dorms of Taiwan Railway, and further renovated and organized the cultural and creative performance stages for aboriginals, special product exhibition areas, and Austronesian cultural performance spaces.
10. In Penghu County, the “Leisure Holidays - Aesthetic Glamour of Penghu Bay” project made use of innovative techniques to show the beauty of military dependents' villages, shaped Saguaro National Park into a tourist attraction, and integrated the existing tourism resources in Penghu to create a recreational brand encompassing elements of nature, ecology, and history.

## (II) Implemented the “Plan for the Construction and Reconditioning of Tourism Facilities”

Assisted local governments in organizing tourism related construction projects and improving the quality of facilities as well as surrounding environs at local scenic spots and tourist attractions. The goal was to attract tourists and draw international travellers through the formation of high quality tourist sites to visit. In 2013, the Tourism Bureau invested NT\$650 million to aid local governments in implementing 90 scenic area public facility renovation and construction projects. The major construction projects included the construction of Hou Tong tourist area, Dongshan River Forest Park - forest and watercourse area landscaping, renovation of the Luofu entrance trails and the old canal trail in the Xiao Wulai Scenic Area, improvement of the Chingchuan old street recreational area and facilities, improvement of QiuMao Garden in Tongxiao Township, improvement of the recreational area and facilities of the Dongfeng Green Bikeway, Ho-Fon Bikeway, and other areas in Houli Township, Taichung County, improvement of the facilities of the Great Buddha Scenic Area in Changhua County, improvement of recreational facilities in Tonpo, Renai, Lugu, and Jiji Townships in Nantou County, integration and improvement of the scenic spots around Huwei Township, development of the Zhuqi Township tourist parks, construction of the tourist introduction and navigation area of the FuCheng historical installation, overall improvement of Jinshi Lake and Cijin Seaside Park, improvement of the environs on the south side of Sih-Chong-Xi Hot Spring park, improvement of the environs around Twin Lakes and Double Tracks Bicycle Paths, improvement of the environs around the coastal recreation area in Taitung City, improvement of the recreational environs on the west coast of Qimei Township and improvement of the Houhu water area recreational environs.



### （三）執行「區域觀光旗艦計畫」

推動「由上而下」(Top-down)的執行策略，由觀光局委託專業團隊，邀請國際專業人士協助擬定北部、中部、南部、東部、離島等五大區域之觀光發展主軸，據以指導並補助地方政府改善觀光環境。102年度合計投資新臺幣7億元，補助地方政府執行83件區域觀光環境改善工作。重要建設包含「暖冬峽谷周邊環境改善」、「慈湖天鵝湖步道及小烏來生態探索觀察廊道」、「新竹縣橫山鄉、尖石鄉觀光區景觀改善工程及獅山古道環境改善」、「新竹瘋海岸計畫」、

「苗栗縣獅潭仙山周邊及各鄉鎮景觀改善」、「臺中市鰲峰山遊憩區及太平區休憩設施」、「彰化溪州五分車鐵道及田中鎮八堡一圳觀光廊道延續工程」、「南投市天空之橋周邊景觀步道」、「雲林北港復興鐵橋周邊及古坑鄉石壁竹篙水溪步道串聯」、「嘉義縣台3明珠觀光發展第3期工程」、「嘉義市蘭潭環潭景觀步道二期工程」、「臺南濱海旅遊帶空間景觀改善」、「高雄市愛河沿岸景觀工程」、「屏東滿州賞鷹周邊綠美化及坎頂觀光環湖步道」、「花蓮黃金海岸第3期計畫」、「綠島觀光門戶服務設施改善」、「金門烈嶼鄉及金湖鎮景觀改善」、「馬祖南北竿觀光環境改善」、「澎湖馬公漁港周邊步道串連工程」等。

## 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，102年度完成「澎湖南海遊客中心賣店營運移轉案」及「屏東縣三地門鄉賽嘉樂園露營區民間參與營運移轉ROT案」，期能帶動國家風景區管理處與民間業者戮力推動觀光產業發展。

觀光局未來將持續配合財政部推動促參司及交通部政策，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，提供旅客更新穎便捷的遊憩服務。

## 第二節 國家級風景特定區建設與經營管理

### 一、加強規劃建設與經營管理

#### （一）東北角暨宜蘭海岸國家風景區 <http://www.necoast-nsa.gov.tw>

本風景特定區具有豐富海岸地形、河口景觀及人文風情，102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畫」，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，持續改善遊憩服務設施，輔導民間參與投資觀光事業，營造本區成為具有國際魅力之濱海旅遊環境，重要工作成果如下：



2 2013 福隆國際沙雕藝術季  
2013 Fulong International Sand Sculpture Festival

### (III) Implemented the "Regional Flagship Plans"

The plans were implemented via a "top-down" strategy. With the assistance of top professionals from the international tourism trade, expert teams were commissioned to develop 5 thematic tourism directions to boost regional tourism for Northern, Central, Southern, and Eastern Taiwan, as well as the offshore islands, and to assist local governments in carrying out preparations for the tourist environment. In 2013, the Tourism Bureau invested NT\$700,000,000 to assist local governments in implementing 83 renovation efforts throughout the regional tourist environment. The major construction projects included the improvement of Nuandong Canyon surroundings, Cihu Lake and Swan Lake footpaths and Xiao Wulai ecological trails, Hsinchu County Hengshan and Jianshih Townships landscaping, improvement of Shishan Historical Trail surroundings, Fun on the Hsinchu Coast Construction Plan, improvement of the Xianshan environment in the Shitan Township of Miaoli County, renovation of the Aofeng Mountain recreation areas and Taiping District recreation facilities of Taichung City, continued development of the Wu Fen Che railway lines of Hsichou Township and the Pa-Pao Canal sightseeing trails of Tienchung Township, in Changhua County, construction of the Nantou Sky Bridge scenic trails, integration of the trail systems of the Jhugao Mountain Shuixi trails in the Shibi area of Gukeng Township, improvement of the bridge environment at Beigang and Fuxing Townships in Yunlin County, 3rd-stage construction of scenic spot development along Provincial Highway 3 in Chiayi County, 2nd-stage construction of the Lantan Lake scenic trails in Chiayi City, improvement of the surroundings of the Tainan coastal tourist area, riverscapes along the Love River in Kaohsiung City, improvement of the hawk observation area environs in Manchou Township of Pingtung County, and the scenic lakeside trails in Kanting Township, 3rd-stage construction of the Hualien Gold Coast, improvement of front-line tourism services and facilities on Green Island, landscape improvement of Liehyu Township and Chinghu Town in Kinmen County, improvement of the Nangan and Beigan area environs on Matsu Island, and integration of the Magong Bay trails in Penghu County.

### III. Encouraging Private Tourism Investment

Through completion of the "Penghu County South Sea Visitor Center OT Project" and "Pingtung County Santimen Township Saijia Recreation Area ROT Project" in 2013, the National Scenic Administrations under the Tourism Bureau achieved their aim to offer the public more recreational services as well as vitalize business projects to promote the development of tourism in conjunction with the private sector.

In the future, in terms of the policies of the Public Construction Commission, Executive Yuan and the Ministry of Transportation and Communications, incentives for private tourism investment in public construction is to be promoted actively, which is anticipated to make the latest and best recreational services available to visitors by adding private enterprise vitality and creativity to visitor service facilities.

## Section 2 Establishment 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>

This area features a richness of coastal scenery, estuary landscapes and cultural attractions. The Construction Plan for Northeast and Yilan Coast National Scenic Area under the "Mid-term Plan for the Construction of Major Scenic Sites (2012-2015)" is ongoing. According to four investment points and prioritization of management and maintenance at main international, domestic, and local tourist attractions, and National Scenic Areas, the Bureau continued to improve the recreational service and facilities, as well as assisted the private sector in boosting tourism business investment to create a charming international travel environment. The major achievements of the work are as follows:



3 騎遊東北角—宜蘭單車逍遙遊  
Biking the Northeast Coast - Yilan Cycling Excursion



## 1. 規劃建設

### (1) 國際觀光重要景點建設：

- 為將福隆地區塑造成為濱海度假小鎮，致力於改善福隆遊憩區周邊景觀環境，完成福隆地區友善及無障礙環境設施改善工程、福隆遊客中心地坪更新工程，並積極規劃主題旅遊，舉辦「樂活東北角」、「有愛無礙逍遙遊」等活動。
- 完成卯澳南端觀景臺及腳踏車休憩站設施興建工程、萊萊自行車休憩站空間改善工程。
- 南方澳觀景臺暨七星嶺步道入口景觀改善工程。
- 外澳里至土地公廟海堤步道串聯工程。

### (2) 國內觀光重要景點建設：

- 改善遊憩服務設施，打造優質的觀光品牌形象，提升整體旅遊服務品質。
- 完成宜蘭濱海遊憩區周邊服務設施改善，如宜蘭濱海自行車道邊坡景觀改善工程等。
- 龍洞灣景觀改善工程。
- 龍門吊橋改善工程。

### (3) 地方觀光重要景點建設：

- 三貂角借景空間興建工程。
- 鼻頭角稜谷及南子吝（南雅）登山步道整修工程。
- 石城漁港休憩點景觀改善工程。
- 頂寮生態公園第 2 期環境改善工程，增加地方休憩及觀景景點。

### (4) 以減量原則，持續辦理台 2 線主廊道相關遊憩設施及周邊聚落環境改善。

### (5) 興辦其他零星工程，組構帶狀休憩景點，豐富遊憩內涵，提升整體旅遊環境品質。



## 2. 經營管理

- 辦理「促進東北角海岸地區土地利用暨景觀風貌改善」案，以區段徵收開發方式，解決景觀保護區私有土地使用受限及提供觀光產業發展所需土地，維護海岸自然景觀。
- 推動龍洞南口海洋公園及遊艇港 ROT（龍洞四季灣 102 年 3 月取得旅館執照，共 14 間客房加入營運），與福隆濱海旅館區 ROT+BOT 案之履約管理作業。
- 行銷推廣施政措施及執行便民服務業務成果外，適時辦理說明會與座談會，聽取地方意見，即時溝通並修正施政內容。
- 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」，並公告於遊客中心、遊憩據點、東北角管理處網站、摺頁及多媒體，以維護旅遊秩序及遊憩安全。
- 加強水域遊憩活動宣導，印製危險釣點摺頁及製作水域遊憩活動安全宣傳影片。
- 推動有感措施：於福隆地區設置無障礙旅遊設施，未來將持續於轄內建置，提供友善旅遊服務環境。

## 1. Planning and Construction

### (1) Development of International Tourist Spots:

- To enhance its reputation as a bayside leisure town, strived for the improvement the surrounding landscape and environment of the Fulong Recreation Area, completed the barrier-free facility and environment improvement project and Fulong Visitor Center renovation project, actively arranged theme-based tours, and held the “LOHAS on Northeast Coast” and “Lovely Barrier-Free Tours” events, among others.
- Completed the viewing platform and bicycle stations at the southern end of the Mao-ao construction project, as well as the Lailai coast bicycle station improvement project.
- Nanfang-ao Port and Qixingling Trail entrance landscape improvement project.
- Footpaths along the levee from Waiao neighborhood to the Land God Temple integration project.

### (2) Development of National Tourist Spots:

- Renovated the recreational facilities, created a high-quality tourism image, and enhanced overall quality of the tourism service.
- Improved the surrounding landscape at the Yilan Bay Recreation Area, including landscaping at the Yilan Bay bikeway.
- Landscaping improvement at Longdong Bay.
- Improvement of the Longmen Bridge.

### (3) Development of Local Tourist Spots:

- Construction of the Santiago Borrowed Scenery Area.
- Renovation of the Bitou Cape Trail and Mount Nanzihlin (Nanya) Hiking Trail.
- Improvement of the Shicheng Fishing Port recreation area landscaping.
- To increase local recreational facilities and scenic spots, completed the 2nd stage improvement at Dingliao Ecological Park.

### (4) Continued improvement of recreational facilities and the environment of surrounding settlements under the principle of waste reduction, along the primary corridor of Provincial Highway 2.

### (5) Implemented miscellaneous projects to form belt-type tourist sites, enriched the content of recreation, and enhanced the quality of the overall travel environment.

## 2. Operation and Management

- Implemented the “Action Plan to Improve the Life of the General Population—Promote Land Use and Improve Landscape Character of the Northeast Coast National Scenic Area”, a plan that applied zone expropriation as the developmental method to resolve restrictions prohibiting private land use inside a landscape protection area, so as to conserve the natural wonders of the coastline.
- Promoted the contractual management tasks of renovating the Longdong South Ocean Park and Yacht Port ROT (Four Seasons Bay at Longdong) the Fulong Coastal Hotel Area ROT+BOT project.
- Promoted policy measures and the achievement of user-friendly services, held conferences and seminars to receive immediate feedback from the locals and to improve policy.
- Revised “Key Points on Ecotourism Management Guidelines for Guishan Island”, and “Application Guidelines to Guishan Island Ecotourism”, to maintain travel order and recreational safety. Brochures and other multimedia aides were also placed at the Visitor Center, other recreational locations, and on the Bureau’s website.
- Strengthened the promotional works for water recreation activities, printed brochure detailing dangerous fishing sites, and produced a recreational water activities safety promotion film.
- Recognizable Measures: Established barrier-free recreational facilities at Fulong area, with plans to further develop a travel-friendly service environment in the future.



### 3. 宣傳推廣

- (1) 依據資源特色、季節性、新聞性、合作性及產業需求性等面向，舉辦各種大型主題活動，如東北角迎曙光活動、騎遇東北角—宜蘭單車逍遙遊、福隆國際沙雕藝術季、草嶺古道芒花季等。
- (2) 為推廣東北角豐富地質景觀，在志工訓練中加入宣導生態環境保育、觀光資源永續觀念之課程，並結合在地中小學、社區及居民，安排解說推廣及導覽訓練，使其了解地質型態、關懷自然環境。
- (3) 運用轄內「山、海、河」資源，推動優質生態觀光旅遊；強化旅遊資訊，增設旅遊行銷宣傳管道，利用網頁的互動性與便利性，創造即時宣傳效能。
- (4) 辦理解說志工培訓、座談、表揚、考核及建立人力資料庫，充分運用社會資源及專業知識。
- (5) 為將特色景點產品化，102 年度以點、線、面方式宣傳「福隆—舊草嶺自行車隧道、九份、金瓜石」沿線各點，透過「台灣好行—黃金福隆線」景點接駁巴士行駛本路線，提升散客與國際客交通接駁無縫隙服務。另發行東北角「黃金福隆線」護照、套票，其中 1 日券方案頗受好評，並有效連結九份、東北角沿線及福隆之遊客，不但提供便捷的交通服務，多樣化的旅遊景點亦延長遊客停留的時間。
- (6) 「台灣好行—黃金福隆線」因優良的各式沿線各式文宣及相關設計設施，102 年度榮獲交通部觀光局「台灣好行」滿意度評比推動單位第 2 名，在全臺 32 條路線中，脫穎而出，截至 102 年底已超過 52 萬人次搭乘，廣受遊客喜愛。

### 4. 未來發展重點

- (1) 以「樂活幸福、串聯美好生活」為理念，打造「創意科技東北角」。
- (2) 配合觀光局「區域觀光旗艦計畫」，加強旅遊資源整合，提升景點設施服務水準及周邊整體環境品質，打造具國際競爭力之魅力據點，宜蘭濱海旅遊線將以自然生態旅遊及人文體驗為重點，打造海濱休閒度假遊憩區。
- (3) 形塑聚落風貌，展現地域特色，帶動地方觀光產業發展，將原本的過路性質轉化為以體驗為主的深度旅行「樂活、慢遊東北角」。另外，配合交通部推動無障礙旅遊環境建置，除福隆為 102 年無障礙示範路線外，將持續於特色景點規劃 103 年的新無障礙旅遊路線，提供銀髮族、行動不便者更完善的服務。
- (4) 配合臺灣自行車節活動舉辦「騎遇東北角—宜蘭單車逍遙遊活動」，主推親子共遊「田園風光」及「海景生態」，普獲好評；活動結合當地學校及地方觀光產業，提供車友更多的選擇與服務。除了在當地大學院校提供解說服務外，更與宜蘭傳藝中心、在地觀光工廠、糕餅業者及溫泉業者合作，共同行銷健康慢活遊程，創造旅遊產值，打造東北角地區為自行車親子遊騎乘勝地。
- (5) 推廣東北角地質公園之生態旅遊資源與活動，讓地方產業平衡發展並兼具觀光功能，構成自然無害的觀光旅遊帶，提升臺灣地景保育及永續生態旅遊之國際形象。



1

1 草嶺古道芒花季  
Caoling Historical Trail and Silver Grass Festival

### 3. Advertising and Promotion

- (1) Promoted large theme activities according to resource characteristics, seasons, news worthiness and industrial demands, such as watching daybreak on the Northeast Coast, Cycle Along the Northeast Coast-Yilan Biking, Fulong International Sand Sculpture Art Festival, and Caoling Historic Trail and Silver Grass Festival.
- (2) 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 i.e. primary and middle 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.
- (3) Promoted quality ecotourism by utilizing “mountain, ocean, and river” resources within the jurisdiction. Efforts such as strengthened travel information contents, broadened travel marketing and promotional channels, interactive web pages and their convenient functions, were also used to create instant promotional efficacy.
- (4) 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.
- (5) As part of its plan to turn local attractions into marketable tourist products, the Tourism Bureau sought points of focus for promotion. In 2013, it chose points along the Fulong-Old Caoling Tunnel route, including Bitou, the Longdong geological area, Jiufen, and Jinguashi, then it included them on a Taiwan Tourist Shuttle route to provide seamless transit for domestic and foreign travellers. The Bureau also issued a Gold Fulong Route passport and ticket packages, with tourists favoring the day-pass option. By linking diverse areas such as Jiufen, the Northeast Coast and Fulong, the Tourism Bureau not only provided convenient transportation service but also lengthened the duration that tourists spent in the area.
- (6) In 2013, the “Taiwan Tourist Shuttle - Gold Fulong Route” had the highest satisfaction rating of all 23 routes in the Taiwan Tourist Shuttle system, and received the second highest “Taiwan Tourist Shuttle” satisfaction rating in an evaluation held by Ministry of Transportation and Communication. The honor was attributed to diverse promotion as well as a successful design and facilities. As of December 2013, the route had transported more than 520,000 passengers.

### 4. Future Development

- (1) Focus on the idea of “Beautiful Life through LOHAS” to mold the Northeast Coast into a creative and technological tourist attraction.
- (2) In cooperation with the “Regional Flagship Plans”, integration of travel resources shall be strengthened, facilities and service standard of scenic sites improved, and their overall surrounding environmental quality enhanced, so as to create an internationally competitive site full of charming tourist appeal. The Yilan Coastal Travel Route together with ecotourism and cultural experiences will be used as keys to create a coastal recreational resort facility in line with the coastline resource environment.
- (3) Build up tribal village style, unfold local characteristics, and boost the local tourism industry, as a means of transforming tourists from ‘just passing by’ to ‘staying for a purpose’. In 2013, the Fulong Route was established as the barrier-free demonstration route in accordance with the efforts made by the Ministry of Transportation and Communication to promote the barrier-free environment. In 2014, the Tourism Bureau will continue in developing new barrier-free routes at scenic spots, offering better service to seniors and the disabled.
- (4) In accordance with the Taiwan Cycling Festival, the “Cycle Along the Northeast Coast - Yilan Biking” activity was held to unanimous praise, including “Rural Scenery” and “Seaview Ecology” as the two main promotions; the activities integrated local schools and the tourism industry to provide bicycle riders with more choices and services. In addition to offering interpretation services at local colleges and universities, cooperated with Yilan National Center for Traditional Arts, local factories, baking and hot-spring industry to promote healthy, LOHAS-themed recreation, give prospective tourists a lasting impression of the area, turn the area into a favorite place for families to visit and cycle, and increase the output of the tourism industry.



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

本風景特定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。102 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」，重要工作成果如下：



### 1. 規劃建設

#### (1) 前期規劃

- 完成「東部海岸國家風景區無障礙環境診斷與營造計畫案」：調查東部海岸國家風景管理區管理處（東管處）處內五大旅遊系統 38 處據點，擬定友善環境設計準則後，提交分區分期計畫作為後續改善參考，並提出無障礙遊程路線。
- 辦理「水往上流遊憩區及成功海濱公園整體發展規劃案」，水往上流的地理奇觀，為陸客團必訪之地。然而遊憩區腹地狹小，人車壅塞，計劃納入周邊觀光資源整體評估，研擬改善本區遊憩服務品質方案。成功海濱公園自 86 年興建遊憩服務設施迄今，因應東部海岸陸客團激增，計畫檢討成功海濱公園與成功鎮整體發展情形，結合地方觀光產業整體評估並重新規劃，期增進地方觀光發展效益。

#### (2) 工務建設

辦理國際觀光（綠島系統、小野柳／都蘭系統、成功／三仙臺系統）、國內觀光（石梯／秀姑巒系統）、地方觀光（磯崎／鹽寮系統）等重要景點建設，完成處本部阿美族民俗中心周邊環境改善、都歷遊客中心展示室、大石鼻山公廁與立德豐年祭廣場公廁改善、靜浦部落工坊周邊環境改善、石梯坪露營區及奚卜蘭遊客中心周邊改善及磯崎遊憩區（第 1 期）露營場及周邊環境改善等 30 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

- 提升遊客安全：東管處於轄管潛在危險地區設置瘋狗浪等警告牌示、救生樁（含圈繩）及護欄等安全設施，管理轄區水域遊憩活動、督導轄區水域活動經營管理業者辦理救護演練；辦理年度防災暨自衛消防演練、颱風災害防救工作及整備、檢討修訂「防災應變工作手冊」，更新維護觀光旅遊網旅遊安全資訊及行政資訊網「水域遊憩專區」資訊，辦理春節連續假日交通疏運等工作。
- 維護管理設施：辦理轄管遊憩區設施修繕養護，設置及維護遊憩設施管理資訊系統、指示及標誌國際化、維護轄區水域監視系統、維護綠島柴口及石朗浮潛區安全警戒浮球、改善公共建物安全及消防設備缺失等工作。
- 整潔美化環境：辦理轄區環境清潔工作、執行清淨家園全民運動計畫、各據點植栽綠美化、垃圾減量及資源回收、清理海岸漂流木、依「風景區人性化公廁設計規範」改善轄區據點公廁等工作。

- Promoted local ecotourism resources and activities at the Northeast Coast Geology Park to balance development of local industry with tourism functions and create a natural, uncontaminated tourism belt, enhancing Taiwan's global image as a country of geological conservation and sustainable ecotourism.

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

This 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 “Northeast Coast and Yilan Coast National Scenic Area Development Plan” in 2013 under the “Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)” were as follows:



### 1. Planning and Construction

#### (1) Initial Planning

- Completed the “East Coast National Scenic Area Barrier-Free Environment Construction Project”: investigated 38 scenic spots within the five main travel systems under the East Coast National Scenic Area Administration, formulated tourist-friendly environment design criteria, submitted regional installment plans as a future reference, and promoted further itineraries.
- Implemented the “Taitung Water Running Up Recreation Area and Chenggong Seaside Park Overall Development Project”. The geographical wonder of the Water Running Up area makes it a must-see tourist stop for groups from Mainland China. The narrow area surrounding the scenic spot, however, often leads to traffic congestion. Thus, the tourism resources in this area were part of the assessment in this project, and action plans for improving the service quality in this area were carried out as well. Since the service facilities of the Chenggong Seaside Park recreation area were established in 1997, the amount of Mainland Chinese tour groups has increasing rapidly. In response to the situation, the Tourism Bureau inspected the overall development of Chenggong Seaside Park and the township, amalgamated local tourism business, evaluated the situation and reorganized development plans so as to further benefit to the local tourism market.

#### (2) Public Works

A total of 30 construction projects took place at major international attractions (Green Island, Xiaoyeliu / Dulan, Chenggong / Sanxiantai), national attractions (Shiti / Xiuguluan), and local attractions (Jiqi / Yanliao). These included improvement of the surroundings at the Amis Folklife Center East Coast headquarters, Douli Visitor Center exhibition hall, improvement of the Dashihbi Mountain and public toilets at Lide harvest festival plaza, improvement of the surroundings at the Jingpu tribe workshop, Shitiping camping area, and Xibulan Visitor Center, as well as improvement of the Jiqi recreation area (1st stage) camping ground and surroundings. Enhancement of recreational facilities led to better overall travel services.

### 2. Operation and Management

- Updated Tourist Safety: Carried out the study of potentially dangerous areas and erected various safety apparatus including warning signs, safety bales with life lines, and fences; safety and management of water recreational activities within the due jurisdiction, supervised operators and organizers holding recreational water activities with due jurisdiction to arrange rescue/medical drills, annual disaster and defensive fire drills, typhoon disaster prevention and rescue work preparations, review and revision



(4) 運用社會資源：辦理「臺東三仙臺旅館區興建營運計畫」案與「綠島朝日溫泉、朝日旅遊服務中心及露營區 ROT」案履約管理工作，進行志工招募及解說服務；辦理遊憩或服務設施出租民間經營及委託民間認養、東海岸社區部落觀光發展 Discovery 計畫、塑造行銷東海岸部落特色觀光產業。

(5) 設置「行動東海 App」：App 含 8 項功能，有新聞訊息、旅遊景點、適地性服務、食宿玩樂、我的最愛、我的行程、檢索搜尋及大頭貼等服務，提供最新資訊、即時解答遊客疑問、加強規劃與分享訊息的功能，同時透過駐點維運人員整合各式網路平臺，強化與遊客間互動網絡，提升觀光資訊曝光度與遊客使用率。

(6) 推動有感措施：辦理「夜訪小野柳」之配套遊程，帶領夜訪遊客體驗另類視覺享受，並廣受當地認同，未來將持續辦理。



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### 3. 宣傳推廣

#### (1) 推廣觀光遊憩活動

A. 「三仙臺迎元旦曙光活動」：102 年 1 月 1 日清晨，以阿美族古調帶領三仙臺遊客共同迎接民國 102 年第 1 道曙光，更首次規劃愛你一生一世（102~103 年）跨年度迎曙光活動，另結合旅行社於 102 年推出 2 ~ 3 日曙光套裝遊程，共有 8 家旅行社、1,183 位遊客參加。

B. 「第 3 屆募集東海岸旅遊達人活動」：以行銷東海岸全年活動及遊程為目的，藉由路線集點方式，讓遊客深度體驗東海岸特有的自然景觀、文化特色及部落觀光，參加東海岸年度活動、遊程或上傳分享旅遊心情皆可積點；前 100 名積分最高者均榮獲東海岸榮譽之友悠遊卡，內含 6,000 元獎金及好康優惠，參加人數突破 1 萬人。

C. 「2013 年勇闖東海岸單車自我挑戰賽」：102 年 4 月 14 日於臺東加路蘭遊憩區辦理，由「攝影作家」田定豐先生與「自行車美女騎士」魏華萱小姐代言，共 1,438 名車手參加，素稱臺灣登山王的范永奕、102 年環臺賽亞洲優秀選手巫帛宏、黃信華等人皆前來挑戰。本活動自 98 年辦理迄今已打響名號，廣獲國內外車友認同。



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D. 「夜訪小野柳生態導覽遊程」：102 年 5 月至 10 月 30 日止，每週五、六、日晚上，透過星空、地質及動植物生態解說，帶領遊客體驗小野柳越夜越美麗的風情，共 6,515 名遊客參加。

E. 「臺灣夏至 235 系列活動」：102 年 6 月 20 日至 23 日結合觀光局夏至 235 系列活動及周邊觀光特色，陸續辦理「一起彩繪靜浦・工作假期」、「早安太陽迎曙光活

“Handbook for Disaster Prevention Tasks”, update and maintenance of travel safety information posted on tourism and travel websites, update and maintenance of the information posted on East Coast Scenic Area Administration’s website under “Water Recreation”, and the alleviation of traffic congestion during the Chinese New Year’s holiday.

(2) Management of facilities maintenance: Area-wide environmental and facilities maintenance, recreational facilities management information system, internationalization of equipment and maintenance i.e. instructions and signs, establishment of water monitoring system within the area, maintenance of marker buoys at Green Island’s Chaikou and Shilang Diving Areas, and improvements of public building safety and fire equipment flaws were carried out.

(3) Environmental cleanliness: The outsourcing of labor for environmental and facilities cleaning, national clean home plan, and vegetation planted at various sites in line with green beautification, waste reduction and resource recycling, as well as clean up of driftwood along the coast was carried out. Improvement work in old public restrooms continued in accordance with the “Design Standards for User-Friendly Toilets in Scenic Areas”.

(4) Use of Social Resources: Implemented a construction and operations plan for the Sanxiantai hotel district; managed an ROT plan for Green Island’s Zhaori Hot Springs, Zhaori visitor information center, and a camping area. Recruited volunteers, provided guide services, rented recreational and service facilities to private organizations to operate, and urged organizations to adopt facilities. East Coast indigenous communities launched plans to develop and promote specialty tribal tourism, including the “Discovery” plan.

(5) Established “East Coast Travel App”: The App provides 8 functions including news, tourist attractions, location-based services, accommodations, my favorites, my schedules, search / retrieval services, as well as a personalized profile photo avatar. By providing the latest information, immediate response to tourists’ questions, itinerary planning services and information sharing, contact to maintenance and operation personnel to integrate various online platforms, this plan seeks to strengthen the interactive network between tourists, as well as increase access to tourism information.

(6) Promoted user-friendly measure: A whole package of “Night Tours of Xiaoyeliu” itineraries was organized to lead the tourists to experience an alternative visual feast, which was very well received by locals, and will continue in the future.

### 3. Advertising and Promotion

#### (1) Promotion of Tourism and Recreational Activities

A. “Sanxiantai New Year’s Day Sunrise”: In the early morning of January 1, 2013, tourists embraced the first rays of sunlight accompanied by the traditional tribal melodies of the Amis at Sansiantai. The first “Love you Forever” cross into the New Year sunrise activity was organised as well. Furthermore, 2 to 3 day first sunlight of the new year tour packages were carried out too in 2013 jointly with travel agencies, with the total participation of 8 travel agencies and 1,183 tourists.

B. “The 3rd Annual East Coast Travel Master Activity”: Focused on the promotion of East Coast activities and itineraries, allowing tourists to experience the in-depth beauty of natural landscapes, cultural features, and tribal tourism on the East Coast. Tourists participating in the East Coast annual events and itineraries, or sharing their travel experiences on the official App could also collect bonus points; The top 100 participants who collect the most points each year are awarded an Honorary East Coast Easycard containing NT\$6,000 in credit and various other preferential offers. The number of participants exceeded 10,000 in 2013.

C. “2013 East Coast Super Rider Cycling Race”: The cycling race was held on April 14, 2013, at the Taitung Jialulan Recreation Area and with the renowned photographer Mr. Lancaster Tien and cyclist Ms. Andrea Wei acting as spokesmen, a total of 1,438 riders take this activity. Fan Yung-I, known as King of the Taiwan Mountains, and the outstanding Asian contestants of the 2013 Tour de Taiwan cycling contest Po-Hong Wu, and Xin-Hua Huang also came forward to take this challenge. Since its inauguration in 2009, this activity has established a good reputation amongst both Taiwanese and international cyclists.



動」、「2013 年秀姑巒溪泛舟鐵人三項競賽活動」共約兩千人參加，除了享受急流瘋泛的快感外，也能體驗東海岸極具特色的部落文化。

F. 「沓都瑪樣樂舞宴」：102 年 7 月 5 日至 6 日在都歷處本部阿美族民俗中心舉辦，參加對象為東河、成功、長濱三鄉鎮內部落，活動以東海岸部落的熱力歌舞為主題，結合傳統競技及體驗活動，帶動在地文創藝品及部落觀光產業，讓遊客感受東海岸部落文化的精彩與魅力。

G. 「加路蘭手創市集」：102 年 7 月 20 日至 8 月 11 日，每週末傍晚至晚上於加路蘭遊憩區舉行，提倡手作、原創、原味觀，結合部落工藝、小吃、DIY 產業及在地表演，提供遊客一系列好康又好玩的活動。

H. 「尋找綠島大象，低碳遊綠島」：102 年 10 月 10 日，為推廣綠島低碳旅遊，參加民眾由綠島遊客中心出發，以騎乘腳踏車、電動自行車等低碳運輸方式前往公館國小，尋找綠島大象的足跡，藉由綠島大象的故事推廣低碳旅遊。

I. 「冬遊三仙 兩全旗（臍）美」：102 年 11 月至 12 月，鼓勵遊客冬季到東海岸旅遊，與成功鎮旅館、民宿業者及安通、知本溫泉觀光協會合作，包括「住宿送百元購物抵用券」活動、「冬遊三仙 兩全旗（臍）美」活動，每日定時推出限量旗魚、臍橙產品試吃活動等，並搭配臺鐵局郵輪式列車推出 2 梯次套裝行程。另配合觀光局國家風景區美景美食週「食來運轉遊臺灣—2013 臺灣美食系列活動」，推出網路食、宿及伴手禮好康限時限量搶購活動。

J. 「守護花東 我愛船騎活動」：於 102 年 11 月 16 日至 17 日辦理，配合臺灣自行車節系列活動，新推出結合東海岸傳統部落文化體驗的單車微旅行，安排部落體驗、百人船唱、營火晚會等，帶給車友難忘的部落 Bike 訪之旅，路線自花蓮市亞士都飯店至花蓮縣豐濱鄉長虹橋下廣場，分為單日任務組與 2 天 1 夜體驗組等，約 1,300 人參加。

K. 「都歷遊客中心開幕活動」：102 年 11 月 30 日，東管處都歷遊客中心經整修開幕，活動除邀請交通部觀光局、臺東縣政府觀光旅遊處等貴賓剪綵外，更請臺東家扶中心的小朋友們搶先體驗館內嶄新的展示型態與服務設施，並於遊客中心外嶄新展演廣場舉行草地音樂會，帶給前來體驗的民眾們一個美好的夜晚。



L. 建置「行動東海岸」旅遊手機 App：因應現今智慧型手機普及化，進行「行動東海岸 App」改版（含 iOS 版與 Android 版），讓智慧型手機的遊客在東海岸旅遊時可獲得即時資訊與便利服務，並提供自訂行程與旅遊大頭貼服務。

(2) 辦理三仙臺、奚卜蘭遊客中心、阿美族民俗中心駐點展演、月光小棧藝文展演等，以歌舞、藝術的形式，讓遊客深刻體驗東海岸族群的熱情。

(3) 部落觀光推廣

「東海岸部落社區慢騎漫遊套裝遊程」：推出「經典套裝遊程路線」、「花東縱走+單車自由行」和「客製化單車行程」三大主題，全程以單車及健走的方式帶領遊客漫遊東海岸。



D. "Ecological Night Tours of Xiaoyeliu": Through introductions to the stars, the geology, and the local flora and fauna, led visitors to experience the beautiful nighttime atmosphere of Xiaoyeliu. The activity, held every Friday, Saturday, and Sunday evening starting in May and ending on October 30, 2013, attracted a total of 6,515 tourists to participate.

E. "Taiwan Fun on the Tropic of Cancer": Through the connection between the Taiwan Fun on the Tropic of Cancer series of activities and local tourism characteristics, the "Tribe of the Sun - The Village in Warm Color" working holiday, the "Good Morning Sunshine - Rays of Dawn on the East Coast" activity, and "2013 Xiuguluan River Time for Raft Triathlon" activity were held from June 20 to 23, 2013, with a total of 2,000 participants. In addition to enjoying the thrill of whitewater rafting, tourists were also able to experience the unique aboriginal culture of the East Coast.

F. "Katomayan Tribal Music and Dance Festival": From July 5 to 6, 2013, the festival was held at the Amis Folk Center located at the Douli headquarters of the East Coast National Scenic Area Administration, with participants of aboriginal tribes from the Donghe, Chenggong, and Changbin Townships. Focusing on the passionate music and dance of the East Coast tribes, the festival combined traditional athletic and leisure activities, boosted local cultural and creative artwork, as well as promoted the tribal tourism, allowing visitors to experience the wonderful tribal culture and charm of the East Coast.

G. "Jialulan Handcraft Market Activities": Every weekend from July 20 to August 11, 2013, evening activities were held at Jialulan recreation area. Promoted original hand-made crafts and combined tribal arts, snacks, DIY opportunities, and local shows to provide tourists with a series of fun and beneficial activities.

H. "Searching for Green Island Elephants Low-Emissions Tour": On October 10, 2013, in the attempt to promote low-emissions tours of Green Island, participants set off from the Green Island Visitor Center and ended at Gong Guan Elementary School, riding bicycles, electric bikes, and other low-emissions means of transportation and looking for the tracks of Green Island Elephants along the way. The goal was to widely promote low-emissions travel through the story of Green Island Elephants.

I. "Sanxian Sailfish Winter Tours": From November to December, 2013, in order to encourage tourists to visit the East Coast, the Tourism Bureau cooperated with the Antong Hot Spring Association, and the Zhiben Hot Springs Tourism Association to promote the use of hotels and homestays in Chenggong Township, by providing homestay guests with NT\$100 shopping vouchers, as well as holding the "Sanxian Sailfish Winter Tours" campaign. The limited daily samples of swordfish, Navel Orange delicacies, and the 2-stage Taiwan Railway Administration Cruise Train tour packages were launched. Moreover, in accordance with the 2013 Taiwan Culinary Promotion Campaign, limited-time online shopping activities were carried out for tourists as well.

J. "Guard Taitung and Hualien - I Love Cycling and Sailing": From November 16 to 17, 2013, launched cycling tours combined with East Coast traditional tribal culture in accordance with the activities of the Taiwan Cycling Festival. Activities such as tribal experience tours, singing-themed boat tours, and campfire parties were organized to leave cyclists with an unforgettable tribal tour impression. The cycling route started from the Astar Hotel at Hualien City and continued to the plaza under the Changhong Bridge in Fengbin Township, Hualien County with one-day tours and 2-day overnight experience. The activity attracted about 1,300 tourists to participate.

K. "Douli Visitor Center Grand Reopening": On November 30, 2013, a grand reopening was held after the Douli Visitor Center of the East Coast National Scenic Area Administration underwent renovation. In addition to inviting honored guests from the Tourism Bureau under the Ministry of Transportation and Communication as well as the Tourism Department under the Taitung County Government to cut the ribbon at the opening, the event further welcomed children from the Taiwan Fund for Children and Families to be the first to experience the brand new facilities. Furthermore, music concerts at the new performance plaza outside the visitor center were also held to create a wonderful nighttime atmosphere for all in attendance.



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

澎湖群島具有豐富的玄武岩地質、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 102 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」，重要工作成果如下：

##### 1. 規劃建設

##### (1) 開發新景點

虎井遊憩區：澎湖群島位於北緯 23.5 度區域，北回歸線經過虎井嶼南方海域，澎湖縣內又以虎井西山公園為最接近北回歸線的陸地，由陸地向海洋眺望北回歸線更能凸顯澎湖海洋風情。虎井北回歸線地標設施，其造型配合「23.5」阿拉伯數字趣味排列，塑造「我在澎湖、幸福的天梯」及「幸福繫（虎井）依偎」等設計語彙，象徵戀人一線雙心緊緊依偎，適合遊客前往取景照相，並串連虎井嶼特殊的人文、生態、地質、地形等旅遊資源。



##### (2) 景點添新妝

- A. 改善據點休憩設施：針對大菓葉玄武岩遊憩據點、七美大獅龍埕遊憩區、雙心石滬遊憩區、吉貝嶼遊憩區、虎井遊憩區等服務據點，增設觀景平臺、遮蔭棚架、遊客座椅，部份地區另增設停車場及改善浮動碼頭設施。
- B. 據點景觀改善：以庭園景觀手法，加強植栽綠美化，分別辦理馬公、湖西、白沙、西嶼及南海遊憩系統各景點之植栽景觀改善工程。

##### (3) 營造友善環境

- A. 改善行政園區設施：以庭園造景的手法，融入澎湖在地觀光元素，改善行政園區景觀、步道鋪面，並設置水霧設施及木製休閒座椅，提供遊客消暑及駐足拍照的場所。



L. Established the “East Coast Travel App” for mobile devices: In response to the current popularity of smartphones, the “East Coast Travel App” was revised to accommodate the iOS and Android systems, allowing tourists with smartphones to receive immediate information and convenient services while traveling along the East Coast. Functions such as personalized itinerary planning and travel photo avatar settings are also provided in the App.

- (2) Held performances at attractions such as Sanxiantai and Xiaoyeliu as well as regular venues such as the Amis Folk Center and the Moonlight Inn. The beautiful song, dance, and art revealed the passion of East Coast aboriginal groups, bringing tourists an impressive experience.

##### (3) Tribal Tourism

“2013 East Coast Cycling Tour”: Offered tourists with three main theme options: classic package routes, the East Rift Valley (with semi-independent travel), and tailor-made hiking and biking tours throughout the East Coast.

#### 4. Future Development

- (1) Continue preservation of the natural scenery and cultural resources on the East Coast and Green Island while advancing sustainable development.
- (2) Turn the East Coast and Green Island into a model vacation area for relaxed, LOHAS-based trips.
- (3) Encourage greater private investment and development of the tourism industry to increase local employment opportunities and boost the local economy.
- (4) Promote visits to indigenous communities while assisting in building a strong environment and industry for tribal tourism. Enhance tourism themes and the travel brand associated with aboriginals on the East Coast.

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

The Penghu Archipelago is rich in 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 2013, the results of Penghu National Scenic Area in collaboration with the promotion of “Penghu National Scenic Areas Development Plan” in accordance with the “Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)” were as follows:



##### 1. Planning and Construction

##### (1) Developing New Attractions

Hujing Recreation Area: The Tropic of Cancer falls across the Southern sea just near Hujing Island, located in the Penghu Archipelago at 23.5 degrees north latitude, and Xishan Park on Hujing Island is the land closest to the Tropic of Cancer. Therefore, looking out over the ocean at the Tropic of Cancer distinctly highlights the marine charm of the Penghu Islands. Constructed landmarks at Hujing recreation area along the Tropic of Cancer in the shape of the number “23.5” relating to the latitudinal position of the area, as well as designed creative slogans such as “Here in Penghu, a Stairway to Heaven” and “Nestling Against Hujin”, the names of which imply the intimacy shared between lovers. These events integrated the culture, ecology, geology, topography, and other tourism resources of Hujing island.

##### (2) Makeovers for Tourist Attractions



- B. 興建人性化公廁：整建網垵口既有公廁及風櫃公廁等，達到人性化、無障礙的公廁服務等。目前經管公廁均榮獲澎湖縣政府頒「特優級」公廁獎章。

## 2. 經營管理

### (1) 環境清新潔淨計畫

- A. 擇定重點地區，動員社區居民、民間團體、衛生福利部老人之家、澎坊公司、聯勤澎湖地區支援指揮部、澎湖地方法院檢察署、相關鄉公所及學校等單位，共同清理海漂垃圾、大型漂流木及廢棄物、雜草等，藉此提高淨灘、淨鄉之意識，喚醒居民自覺。活動過程中安排隨隊講師，推廣生態旅遊及資源保育的觀念。

- B. 102 年度辦理南寮古厝群周邊環境、北海管理站西側沙灘環境、後寮港區西側沙灘環境、吉貝沙尾環境及網垵口沙灘環境等地之環境整頓清新潔淨宣示活動，參與人數達 580 人次以上，結合地方相關團體、機關及學校單位，共同清除海岸上大量塑膠浮球、保特瓶、保利龍及漂流木等海漂物及現地廢棄物，守護「家園清新」，凝聚民眾清潔維護旅遊環境之共識，共創「景點潔淨」的友善旅遊環境。



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### (2) 辦理同仁及觀光產業人員技能訓練

- A. 浮潛指導員訓練：為向業者積極宣導「水域遊憩活動管理辦法」法令，於 102 年 4 月 9 日至 10 日與國立澎湖科技大學合作辦理浮潛指導員課程初訓及複訓，訓練內容包括基本知識、配備操作、入水法、水面浮潛、伴潛、救援法等，使業者具備帶領遊客從事浮潛活動之能力，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 23 名。
- B. 水上摩托車活動安全教育訓練：於 102 年 4 月 11 日至 12 日辦理，與國立澎湖科技大學共同辦理水上摩托車活動，教授學員水上摩托車的技能與安全須知、宣導配戴安全防護裝備，及遵守騎乘水上摩托車之規則技巧、救援法等事項，以維護遊客安全，本次訓練研習合格學員共 32 名。
- C. 災害防救 CPR+AED 緊急救護訓練：102 年度相繼於各遊客中心設置自動體外心臟電擊去顫器（簡稱 AED），並邀請中華民國紅十字會臺灣省澎湖縣分會指派專業教練授課，於 102 年 9 月 30 日辦理災害防救 CPR+AED 緊急救護訓練，共 62 人參與，以促進緊急醫療救護設施運用及第一線服務人員應變能力，提升旅遊安全品質，並提供遊客及民眾緊急醫療救護之安全場域。

### (3) 促進民間投資案

- A. 102 年獎勵民間投資觀光產業完成重要里程碑，其中「澎湖南海遊客中心賣店營運移轉（OT）案」於 102 年 3 月 29 日簽約委託營運，自 102 年 4 月 1 日至 107 年 12 月 31 日止，每年收取定額權利金計新臺幣 10 萬元整。
- B. 「澎湖望安綠蠵龜觀光保育中心賣店營運移轉（OT）案」履約期間自 102 年 1 月至 107 年 12 月，每年收取定額權利金計新臺幣 12 萬元整。

- A. Recreational Facility Improvement: Provided viewing platforms, trellising to provide shade, seating, parking lots, and floating docks (in some areas) at Daguoze Basalt, Cimei Tomb of the Seven Beauties, Dashi Lung-cheng Scenic Area, Twin-Hearts Stone Weir, and Jibeiyu recreation area.

- B. Landscaping Improvement: Enhanced aesthetics by planting gardens and greenery. New vegetation at Magong, Huxi, Baisha, Xiyu and attractions in the Nanhai recreation system created an extensive garden environment and improved landscaping.

### (3) Creating a Friendly Environment

- A. Improvement of the government facilities at Penghu National Scenic Area Administration: Garden landscaping was adopted to unify the administration area with local sightseeing elements of Penghu. The improvements included landscaping, the paving of trails, installation of a cooling mist system, and comfortable wooden chairs in order to offer tourists a place to cool off, rest, and take photos.

- B. Addition of User-Friendly Toilets: Renovation of the toilets at Wang'ankou led to user-friendly facilities for all, including the handicapped. The Penghu County government renovated all public toilets in its jurisdiction managed by the Tourism Bureau for their excellence.

## 2. Operation and Management

### (1) Environmental Improvement Plan

- A. A major clean up of the beach areas to remove garbage, driftwood, weeds, and other unsightly items was carried out via the mobilization of community residents, private groups, the Penghu Defense Command, Combined Logistics Penghu Regional Support Command, the Penghu District Court Prosecutors Office, township offices and schools, and other groups. This community clean up activity in the township, and lectures on ecology to explain the promotion of ecotourism and resource conservation served to awake the environmental consciousness of residents.

- B. The clean-up efforts were carried out in the environment near Nanliao village, the western beach area beside the Beihai Management Station, the western beach of the Houliiao harbor area, Jibei Sandtail beach, and the Wangankou Beach in 2013 with the number of participants reaching more than 580. These activities integrated local groups, institutions, and schools to work together in cleaning up floating plastic buoys, plastic bottles, styrofoam, driftwood, and other floating objects as well as salvaged material at the coast for the purpose of maintaining a fresh and clean public environment. It aimed to increase public consciousness concerning the importance of maintaining a clean travel environment near scenic spots.

### (2) Held Water Recreation Industry Skills Training

- A. Snorkeling Instructor Training: Held in cooperation with the National Penghu University of Science and Technology on April 9 and 10, 2013, this program taught instructors the "Regulations Governing Water Recreation Activities" and included basic knowledge, equipment use, water entry techniques, surface snorkeling, and rescue techniques for beginners and experienced snorkelers. The safety of water recreation activities in Penghu is secured by equipping service providers with required capabilities for safe diving. A total of 23 trainees achieved certification in this training period.

- B. Jet Ski Safety Training: On April 11 and 12, 2013, in conjunction with the National Penghu University of Science and Technology, this jet ski technique and safety program aimed to teach students skills and safety precautions for jet ski operation and safety equipment awareness, in order to comply with the laws and requirements of jet ski operation and water rescue in order to protect the safety of tourists. A total of 32 trainees achieved certification in this training period.

- C. CPR + AED Disaster Prevention and Emergency Rescue Training: Established Automated External Defibrillator (AED) equipment at each and every visitor centers, and invited the Penghu County branch of The ROC Red Cross Society to assign professional coaches to give lessons in 2013. The CPR +



- C. 「澎湖林投公園賣店及週邊服務設施營運移轉（OT）案」已於 103 年 2 月 20 日簽約完成，3 月 3 日辦理點交完畢，委託營運期間自 103 年 3 月 1 日至 109 年 2 月 28 日止，每年收取定額權利金計新臺幣 8 萬元整。

### 3. 宣傳推廣

#### (1) 「2013 澎湖沙灘嘉年華」觀光行銷活動

以澎湖最美麗海灣為主軸，辦理 2013 澎湖沙灘嘉年華活動，包括陳昇演唱會、生存遊戲、沙灘排球比賽、月光電影、沙灘炫音派對及國際研討會等共 15 場活動，同期遊客造訪成長 2 萬 7,350 人次。提升澎湖國際觀光旅遊形象，利於爭取國際觀光客源，期藉此機會讓更多國際人士認識澎湖，進而造訪本地，拓展澎湖國際觀光市場。



#### (2) 「輪到澎湖·單車旅遊趣」領騎服務

首創全國單車旅遊領騎服務，讓欲以單車旅遊澎湖團體，先於網站預約申請，澎湖國家風景區管理處（澎管處）即免費派專業自行車領騎人員，帶領來自各地的中、小眾車友，以慢騎、漫遊的方式，遊覽「馬公、湖西—黃金海岸祕徑探索」及「白沙、西嶼—藍海烽煙祕徑探索」經典環島路線，體驗菊島風情，進而吸引遊客前往澎湖觀光。102 年計 27 個團體申請參加，共 306 人。



#### (3) 生態旅遊推廣活動

為推動生態旅遊，於 102 年 1 月 10 日至 11 日辦理生態觀光、海龜養護、遊客服務課程介紹綠蠟龜生態保育觀光、海龜救傷通報作業等。於 5 月 23 日辦理「2013 澎湖新鮮玩」生態旅遊研習活動行程發表會，分為「石滬文化」、「燕鷗生態」及「潮間帶體驗」三大特色主題，每一主題活動各安排 10 梯次。以島嶼永續發展為重要課題，兼具資源保育、住民生活、社區發展與環境教育。

#### (4) 積極行銷世界最美麗海灣

澎湖正式成為「世界最美麗海灣組織」的一員，澎管處特別整合澎湖縣政府「2013 澎湖美麗一整年」觀光行銷主題，全力配合推動辦理「兜風健走遊澎湖」、「夏至相約北緯 23 度半」、「風浪板與獨木舟體驗活動」、「生存遊戲」、「秋冬赤嶼踏樂趣活動」、「吃喝玩樂遊澎湖」、「古貝 Fun 風箏活動」等活動，讓澎湖不僅成為國內最佳海島旅遊度假樂園，更進一步發展為具競爭力的「國際度假島嶼」。



#### (5) 澎湖遊客人次再創佳績

澎湖國家風景區遊客人次雖受交通及冬季東北季風因素影響，102 年度在澎湖產官學各界努力下，遊客人數達 72 萬 4,016 人次，較 101 年成長 6.94%，為澎湖帶來近 55 億元之觀光產值。

AED Disaster Prevention and Emergency Rescue Training was held on September 30, 2013 to promote the use of emergency medical facilities and improve the ability of first-line service staff in dealing with emergency situations. The training also helped increase the quality of travel safety, providing tourists a safe zone of emergency medical care and treatment. A total of 62 people participated in the training courses.

#### (3) Promoted Private Investment

- A. On March 29, 2013, signed the contract for business recruitment of the “Penghu South Sea Visitor Center renovation and operation transfer (OT) Project”, setting a new milestone for private investment in Taiwan’s tourism industry. The government will receive NT\$100,000 in royalties every year during the contract period from April 1, 2013, to December 31, 2018.
- B. During the agreement period of the “Penghu Wangan Green Turtle Tourism and Conservation Center renovation and operation transfer (OT) Project”, the government will receive NT\$120,000 in royalties every year during the contract period from January 2013 to December 2018.
- C. The “Penghu Lintou Park shops and surrounding facilities renovation and operation transfer (OT) Project” was contracted on February 20, 2013, and completed the transfer process on March 3. The government will receive NT\$80,000 in royalties every year during the contract period from March 1, 2013 to February 28, 2018.

### 3. Advertising and Promotion

#### (1) The “2013 Penghu Beach Carnival” Tourism Campaign

Focused primarily on the promotion of Penghu's most beautiful bays, the 2013 Penghu Beach Carnival including 15 activities such as a music concert by Bobby Chen, a survival experience camp, beach volleyball games, movie watching, beach music festival, and international seminars, etc. The number of tourist arrivals in Penghu during the campaign time increased by 27,350, enhancing the international tourism image of Penghu and attracting more international tourists.

#### (2) The Penghu Guided Bicycle Tour Service

Established guided tour services for national hiking and cycling tourist groups. After applying online, tourist groups wanting to experience Penghu by bicycle were assigned cycling professionals by the Penghu National Scenic Area Administration. These cycling professionals then led hiking and cycling enthusiasts on tours using only these two methods of transportation. The relaxing classical itineraries included “Makung and Hushi- Exploration of the Gold Coast Trails” and “Baisha and Xiyu- the Exploration of the Blue Sea Fire Beacon Trails” and revealed the passion and charm to be found on this land, appealing to a greater number of tourists to visit Penghu. In 2013, there were 27 tour groups totalling 306 people who applied for the service.

#### (3) Promotion of Ecotourism

On January 10 and 11, 2013 ecotourism courses were held to educate tourists concerning the ecology and conservation of green sea turtles, as well as the procedure for reporting on sea turtle injuries. Moreover, the “2013 Penghu Fresh Tours” ecotourism itinerary announcements were held on May 23, focusing on three themes: the scenic stone fish weirs and the related Penghu fishing culture, the tern ecosystem, and the geo-ecological system of the island’s tidal flats. In total, 10 one-day trips were organized for each theme. To put the archipelago on a path to sustainable development, the campaign emphasized the importance of resource conservation, community life and development, as well as environmental education.

#### (4) Proactive Marketing for Penghu Bay

Penghu is now officially a member of “The Most Beautiful Bay of the World Club”. In particular, the Penghu National Scenic Area Administration integrated promotional themes from the Penghu County



#### 4. 未來發展重點

澎湖國家風景區是一座島嶼型的風景區，在觀光旅遊市場上，仍需面對區域及國際性的競爭，隨著澎湖地區 102 年正式加入世界最美麗海灣，澎管處在規劃建設、經營管理上，皆以積極加強國際化觀光行銷及拓展多元化觀光市場為工作重點。此外，為因應國內外旅遊型態趨勢，轉而注重發展低碳觀光、生態旅行的模式，103 年將以「運動觀光及低碳旅遊」為行銷主軸，提供旅客多元面向之遊憩體驗，並持續以「環境生態優先」、「改善景觀亂象」、「追求國際水準」、「遊客服務導向」四大工作理念來永續營造澎湖之美。

#### (四) 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自然景緻，為塑造生態旅遊環境及多樣化遊憩內容，102 年配合推動「重要觀光景點建設中程計畫（101-104 年）」項下之「大鵬灣國家風景區建設計畫」，重要工作成果如下：

##### 1. 規劃建設

###### (1) 國際觀光重要景點建設：

- A. 持續辦理環灣景觀道路 CH03 標拓寬及景觀設施工程。
- B. 持續辦理潮口導流堤及青洲岬灣保護工程。
- C. 辦理區內基礎建設，完成濱灣公園風帆基地景觀改善（第 1 期）、大鵬灣入口意象、右岸濕地服務區停車場工程、環灣道路周邊護岸改善、潮口航道浚渫及主航道浮標佈設等工程。

###### (2) 國內觀光重要景點建設：

持續辦理琉球風景區建設，完成旭日亭步道、大福漁港遊客服務中心等設施整建工程，提升遊憩環境品質。



##### 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。賽車場及東方渡假酒店分別於 102 年 8 月及 9 月開始營運。

(2) 節省人力及增加收入，完成遊客中心、蚵殼島、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。

Government's "Year-Round Charm of Penghu 2013" activity, and held activities such as Penghu Outdoor Walking Tours, Summer Solstice Meetup on the Tropic of Cancer at Penghu, Experience of Windsurfing and Canoeing, survival experience camp, Fall and Winter Travel to Penghu, Food & Fun in Penghu, Jibei Island Fun Kite Festival, among others, making Penghu a premier Taiwan tourist park choice, and an internationally competitive island tourist destination.

##### (5) Penghu travellers set a new record in arrivals

Despite the effect of transportation, and wintry climate, the number of arrivals in the Penghu National Scenic Area reached 724,016, increasing 6.94% compared to 2012, and brought in NT\$5.5 billion in tourism revenue.

##### 4.Future Development

The Penghu National Scenic Area faces many regional and international rivals in the island tourism market, and recognition of its hard work came when Penghu joined "The Most Beautiful Bay of the World Club" in 2013. In the future, Penghu will continue to make most beautiful bays recognition part of its promotional campaign and will create a low carbon island environment by adhering to the principles of green tourism, low carbon travel, local manufacturing and local consumption. The archipelago can look forward to the continued expansion of tourism. Moreover, the Tourism Bureau and government will continue sustainable development of Penghu by prioritizing the environment, improving the landscape, pursuing international standards, and always seeking to serve tourists in 2014.

#### (IV) Dapeng Bay National Scenic Area <http://www.dbnsa.gov.tw>

Close to the Kaohsiung metropolis, the due jurisdiction of this Scenic Area encompasses two Pingtung County townships—Donggang Town and Linbian, and the entire township of Liugu. This scenic area sports natural and cultural riches 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 with the aim of creating an ecotourism environment with multifaceted recreation opportunities, thus molding a multi-function resort destination. The major achievements of this work are as follows:



##### 1. Planning and Construction

###### (1) International Scenic Area Priority Development:

- A. Continued work on Tender CH03, involving widening and landscaping work to a scenic road encircling the bay.
- B. Continued work on the bay's tidal training dike and a project to protect Qingzhou cape.
- C. Completed infrastructure construction, including 1st-stage landscape improvement of the Dapeng Coastal Park sailboarding area, creation of the Dapeng Bay gateway, construction of the service area in the parking lot of the Right Bank Wetlands, improvement of the environs of the Dapeng Bay coastal road, dredging of the shipping channel at the tidal estuary, and buoy installation in the main shipping channel.

###### (2) National Scenic Area Priority Development:

Construction of the Liugu Scenic Area continues. Facilities renovation works of the Sunrise Pavilion trails and Dafu Fishing Port Tourist Service Center were completed to enhance the environmental quality of the recreation.



### (3) 推動有感措施

- 暑假為旅遊旺季，設置簡易遮陽棚讓前往小琉球之候船旅客使用。
- 推動大鵬灣濕地環境教育場域認證，於 102 年 10 月 31 日核准通過，提供環境教育及生態旅遊之最佳場所。



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### 3. 宣傳推廣

- 辦理「2013 自行車 1200 公里認證」、「大鵬灣盃風帆橫渡小琉球」、「大鵬灣國際帆船邀請賽」、「102 年自由車菁英排名賽」、「2013 泳渡大鵬灣活動暨 102 年公開水域游泳錦標賽」、「鐵人三項系列賽」、「RALLY NIPPON 2013 in TAIWAN—日本古董車環臺感恩之旅」等行銷推廣活動。
- 配合屏東縣政府辦理「2012 黑鮪魚文化觀光季」及「恆春古城國際民謠音樂季」。
- 配合「恆春半島觀光產業聯盟」共同參加高雄、臺中、臺北國際旅展及廈門國際旅遊交易會、香港等國際旅展，大力行銷「恆春半島旅遊線」。
- 配合推動「台灣好行」之墾丁快線，推出套裝行程。
- 辦理「小琉球淨灘淨海及海洋生態保育宣傳」等活動，持續行銷「小琉球風景區」。

### 4. 未來發展重點

- 促進民間參與開發大鵬灣國家風景區，結合公部門共同推展大鵬灣為「國際級多功能複合式休閒度假勝地」。
- 利用人工濕地公園，營造生物多樣性棲息環境。
- 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。
- 建構便捷觀光旅遊交通網，串聯墾丁、四重溪成為「熱帶海岸度假走廊」。

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

花東縱谷位於兩山之間，因地處歐亞大陸板塊與菲律賓海板塊縫合帶，產生峽谷、瀑布、溫泉、曲流、河階、沖積扇、斷層及惡地等豐富地質景觀。花東縱谷國家風景區管理處自 100 年起挖掘食藝宿不同類型的「縱谷珍珠」，積極行銷珍珠店家，包含主題遊程包裝、整體宣傳、建置觀光資訊平臺等，提升整體旅遊服務品質，打造自然、簡單且精緻的旅遊服務為發展定位，藉以活化區域經濟，深根地方觀光產業。102 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」，重要工作成果如下：



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### 2. Operation and Management

- Contract performance management for the Dapeng Bay National Scenic Area BOT project was carried out, and regular BOT review meetings were held, so as to stay on track for annual targets and gain status control. The motor racetrack and Orient Resort Penbay hotel began operations in August and September 2013 respectively.
- Operation of visitor centers, Keke Island, and the Liuqiu Eco Campground were outsourced to save the workforce and increase income, while providing recreational services and information on travel, recreation, sightseeing and accommodation for tourists.
- Recognizable Measures
  - Due to the summer heat during peak tourist season, simple shade roofs were set up for the use of tourists while waiting for boats to Little Liuqiu.
  - Promoted the approval of the environmental education area at Dapeng Bay Wetlands, which was investigated and ratified on October 31, 2013, providing an ideal location for environmental education and ecotourism.



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### 3. Advertising and Promotion

- Held the 2013 1200 km Cycling Event, Dapeng Bay national windsurfing championship, Dapeng Bay International Regatta, 2013 Elite Cycling Rankings, 2013 Dapeng Bay Swimming Event & Open Water Swimming Championships, Dapeng Bay Super Triathlon, Rally Nippon 2013 in Taiwan, and other promotional activities.
- Held the 2012 Blue Fin Tuna Cultural Festival and the Hengchun International Folk Song and Music Festival in collaboration with the Pingtung County government.

- Cooperated with the Hengchun Peninsula Doubling Tourist Arrivals Industrial Alliance to participate in international travel exhibitions in Kaohsiung, Taichung, and Taipei, as well as the Xiamen Straits Travel Fair, and international travel fairs/expos in Hong Kong, so as to emphatically market the "Hengchun Peninsula Package Tour Route".
- Launched package itineraries in cooperation with the Kenting Express Bus of Taiwan Tourist Shuttle.
- Organized the beach cleaning and marine conservation promotional activities to Continue promotion of the Little Liuqiu Scenic Area.

### 4. Future Development

- Private participation will be promoted in Dapeng Bay National Scenic Area Development Project together with governmental agencies to bring about joint developments and turn Dapeng Bay into an international multifunctional resort destination.
- Use man-made wetlands to create a diversified biological habitat.
- Establish 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.
- Build a fast and easy tourism transportation network, connecting Kenting and Sichongxi to become a "tropical beach vacation corridor".



## 1. 規劃建設

### (1) 國際、國內重要景點建設及維護

辦理鯉魚潭遊客中心暨周邊公共服務設施改善工程、鯉魚潭周邊友善環境改善工程、鯉魚潭無障礙公廁改善工程、六十石山暨周邊公共服務設施改善工程、鹿野高臺人車分道暨周邊景觀改規劃設計等案，積極提升轄內重要景點遊憩環境品質。

### (2) 據點景觀及環境友善性

辦理鶴岡遊客中心周邊環境改善工程、明利村上部落周邊環境綠美化工程、池上遊客中心暨鐵馬驛站周邊環境改善工程等案，提升遊客休憩服務環境品質。

### (3) 形塑地方觀光特色

辦理北回歸線暨周邊公共服務設施工程、玉富自行車道公共服務設施改善工程（含璞石閣鐵馬驛站）臺東地區自行車道公共服務設施工程（第 2 期，含延平鄉桃源、永康部落跳舞場）以及玉里、樂合、長良等部落跳舞場環境改善工程等案，經營地方場域特色，創造縱谷新興亮點。

### (4) 持續配合交通部推辦「東部自行車路網示範計畫」

整建與強化鯉魚潭、光復鄉、瑞穗鄉、富里鄉、池上鄉、關山鎮、卑南鄉等地區之自行車道，提升鐵馬休憩驛站之環境服務功能，打造景觀綠色廊道並串聯珍珠景點。

### (5) 全區化考量規劃，建設整體優質環境

進行全區無障礙暨兒童廁所改善工程、鯉魚潭地區公共服務暨無障礙設施改善計畫、主題旅遊指標建置委託暨服務案、鯉魚潭地區水質監測系統、鳳林遊憩區環境監測計畫、推動穆斯林友善環境、全區各據點綠美化建設及設施環境維護等案，並以優先改善鯉魚潭潭北公共服務空間為示範點，未來將透過整合無障礙交通工具、提供相關資訊平臺，積極推動無障礙旅遊路線。

### (6) 先期規劃包括鯉魚潭遊客中心暨管理站興辦事業計畫及周邊遊憩據點用地整體規劃案、變更鳳林遊憩區開發計畫及環境影響說明書委託專業服務案等，透過興辦事業計畫法定程序整體規劃管有土地，並提出未來使用目標。另向經濟部申請地方產業發展基金，提報 3 年執行「募集縱谷好咖與部落亮點，啟動 38 綠色旅遊發展計畫案」，102 年度先以深度訪談、盤點系統產業及行銷推廣課程等建立溝通平臺方式，將視診斷結果後續推動觀光產業鏈結、個案輔導、提升遊憩服務體驗，加強整合資訊行銷。

## 2. 經營管理

### (1) 設置救生設備及監視系統，落實轄區水域活動安全管理及防溺救生計畫，不定期會同交通部航港局東部航務中心辦理水上腳踏船安檢、船籍查核保險及合格救生員證照查核等資料，加強水域活動期間之巡查頻率，並協請轄管警分局加強巡邏。

### (2) 為維護飛行傘場地安全管理，除公告「臺東縣鹿野高臺起飛場、龍田降落場及泰平山起飛場禁止危害安全之行為」，禁止未取得合法營業項目飛行傘業者經營雙人載飛營利行為，但仍供合法取得飛行認證人士申請或訓練使用。

### (3) 積極辦理轄內遊憩設施活化再利用。履約中促參案：林榮休憩區、鯉魚潭露營區、鳳凰山莊、崙天遊憩區等 4 案，履約中出租案：池上休憩區出租案、鯉魚潭賣店出租、鹿野高臺滑草場等 3 案。

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

The East Rift Valley, situated between two mountain ranges and the suture zone of the Eurasian and Philippine Sea Tectonic Plates, has developed rich geological landscapes such as canyons, waterfalls, hot springs, meandering river terraces, alluvial fans, and faults, among others. The East Rift Valley National Scenic Area Administration has been cultivating different types of “Rift Valley travel spotlights” encompassing food, the arts, and accommodations, actively marketing them through themed tour packages, general promotion, and the establishment of tour networks. Via improvements to the overall quality of tourism services and providing natural, simple, high quality tourism services, stimulated the regional economy and developed the local tourism industry. The implementation of the “East Rift Valley National Scenic Area Development Plan” in accordance with the “Mid-term Plan for the Construction of Major Scenic Sites (2012-2015)” is ongoing. The major achievements of this work are as follows:



### 1. Planning and Construction

#### (1) Development and Maintenance of Major International and Domestic Attractions

Construction project completion: Improvements to the facilities and environs at the Liyutan Visitors Center, improvement of the Hegang Visitor Information Center, improvement to the barrier-free public toilets at Liyutan, improvements to the surroundings and public facilities at Liushishi Mountain, and landscaping development for separation of pedestrian and vehicle lanes at the Luye Plateau, in order to enhance the environmental quality of the main scenic spots in this area.

#### (2) Landscape and Environmental Improvements Around Attractions

Construction project completion: Improvement of Hegang Visitor Center surroundings, greening of the Minglicunshang Village surroundings, and facility improvement and landscaping of Chihshang Visitor Center Bikeway Post, in order to improve the recreational environment and services for tourists.

#### (3) Developent of Local Tourism Characteristics

Completed construction to the surroundings and public facilities along the Tropic of Cancer, improvements to the public facilities along the Yufu Bikeway (including Pushige Bike Station), construction on the Taitung bikeways public facilities (including 2nd-stage construction on the dancing sites at Taoyuan village in Yanping Township and in the Yongkang Tribe), as well improvement to the surrounding environs at the Yuli, Lehe, Changliang, and other tribe's dancing sites. These projects created new tourism spotlights in the East Rift Valley.

#### (4) Continued Implementation of the Ministry of Transportation's “Eastern Taiwan Bikeway Network Demonstration Plan”

Renovated and improved cycling paths in Liyutan, the Mukumugi area, Guangfu Township, Ruisui Township, Fuli Township, Chishang Township, Guanshan Township, and Beinan Township. Improved landscaping and made the environment friendlier around cyclist rest stops. These changes continued progress in building a green landscape corridor and linking attractions.

#### (5) Regional Planning to Build an Excellent Environment

Completed wide-scale improvements to barrier-free and children's toilet facilities, improvements to the Liyutan area barrier-free and public service facilities, construction of outsourced landmarks for themed tours, a water quality monitoring system at Liyutan, an environmental monitoring plan at the Fenglin recreation area, as well as wide-scale promotion of Muslim-friendly environments, greening and beautification, and facilities and surroundings maintenance. The improvements to the Liyutan Tanbei public service area were prioritized to serve as a benchmark. In the future, we hope to integrate barrier-free transportation and a platform to provide relevant information for barrier-free travel itineraries.



- (4) 辦理轄內公共遊憩設施委由民間團體機構認養協助維護工作，累計完成北區 11 處（月眉社區部落周邊環境清潔、長橋鐵馬驛站、光復鄉大富地區周邊之地及相關設施等）、中區 13 處（春日鐵馬驛站、玉里鐵道自行車道、東豐觀景涼亭等）及南區 3 處（卑南遊客中心、利吉遊客中心、天龍公廁），共 27 處，有效紓解設施維護經費負擔。
- (5) 為維護鯉魚潭生態環境平衡、培養環境學習社群，達到永續經營發展之目的，102 年度依環境教育法及相關法令辦理「鯉魚潭環境教育設施場所認證申請—前置作業輔導」作業，邀請專家學者於 102 年 5 月 16 日及 7 月 31 日進行環境教育訓練，另於 102 年 9 月 23 日及 10 月 28 日分別辦理 3 場環境教育認證輔導工作坊，協助行政人員瞭解環境教育設施場所認證申請程序，共同規劃鯉魚潭場域特色、課程及未來預計工作。

### 3. 宣傳推廣

- (1) 102 年度辦理「洄瀾國際鐵人三項精英賽」、「鼓動谷音文化創意系列音樂會」、「瑞穗夏至 235—仲夏原鄉舞動縱谷」、「鯉魚潭螢蝶生態饗宴」、「珍珠亮點整合行銷活動」、「臺灣自行車節—輪轉花東單車嘉年華」等大型主題活動，以設置專屬活動網站、召開記者會、邀請臺北媒體參訪等方式宣傳，並結合地區產業共同行銷。
- (2) 辦理「原鄉部落愛心縱谷學攝影活動」，透過霧鹿國小學童攝影作品教學、展示及義賣活動，記錄家鄉的原民風貌，增加部落學童對家鄉之認同感。
- (3) 出版《自在縱谷》旅遊季刊，委託遠見天下雜誌編輯刊物，除提供旅遊服務中心及轄區業者廣為宣導外，並由遠見天下雜誌寄送固定用戶該雜誌時，夾寄《自在縱谷》旅遊季刊，協助花縱處積極進行市場策略行銷。
- (4) 為提升觀光遊憩服務品質，轄內遊客中心提供隨團接待導覽、中英日解說服務、代寄明信片、代收傳真、代叫計程車、緊急汽車接電、手機充電以及出借嬰兒車、輪椅、防蚊液等物品等貼心服務，另配合暑期熱氣球主場活動，延長鹿野遊客中心服勤時間至夜間 12 點。
- (5) 觀光旅遊網站新增無障礙旅遊暨有感小故事專區，並在各活動期間於 Facebook 粉絲專頁推廣宣傳。

### 4. 未來發展重點

- (1) 為建構花東優質景觀路廊，將辦理花東縱谷旅遊軸線景觀及服務空間規劃案、國家風景區觀光整體發展計畫案，營造縱谷友善並具地方意象之旅遊環境。
- (2) 積極推動 38 綠色旅遊，透過地產基金計畫繼續執行「80% 使用在地食材、食物里程不超過 80 公里、80% 員工為在地人」之商家認證輔導，以縱谷「好咖」與「部落觀光」方式進行故事行銷，塑造花東縱谷與原鄉部落之樂活氛圍。



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1 鼓動谷音文化創意系列音樂會  
Cultural creativity series of drumming music  
concerts

2 啟動 38 綠色旅遊發展計畫  
Project implementation for the integration of  
outstanding tourist spots and tribes along the East  
Rift Valley

- (6) Planned initial development for the Liyutan Visitor Center and Management Station as well as how to make use of the surrounding lands. Outsourced construction development plans for the Fenglin recreation area and the creation of introductory materials to explain the impact their plans may have on the environment. In accordance with the laws and procedures for starting a new business, carried out development plans regarding land ownership, and proposed plans for future use. Moreover, applied for local development funding from the Ministry of Economic Affairs by presenting a three-year project aimed at integrating outstanding tourist spots and tribes along the East Rift Valley. In 2013, via in-depth interviews, inventorying businesses which are adequately systematized, and organizing marketing courses, a platform by which the government and the public can communicate was established, and follow-up steps for the promotion of, and cooperation within, the tourism industry were organised as well. Moreover, the Tourism Bureau provided assistance to individual tourism businesses with the goal of improving recreational services and strengthening the integration of information-based marketing.

### 2. Operation and Management

- (1) Conducted safety management of water activities, introduced a plan to prevent drowning, and added equipment to assist in preventing drowning. Cooperated with the eastern boating affairs division of the Maritime and Port Bureau to conduct inspections on paddle-boats, insurance, and ship registry. Lifeguard licenses were also inspected. During major water activities, local police were asked to increase patrols.
- (2) To improve safety management of paragliding facilities, promulgation of new restrictions governing the takeoff facilities at Luye Plateau of Taitung County, the landing facilities at Longtian, and the takeoff facilities at Taiping Mountain took place. The new rules prevented non-licensed operators from conducting two-person flights in the Luye Plateau area while allowing licensed operators and instructors to remain.
- (3) Private Cooperation to Revitalize and Reuse Recreational Facilities: Continued to oversee contracts associated with the Linrong Recreation Area, Liyutan campground, Phoenix Resort, and the Luntian Recreation Area. Rental contracts included the Chishang Recreation Area, a shop at Liyutan area, and Luye Plateau grass sliding area.
- (4) Commissioned private organizations to adopt and maintain 27 public recreational facilities, including 11 areas in the north (cleaning of the environment around the Yamay community, the cyclist rest stop at Changqiao, improvements to the land and facilities around Guangfu Township's Dafu area, etc.), 13 areas in central Taiwan (the cyclist rest stop at Chunri, the cycling paths around Yuli railway line, viewing platforms at Dongfeng, etc.), and 3 areas in the south (the Beinan Visitor Information Center, Liji Visitor Information Center, and Tianlong Temple). These partnerships lowered maintenance costs for the East Rift Valley National Scenic Area Administration.
- (5) To maintain the ecological balance of Liyutan and to increase environmental sustainability, the pre-procedure guidance for application to use the Liyutan environment for education purposes was carried out according to the Environmental Education Act and related regulations. Experts and scholars were invited to conduct training in environmental education from May 16 to July 31, 2013. Furthermore, three environmental education certification and guidance workshops were organized on September 23 and October 28, 2013, to assist executives in understanding the application process for environmental education facilities and locations certification, collaborating in developing the distinguishing features, courses, and future initiatives of Liyutan.

### 3. Advertising and Promotion

- (1) Events held in 2013 included the Huilan international triathlon, cultural creativity series of drumming music concerts, Fun on the Tropic of Cancer – dancing festival in Ruisui Township, the butterfly watching ecological tourism activity in the Liyutan area, the integration of promotional travel spotlight activity, and the East Rift Valley Taiwan Bike Day in accordance with the Taiwan Cycling Festival.



- (3) 導入創意之旅遊商品，結合珍珠亮點店家及自然文化觀光資源，推廣永續生態深度旅遊。
- (4) 增加區域產業品牌與能見度，打造花東地區成為具國際水準之觀光渡假勝地。

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

馬祖國家風景區涵蓋馬祖列島全部陸域及部分海域，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）；民國 88 年 11 月 26 日成立馬祖國家風景區管理處，專責辦理該風景區各項開發建設與經營管理工作。102 年推動「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」，重要工作成果如下：



##### 1. 規劃建設

- (1) 101 年度完成「媽祖在馬祖創意行銷策略規劃案」，102 年持續強化媽祖信仰文化意涵、塑造媽祖在馬祖意象及設計開發相關文創商品，且向智慧財產局申請「媽祖在馬祖」圖像商標權，期建構馬祖的「媽祖宗教文化園區」並使其成為世界上最具特色與內涵的媽祖信仰文化中心。



- (2) 102 年以馬祖四鄉五島之豐富地質景觀為基礎，強調生態旅遊—親近自然、環境教育及生態永續管理的旅遊型態，同時也辦理馬祖地質公園觀光亮點推動計畫，由國立臺灣大學林俊全教授及師範大學蘇淑娟教授辦理社區說明會，指導馬祖在地質公園推動的過程中，結合目前海上看東引、花崗岩海蝕地景，展現地質及地形特色，藉由一系列地質公園的培訓及宣導，提升當地環境教育品質；又透過地方的創作、設計及產業轉型等，創造當地經濟的來源。此外，更於 102 年 5 月 7 日在南竿馬祖高中教師研習中心辦理地質公園工作坊，邀請法國及荷蘭等國際級地質地景專家演講，另亦舉辦攝影及學生繪畫競賽。



- (3) 完成 102 年戰爭和平紀念公園主題館賣場暨周邊景觀整建工程，並規劃委外出租可行方案，期將戰地軍事據點設施活化再利用，創造馬祖軍事特色氣氛。

- (4) 完成東引安東坑道階梯改善工程，建置相關設施以維護遊客動線。
- (5) 與連江縣政府分工進行媽祖宗教文化園區整建工程，102 年度完成眺望臺整建工程，並協助整理媽祖巨神像周邊環境，且於 102 年 10 月邀請行政院毛副院長治國蒞臨馬祖主持眺望臺啟用典禮。
- (6) 自 99 年至 102 年辦理馬祖地區特色建築風貌改善補助計畫，民眾可採用自行僱工方式辦理補助修繕建造經費，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，期能「延長執行期程，循序漸進推動」，活化地區觀光產業，保存整體聚落。

- (2) Organized tribal children photography activities, where through photography courses, exhibitions, and charity sale activities held for students of Taitung Wulu Elementary School, the aboriginal charm of their hometown was recorded, increasing the tribal children's identification with their hometown.



- (3) Published the "Carefree Visits to the East Rift Valley" travel periodical and commissioned Global Views Monthly to edit the publications. In addition to providing periodicals for the travel service centers and travel agencies in the area, also enclosed the Carefree Visits to the East Rift Valley travel periodical within the Global Views Monthly magazines and sent to its regular readers, assisting East Rift Valley National Scenic Area Administration in actively advancing the strategic development of tourism marketing.

- (4) To enhance the quality of recreational services, visitor information centers assisted with receiving and guiding tour groups, interpreting services in Chinese, English, and Japanese, sending postcards and faxes; calling taxis; loaning strollers, wheelchairs, and mosquito repellant; calling for emergency automobile service; and providing cell phone recharging. In accordance with the Summer hot air balloon festival, the office hours of the Luye Visitor Center were prolonged to 12 a.m.
- (5) Added sections on barrier-free travel for handicapped visitors along with touching travel stories to the tourism website. Related activities were regularly promoted on Facebook.

##### 4. Future Development

- (1) To build excellent landscape corridors in the East Rift Valley area, will implement landscaping and service space development projects on East Rift Valley area tour routes as well as the East Rift Valley National Scenic Area overall development, providing visitors with a friendly travel environment.
- (2) Implement a three "8s" ecotourism plan to assist businesses in achieving certification for using at least 80% local materials, food that comes from less than 80 km away, and employing at least 80% locals. The plan will spark industrial development through both tribal tourism and local characteristics.
- (3) Use innovative travel products to market and manage a prosperous tourism industry in the East Rift Valley. Combine travel spotlights as well as natural and cultural resources to promote sustainable ecotourism.
- (4) Enhance branding and visibility of regional industries to transform the East Rift Valley into a world-class tourism resort and a place for land, sea, and air recreational activities.

#### (VI) 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 Nov 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:





## 2. 經營管理

- (1) 為提升遊客安全，定期消防安檢保養建物，另配合馬祖國家風景區管理處（馬管處）首創「愛趴 GO」走動式行動服務，所轄景區每月巡檢 70 次以上，保障遊客安全。
- (2) 為維護環境整潔美化，結合連江縣政府及各鄉公所、軍方及法人社團辦理清淨家園活動（淨灘、淨山及綠美化等）總計 15 案，552 人次參加，垃圾量約 1 萬 5,940 公斤。
- (3) 為突破人力困境，善用臺籍及在地志工，並辦理培訓活動，102 年度服務約 9 萬人次。
- (4) 102 年度進行服務形象規劃，建置識別標示，並辦理行動版網站更新案，提升整體服務品質。
- (5) 依業務性質不定期與相關單位召開協商會議，或與縣政府召開業務協調聯席會議，討論觀光發展相關事宜。另密切與軍方協調軍事據點活化再利用、汰換軍事裝備再利用及閒置營區釋出相關事宜。

## 3. 宣傳推廣

- (1) 102 年元旦於離島最高峰—北竿壁山辦理迎曙光活動，約 800 人次參與，並於北竿塘岐運動場舉辦升旗典禮，約 450 人參加。
- (2) 「2013 生態賞鷗暨海上看馬祖」入選為 102 年「臺灣觀光年曆」國際性活動之一，自 7 月 1 日至 8 月 30 日於每週一、三、五辦理，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）。102 年度燕鷗數量較 101 年增加，各家電視臺（民視、公視、三立等）及各旅遊媒體（ETtoday、東森新聞雲、聯合報、中國時報等）於活動期間分別報導賞鷗行程，引起廣大迴響，搭乘人次計 975 人次，載客率為 89%，102 年度旅客搭船人數較 101 年成長約 21%。



- (3) 結合采盟旅遊補給站、軍方及協會團體於 7 月 30 日至 8 月 24 日共同辦理「南竿北海仲夏音樂會」，除提供遊客夏夜休憩活動選擇外，更有效行銷南竿遊客中心及采盟旅遊補給站為遊客來馬祖首選地，於 7 月 30 日活動開幕日吸引 750 位鄉民及遊客參加（約占南竿人口之三分之一）。

- (4) 「媽祖昇天祭暨宗教文化園區啟用典禮」案，園區工程耗時 4 年，工程費用達 2 億 470 萬元，於 102 年 10 月 13 日（農曆 9/9）正式落成，由行政院毛副院長、交通部葉部長、交通部觀光局謝局長等貴賓主持園區啟用典禮，特邀國立臺灣交響樂團於船型眺望臺上表演，活動過程特別以祈福彩球及幸福氣球升空，突顯媽祖升天及船型眺望臺出航意象。

## 4. 未來發展重點

- (1) 以愛心、關心、用心、貼心結合專業，塑造優質觀光環境。
- (2) 打造海上桃花源，結合獨特觀光資源，以「慢活」與「生態」為主軸，發展「地質之旅」、「賞鷗之旅」、「軍事體驗之旅」、「慢活禪修之旅」、「宗教文化之旅」，期能躍升為「國際級特色觀光與慢活之渡假列嶼」。

## 1. Planning and Construction

- (1) Completed the “Goddess Mazu of Matsu Islands” innovative marketing plan in 2012. Continued strengthening the religious and cultural meaning found on Mazu, building the impression that the goddess Mazu is on the Matsu islands, design and development of cultural products, and applying for trademark of the “Mazu on Matsu” image from the Intellectual Property Office in 2013. The goal is to turn the “Mazu Religious and Cultural Park” into the world's most distinct and meaningful Mazu religious and cultural center.
- (2) In 2013, founded upon the rich geological landscapes and unique plants found in Matsu's four townships and five islands, three different aspects of ecotourism were developed: getting close to nature, environmental education, and sustainable management were emphasized and carried out the Matsu Geopark scenic spot promotional program to cultivate the tourist market in Matsu. Invited Professor Jiun-Chuan Lin from National Taiwan University and Professor Shew-Jiuan Su from National Taiwan Normal University to organize community explanation sessions, guiding Matsu to implement its Geopark promotional program. Through Geopark training and promotion, integrated the Dongyin scenic area and uniquely eroded granite marine landscapes to exhibit the geological and topographical features of Matsu. Improved local environmental education, as well as expanded local economic sources through development of local artists and industry transformation. Furthermore, a Geopark workshop was held for senior high school teachers at the Nangan Teaching and Learning Center on July 5, 2013, inviting international geology and topography experts from France and the Netherlands to give talks. Student painting and photography competitions were also organized.
- (3) Completed renovations to the War and Peace Memorial Park Theme Hall and surrounding landscape, and developed feasible plans for project outsourcing. Reuse of military locations and facilities enhanced the characteristic military feel of the islands.
- (4) Completed renovations to the stairs of Andong Tunnel at Dongyin, as well as the construction of related facilities to maintain the flow of tourists through the area.
- (5) Cooperated with the Lienjiang County government to renovate the Mazu Religious and Cultural Park, completed the viewing platform construction, and assisted with environmental improvements to the landscape around the large Mazu statue in 2013. In October 2013, invited vice president of the Executive Yuan, Mao Chi-Kuo, invited vice president of the Executive Yuan, Mao Chi-Kuo, to host the opening ceremonies for the Matsu viewing platform.
- (6) Conducted the support program for the improvement of unique architecture in Matsu from 2010 to 2013, where people were able to apply for grants and hire laborers on their own to implement renovation and projects. Those applicants who finished the renovations were encouraged to run homestays, restaurants, specialty stores for use by the local community. The program was ongoing with the hopes of extending the project schedule to allow more applicants to take part and to continue making stable progress, as well as the goals of activating the local tourism industry and preserving the whole settlement.

## 2. Operation and Management

- (1) To enhance tourist safety, implemented the scheduled building maintenance and fire safety checks. Moreover, established the “I-Pa-Go” courtesy service in accordance with Matsu National Scenic Area Administration, patrolling this scenic area more than 70 times per month to ensure the safety of tourists.
- (2) To maintain environmental cleanliness and beautification, held 15 hometown environmental cleanup activities (beach and mountain clean-ups, as well as greening measures) in conjunction with the Lienchiang County Government, local township offices, the military, and legal associations. The activities attracted 552 participants with a total clean-up garbage amount of 15,940 kilograms.
- (3) To make up for the shortage of hands, held training activities to make good use of Taiwanese volunteers from near and far. The service offered volunteer training to approximately 90,000 people in 2013.



- (3) 提升遊憩品質及服務水準，建置完善之旅遊服務設施網絡，提供更友善、安全、優質之旅遊環境，希冀延長遊客停留天數。
- (4) 整合國內觀光重要景點，串聯為帶狀遊憩系統，擴大景點效能，藉此吸引國際觀光客，加速與國際接軌。

#### (七) 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「邵族文化」為主軸，結合水陸活動，發展為高品質、多樣化的休閒度假遊憩體驗區。102 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」，重要工作成果如下：



#### 1. 規劃建設

- (1) 配合日月潭擴大國家風景區經營管理範圍、國家重要政策及永續發展目標，辦理交通環境改善規劃、整體綱要計畫、擴大景點串連、監測自然生態、遊客意見調查、推估遊客量、碼頭收費及管理制度研究等多項先期規劃案件。



- (2) 維護和提升公共建設品質，包括環潭邊坡整治、車埕火災後整修、綠色隧道及桃米地區公共設施暨周邊環境改善、更新全區解說及指標系統等。
- (3) 建設日月潭人車分道系統，完成伊達邵纜車站步道延伸工程及松柏崙至大竹湖步道串聯工程，提升旅遊環境安全性。
- (4) 於伊達邵碼頭完成電動船快速充電站，加速載客船舶電氣化，提供遊客更舒適的旅遊體驗，並維護日月潭之永續發展。

#### 2. 經營管理

- (1) 活化既有公共設施，節省人力與成本，完成伊達邵紅茶館、竹石園、車埕茶屋及水社遊客中心等委外經營出租，增加遊客深度探訪日月潭之機會與遊憩新據點。
- (2) 配合經建會「跨域加值公共建設財務規劃方案」，與南投縣政府合作推動中興停車場收費政策，落實使用者付費之社會公平性與效益性。
- (3) 考量文武廟攤販區為危險建物與國有財產出租規定，業於 102 年 10 月 31 日終止所有租約，後續由法院依原租賃契約強制執行騰空返還後，將拆除危險建物，維護風景區安全與景觀，並改善文武廟地區交通問題。
- (4) 推動有感措施：
  - A. 於日月潭及車埕地區 9 處重點公廁完成親子廁所改善工程，且依實際環境空間設置兒童用便斗、馬桶及洗手臺。
  - B. 營造穆斯林友善環境，於向山、伊達邵、車埕遊客中心無障礙公廁增設沖洗器，另於向山提供穆斯林祈禱相關用品。

1 日月潭自行車道  
Bikeways around Sun Moon Lake

2 電動船快速充電站  
Fast-charging stations for the electric boats



- (4) Developed the service image, created a recognizable logo, and organized a mobile website renovation project to improve overall service quality.
- (5) Depending on the nature of business, held occasional consultative meetings with people in relevant positions, or joint conferences regarding operational coordination with local government to discuss tourism-related matters. Moreover, discussed with military units about activating some military bases for the purpose of tourism, making use of obsolete military equipment, and releasing the camps which are in disuse for public use, adding these locations to the local tourism resources.

#### 3. Advertising and Promotion

- (1) At dawn on New Years Day, 2013, the first sunlight activities on the summit of Beigan Island's Bishan Mountain, the island's highest peak, with approximately 800 tourists participating. Furthermore, organized a flag-raising ceremony at Beigan stadium, where about 450 people were in attendance.
- (2) The "2013 Seasonal Tern-Watching Tour" was selected as one of the international events in the "2013 Taiwan Tourism Events Calendar". The annual Matsu tern-watching eco-fest was held every Monday, Wednesday, and Friday from July 1 to August 30, 2013 with tern-watching boat itineraries around the shores of Tiejian Island and Zhongdao Islands, after which the boat wound around the Qiaozi and Qinbi Villages, providing an offshore view of the beautifully eroded marine landscapes and Mindong architecture. In comparison with last year, the 2012 tern population was on the rise, leading to greater television exposure of the tern-watching tours (FTV, PTV, iSET networks) as well as by travel media (ETtoday, ETV cloud site, United Daily News, China Times); the itineraries therefore received tremendous feedback. In 2013, tourists made 975 trips reaching an average of 89% of the tourist capacity, and the number of tourists taking the boat tours grew 21% over 2012.
- (3) Held the "Beihai Midsummer Music Concert" activities in coordination with the iTravel information counter at the Nangan Visitor Center, the military, and other related associations from July 30 to August 24. In addition to providing a recreational option for tourists, effectively marketed the South Visitor Center and iTravel information counter to boost tourist opinion of Matsu. On July 30, 2013, the opening ceremonies of the Beihai Midsummer Music Concert attracted the participation of 750 villagers and tourists, about one-third of Nankan population.
- (4) After 4 years and a cost of up to NT\$204,700,000, completed the construction projects of the Mazu Ascension Festival and the opening ceremonies of the Matsu Religious Culture Park. The inauguration occurred on October 13, 2013. To celebrate the completion of the Matsu Religious Park, Vice Premier Mao Chi-kuo of the Executive Yuan, Minister Yeh Kuang-shih of the Ministry of Transportation and Community, Director David W. J. Hsieh of the Tourism Bureau under the Ministry of Ministry of Transportation and Community, and other dignitaries were invited to preside over the opening ceremonies, at which the National Taiwan Symphony Orchestra performances on the spectacular ship-shaped gazebo. During the ceremony, a special arrangement of blessing pompoms and air balloons flying up to the sky was carried out to highlight the ascension to heaven of the goddess Mazu, along with the image of the ship-shaped gazebo setting out to sea.

#### 4. Future Development

- (1) Integrate love, care, attentiveness, and consideration with professionalism to create a high-quality tourism environment.
- (2) To develop Matsu into a utopia on the sea as well as an international tourism island resort, unique tourism resources will be integrated to develop geology tours, gull-watching tours, military experience tours, meditation journeys, and religious / cultural tours which will implement the concept of environmentally friendly slow living travel.
- (3) Recreational quality and service standards will be upgraded across the board to provide a friendly, safe, and premium quality travel environment in the hopes of extending the length of tourist visits.
- (4) Via the integration of the important scenic spots in Taiwan into a comprehensive tourism system, improve the effectiveness of scenic areas to cultivate Matsu as an international tourist destination.



- C. 配合無障礙旅遊政策，設計無障礙旅遊摺頁，並提供輪椅借用、電動輪椅充電等加值服務；此外首次製作手語版導覽 DVD，提升聽障者或行動不便者旅遊便利性。
- D. 日月潭為婚紗拍攝勝地，為體貼外拍新人，於向山建置「愛的進行室」婚紗攝影準備空間，提供全年無休之免費婚紗攝影、梳妝及休憩等優質服務。



### 3. 宣傳推廣

- (1) 規劃、執行年度觀光遊憩活動，如 2013 日月潭櫻舞飛揚環湖路跑賽、臺灣自行車節—日月潭 Come! Bikeday、日月潭國際花火音樂嘉年華及 2014 日月潭迎曙光等重要活動，促進地方觀光產業發展。
- (2) 推動智慧綠能公共運輸—電動車輛共乘服務，創先於國家風景區內引入 35 輛綠能環保電動車，提供遊客經濟且便利的低碳旅遊運具。

- (3) 為推廣日月潭多元化的低碳運具，結合周邊生態旅遊景點（竹石園、紙教堂），改版發行 8 款日月潭旅遊套票，提供遊客經濟實惠的旅遊新選擇。

### 4. 未來發展重點

- (1) 以「高山湖泊」與「多元文化」為發展主軸，構成「安全、永續、美觀、富文化氣息之 21 世紀湖畔休閒度假區」。
- (2) 營造國際友善、生態維護、整潔美化、安全舒適的優質旅遊環境，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，透過發展農村休閒產業，吸引港、澳、星馬地區旅客從事農業體驗活動。

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

本風景特定位所轄之獅頭山、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。102 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」，重要工作成果如下：

#### 1. 規劃建設

- (1) 為改善獅頭山風景區與南庄地區之遊憩設施，完成「獅頭山峨眉湖細茅埔吊橋及周邊環境整修工程」、「獅頭山風景區水濂橋整建工程」、「東河瓦寮產業文化館周邊公共設施工程」、「南庄鄉蓬萊溪護魚步道 0K+000 ~ 0K+640 段災損復建工程」、「小東河至福南串接步道及周邊公共設施工程」及「南庄遊客中心及獅山生態教室展示空間改善工程委託規劃設計」等 6 案。



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

Sun Moon Lake is the largest lake in Taiwan, with a southern portion that resembles a crescent moon, and a northern side that looks like the disk of the sun. It is being developed around the two cores of the “alpine lake” and “Thao tribal culture”, with water and land activities being combined together to provide a high quality, diversified resort and recreation experience. 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 accordance with the expansion of the Sun Moon Lake National Scenic Area Administration, major national policies, and sustainable development, completed renovation of the transportation environment, the overall outline plans, expansion and integration of tourist attractions, preservation of the natural ecosystem, tourist opinion surveys, tourist flow estimates, tourist toles for visitors to the wharf, management research, and more.
- (2) Completed construction projects in the Sun Moon Lake National Scenic Area, including the renovation of the slopes surrounding the lake, rebuilding of the old Checheng dormitory after a fire, improvements to the facilities and environs of green tunnel and Taomi areas, and renovation of the tourist site information system to raise overall service quality.
- (3) Constructed separation of pedestrian and vehicle lanes and completed the extension of the Ita Thao cable-car trail, as well as the integration of hiking trails from Songbolun to Dajhuhu.
- (4) Established fast-charging stations for the electric boats at Ita Thao Pier and accelerated the switch to electric power for passenger ships to offer tourists a better Taiwan travel experience, as well as to maintain sustainable development of Sun Moon Lake.

#### 2. Operation and Management

- (1) Revitalization of existing public facilities was done to save manpower and reduce construction costs. Outsourced projects regarding the operation of Ita Thao teahouse, Bamboo Rock Garden, Checheng teahouse, and the Shuishe Visitor Centre for tourists to enjoy in-depth tours of Sun Moon Lake and other local scenic spots.
- (2) In accordance with the "Cross-Border Infrastructure Financial Planning Project", promoted the charging policy of Chung Hsing parking area in conjunction with the Nantou County Government.
- (3) In consideration of the fact that vendors in front of the Wen Wu Temple were established in a dangerous buildings area which is also national property, all vendor rental contracts were terminated on October 31, 2013. Following this, the court enforced the complete eviction and removal of the dangerous buildings in accordance with the original leases in order to maintain the security and scenic value of the area. The traffic problem in the Wen Wu Temple area was alleviated as well.
- (4) Recognizable Measures:
  - A. Completed family restroom renovation projects at 9 major public toilets around Sun Moon Lake and Checheng areas to set up urinals, toilets, and sinks for children according to environmental and space constraints.
  - B. In addition to developing the Muslim-friendly environment by providing the Xiangshan Visitor Information Center with related prayer items for Muslim tourists, installed shower nozzles in



(2) 為改善梨山賓館之住宿品質，提升梨山風景區之環境品質，實施「梨山賓館基礎設施改善工程」、「四季賞花園區景觀改善工程」、「梨山風景區福壽山農場旁櫻花步道整建工程」、「谷關捎來步道設施整修工程」等公共服務設施工程；另為重塑梨山、谷關新風貌並提供遊客多樣化之休閒體驗，執行「梨山文物陳列館廣場及周邊環境改善工程委託設計」、「谷關溫泉文化館展示空間改善工程委託規劃設計」及「梨山風景區景觀及公共服務設施改善工程委託規劃設計」等 7 案。

(3) 為打造八卦山風景區多元遊憩體驗，提供優質之遊憩設施，完成「彰化縣田中鎮長青自行車道周邊據點環境改善工程」、「八卦山風景區高鐵橋下自行車道延伸工程」、「芬園鄉挑水古道景觀建置工程」、「芬園鄉寶藏寺暨休閒體健園區周邊環境改善工程」、「彰化田中鎮赤水崎木棧道改善工程」、「彰化縣銀行山登山步道延伸工程」、「八卦山風景區員林地區待人坑銜接隴頂古道景觀改善工程」及「彰化縣田中鎮贊天宮周邊步道設施整修工程」等公共服務設施。另完成「松柏嶺森林公園景觀設施改善工程委託規劃設計」、「八卦山員林（東山地區）簡易景觀綠美化工程委託規劃設計」及「二水觀光自行車道鋪面及赤水崎木棧道改善工程委託設計」等 11 案。

## 2. 經營管理

- (1) 辦理「102 年度地震等天然災害應變暨緊急救護訓練」及「緊急災害救護教育」第一線救護人員訓練研習會。
- (2) 辦理 102 年度「清淨家園全民運動計畫」相關事項。
- (3) 辦理 102 年觀光地區春節交通疏運、228 連續假期交通疏運等計畫。
- (4) 辦理 102 年「八卦山風景區觀光產業輔導暨提升遊憩品質講習」計畫。
- (5) 辦理轄內景點民間參與投資公共建設委外經營、出租管理等案件，成果及效益如下：

### A. 獅頭山風景區

#### (A) 南庄遊客中心停車場出租經營管理案

- a. 101 年 3 月 25 日與新利昇公司事業有限公司簽訂出租經營管理契約。
- b. 102 年度增加國庫收益新臺幣 157 萬 2,000 元。

#### (B) 獅山遊客中心附設餐飲賣店（歇心茶樓）租賃契約案

- a. 101 年 1 月 1 日與綠野仙蹤簽訂租賃契約。
- b. 102 年度增加國庫收益新臺幣 13 萬 5,800 元。



1 谷關捎來步道啟用典禮  
Commencement Ceremony of the Guguan  
Shaolai Trail

2 谷關溫泉公園無障礙步道  
Barrier-free Trails, Guguan Hot Springs Park

restrooms for the disabled at Xiangshan Visitor Information Center, the Ita Thao tourist center, and the Checheng Visitor Center.

C. In accordance with barrier-free travel policies, designed barrier-free tourism brochures, and provided wheelchair lending and electric wheelchair charging services; produced sign-language enhanced navigation DVDs to improve convenience for the blind and for those with reduced mobility.

D. Sun Moon Lake is a famous resort for wedding shoots. In consideration of those love birds who undertake outdoor photo shoots, built a wedding photography preparation space and provided free year-round wedding photography service, dressing rooms, resting areas, and other top-quality services.

## 3. Advertising and Promotion

- (1) Planned and implemented annual tourism activities including the 2013 Sun Moon Lake Marathon, Taiwan Cycling Festival - Come! Bikeday, Sun Moon Lake International Fireworks Music Festival, 2014 First Ray of Sunlight at Sun Moon Lake, and other important activities to boost the development of local tourism.
- (2) Promoted green energy public transportation - electric vehicle sharing services, all-new measures to introduce 35 green energy eco-friendly electric cars for use within the national scenic area, offering visitors a convenient, low-carbon means of transportation.
- (3) Continued to promote a wide range of low-carbon means of transportation within the Sun Moon Lake area, and integrated the surrounding ecotourism destinations such as Bamboo Rock Garden and Paper Dome, launching 8 ticket packages to offer tourists a new and affordable travel option.

## 4. Future Development

- (1) Use "alpine lakeside" and "diversified cultures" as two major prongs of development, turning this area into a 21st century lakeside resort centered on safety, sustainability, aesthetics, and rich cultural characteristics.
- (2) An internationalized, convenient, comfortable, and safe travel environment will be created to comprehensively enhance the recreational quality and service standard.
- (3) To develop rural leisure industry which may attract the targets of markets Europe, America, Japan and Mainland China, as well as international travelers engaging in ecotourism, by appealing to them and travelers from Hong Kong, Macao, Singapore and Malaysia to experience fun-farming activities.

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

The three scenic areas within the Tri-Mountain National Scenic Area contain a rich variety of alpine resources, and century-old historic sites, as well as aborigine, Fujianese, and Hakka cultures, giving them a strong appeal to tourists. Work on the "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) To improve the public recreational facilities and trails in the Lion's Head Mountain scenic area and Nanchuang area, 6 construction projects were completed: the renovation of the Shimaopu suspension

3 猴探井遊憩區—天空之橋  
Houtanjiang Recreation Area - Sky Bridge



#### B. 梨山風景區「梨山賓館 OT 案」

- (A) 與梨山賓館股份有限公司簽訂委託經營契約，於 101 年 12 月 9 日正式營運，102 年 1 月至 11 月梨山賓館整體住房率約達 41%。
- (B) 102 年度增加國庫收益新臺幣 322 萬 1,958 元。

#### C. 八卦山風景區「彰化縣芬園休閒體健園區營運移轉案」

- (A) 與地園公司簽訂委託經營契約，並更名為「就是愛荔枝樂園」，於 101 年 12 月 16 日正式營運。
- (B) 102 年度增加國庫收益新臺幣 87 萬 9,500 元。

#### D. 八卦山風景區「猴探井遊憩區及天空之橋委託經營管理」案

- (A) 與南投縣政府及南投市公所共同合作，塑造猴探井遊憩區為多元遊憩景點。
- (B) 102 年度增加國庫收益新臺幣 462 萬元整。

#### 3. 推廣宣傳

##### (1) 舉辦觀光行銷活動：透過主辦、合辦及協辦等方式與政府機關與民間團體辦理各項觀光行銷活動：

- A. 獅頭山風景區：辦理「2013 客家桐花季一桐訪螢找茶趣」、「第 6 屆南庄新夏泰客音樂會」、「2013 瓦祿文化節」、「南庄鄉工藝師聯展活動」、「2013 台灣好行一獅山南庄線行銷案」拍巴士抽大獎及 1314 登山健行等活動。
- B. 梨山風景區：辦理「元旦梨山升旗典禮」、「春遊谷關一原舞湯饗」、「102 年國家風景區志工聯誼大會」、「谷關浪漫一夏」、「梨山谷關地區觀光季」、「谷關湯饗」、「谷關湯饗系列活動—經典好湯、浸在谷關」、「谷關鼓舞節」及「梨山谷關地區跨年晚會」等活動。
- C. 八卦山風景區：辦理「2013 鷹揚八卦活動」、「2013 彰化跑水節」、「彰化社頭織襪芭樂節」及「八卦山脈美利達盃 & 單車嘉年華活動」等活動。

##### (2) 設計製作宣導品：設計製作參山宣傳摺頁、志工導覽手冊、103 年參山手札及明信片、在地特色文創伴手禮等。



- (3) 辦理文創育成計畫：102 年度辦理 2 場原住民文創產業講習課程。
- (4) 推廣無障礙旅遊環境：規劃建構無障礙相關設施，優先於 102 年 6 月完成谷關無障礙旅遊示範路線。
- (5) 網路行銷：加強觀光資訊網便民服務，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、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改善公共遊憩服務設施，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：串連獅頭山古道巖洞式廟群、賽夏文化等，以南庄及獅山遊客中心為服務核心，

bridge and the environs around Emei Lake, renovation of the Shuilian Bridge in the Lion's Head Mountain Scenic Area, construction of the facilities and environs at the Donghe Walo Cultural Center, disaster restoration of the trails (0K+000~0K+640) in the Penglai River Ecology Park at Nanzhuang Village, surrounding facility construction and integration of trails from Xiaodonghe to Funan, as well as outsourced projects for improvements to the Nanzhuang Visitor Center and ShiShan ecological classroom.

- (2) To improve the quality of tourism in the Lishan scenic area and Guguan, 7 construction projects were completed: the improvements to the basic facilities of the Lishan Guest House, improvements to the landscape of the Four Seasons Flower Garden, and renovation of the cherry blossom path next to Fushoushan Farm. In addition, to re-establish the image of Lishan and Guguan as well as provide tourists with diverse leisure experience, public leisure facility plans and construction projects were organized. Improvements to Lishan Culture Museum square and surrounding environs, design and planning of the Guguan hot spring culture museum, and improvement design and planning for the Lishan Scenic Area and public facilities were carried out to reconstruct the face of Lishan and Guguan, offering tourists a variety of leisure and sightseeing experiences.

- (3) To improve the public recreation landscape in the Baguashan scenic area, 11 construction projects were completed: Improvements to the surroundings of the Changqing bikeways in the Tienchung Township, Changhua County, bikeway extensions underneath the high-speed rail bridge of the Baguashan Scenic Area, construction of the Carry Water Historic Trail in Fenyuan Township, improvements to the environs around the Baozan Buddhist Temple and the Fenyuan Recreation Park in Fenyuan Township, renovations to the wooden trails at Chishuiqi Park in Tienchung Township, extension of the Yinhang Shan hiking trails in Changhua County, landscaping of the Dairenkeng- Longding historic trails in the Baguashan Scenic Area, Yuanlin Township, and renovation of the facilities and surroundings at the Zantian Buddhist Temple of Tienchung Township, Changhua County. Within this plan, outsourced projects were finished as well: project planning for landscaping and renovation of the Forest Park of Songbo Mountain, design and planning for the greening project at Baguashan Yuanlin Township (Dongshan area) as well as design and planning for improvements to the bikeways and Chishui wooden trails at Erhshui Township.

#### 2. Operations and Management

- (1) The "Fire Safety and Windstorm, Flood and Earthquake Disasters' Drill Seminar" and "Emergency Disaster Rescue Care Education" training workshops were held for frontline ambulance technicians in 2013.
- (2) The work of maintaining environmental cleanliness was carried out under the "National Clean Home Movement Plan" in 2013.
- (3) The Chinese New Year and 228 Memorial Holidays Traffic Alleviation Plans for Tourist Destinations were carried out in 2013.
- (4) Organized the "Baguashan Scenic Area Tourism Industry Quality Improvement Seminar" in 2013.
- (5) Managed public investment in outsourced public construction projects at various scenic spots, rental management projects, and others. Results and benefits are as follows:

##### A. Lion's Head Mountain scenic area

##### (A) Nanchuang Visitor Center Parking Lot OT Project

- a. Signed a rental, operation, and management contract with Hsin Li Sheng Ltd. on March 25, 2012.
- b. Contributed NT\$1,572,000 to national revenue in 2013.

##### (B) Lion Head Mountain tourist center café rental project

- a. Signed a rental contract with Lu Yeh Hsien Tsun on January 1, 2012.
- b. Contributed NT\$135,800 to national revenue in 2013.



結合區內多元文化、客家美食及優質民宿，建構完整的旅遊網絡，發展「原客風情」、「寺廟宗教」及「山居田園」等主題旅遊。

- (2) 梨山風景區：藉由結合民間廠商的企業經營理念與管理制度，有效提升各項服務設施品質及整體服務水準，創造梨山賓館新生命，朝向「泰雅文化」、「溫泉養生產業」、「高山生態」等主題旅遊發展，將梨山風景區打造為「山中瑞士」之高山溫泉度假勝地。
- (3) 八卦山風景區：結合灰面鵲鷹生態資源、自行車體健活動及茶葉產業等特色，發展八卦山全區為賞鷹、健行及自行車活動之「玩美八卦」休閒旅遊勝地。

#### (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。102 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」，重要工作成果如下：

##### 1. 規劃建設

- (1) 國際觀光重要景點建設：完成觸口遊客服務暨行政管理中心工程、觸口遊客中心內裝工程、觸口遊客服務中心展館內裝（導覽展示）工程、觸口行政暨遊客中心周邊景觀綠美化工程、龍美服務區景觀步道改善工程、頂石棹民宿區休閒步道（第 2 期）工程、台 18 線 71K 附近道路兩側景觀及迷糊步道周邊臨停區工程等 7 項遊憩設施建設。
- (2) 國內觀光重要景點建設：完成特富野地區庫巴及周邊環境設施改善工程、來吉地區觀光資源設施復建工程、豐山村龍鳳神木步道改善工程、瑞峰進學步道維修工程、文峰遊客中心展館（導覽展示）暨行政辦公室內裝工程等 5 項遊憩設施建設。
- (3) 地方觀光重要景點建設：完成光華頂笨仔及隙頂地區服務設施後續工程、光華驛馬溪遊憩服務設施工程等 2 項遊憩設施建設。

##### 2. 經營管理

- (1) 執行交通疏運及無縫隙交通接駁服務：102 年春節連續假期於石棹至奮起湖辦理免費接駁服務，接駁人數計 7,117 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 5,369 人及停放 2,016 臺小客車，有效紓解旅遊旺季交通壅塞；並與高鐵、縣公車、旅遊業者合作，推展高鐵阿里山聯票、「台灣好行—阿里山線」、「台灣觀巴」等旅遊行程。
- (2) 辦理觸口、牛埔仔、頂石棹、圓潭、仁壽、太興、半天岩等地區之植栽及景觀美化工程，維護主要交通動線周邊及遊憩景點之環境清潔與設施維持工作。
- (3) 推動景點設施出租認養，建置公共設施管理維護系統，並辦理旅遊安全管理、緊急應變災害防救等工作。



##### B. Lishan Scenic Area Lishan Guesthouse OT Project

(A) Outsourced a management contract signed with Lishan Guest House Ltd. Official operations began on December 9, 2012. The overall occupancy rate of the Lishan Guesthouse reached about 41% from January to November, 2013.

(B) Contributed NT\$3,221,958 to national revenue in 2013.

##### C. Management and operations transfer project of the Fen Yuan Leisure and Health Park in the Baguashan Scenic Area.

(A) Operations and management contract signed with Ti Yuan company, under the new official name of "Alice's Garden", beginning December 16, 2012.

(B) Contributed NT\$879,500 to national revenue in 2013.

##### D. Outsourcing project for management and operation of the Houtanjing Recreation Area and Sky Bridge, Baguashan Scenic Area.

(A) Moulding of Houtanjing Recreation Area into a diverse leisure site in collaboration with the Nantou City Office and Nantou County.

(B) Contributed NT\$4,620,000 to national revenue in 2013.

##### 3. Advertising and Promotion

- (1) Through hosting, cooperating, and assisting in holding tourism promotional activities in conjunction with government agencies and civil bodies at scenic areas:

A. Lion's Head Mountain Scenic Area: Organized the 2013 Hakka Tung Blossom Festival, the sixth Nanzhuang Atayal summer concert, the 2013 Walo Cultural Festival, the Nanzhuang Township arts and crafts joint exhibition, 2013 Taiwan Tourist Shuttle promotional plan for interactive bus route between Lion's Head Mountain and Nanzhuang and mountain climbing and hiking activities.

B. Lishan Scenic Area: Organized the New Year's flag-raising event, spring and summer aboriginal dance and hot spring events in Guguan, the 2013 national scenic area volunteer friendship activity, the Guguan romance in the summer activity, the Lishan Guguan area tourist season, the Guguan hot spring event series, the Guguan dance and drum festival, the New Year's Eve celebrations at Guguan, among others.

C. Baguashan Scenic Area: Organized the 2013 Bagua eagle-watching activity, 2013 Changhua water running festival, the Shetou textiles and guava festival, the Baguashan Merida Cup & Bike Festival, and others.

- (2) Designed promotional materials: Designed Tri-Mountain promotional brochures, volunteer guidebooks, 2013 Tri-Mountain letters and postcards, as well as the local cultural and creative souvenirs.

- (3) Organized the cultural and creative incubator project: Held 2 aboriginal culture and creative industry lectures in 2013.

- (4) Promoted barrier-free tourism environment: Organized construction of barrier-free related facilities, and completed Guguan barrier-free itineraries as a priority benchmark in June, 2013.

- (5) Implemented online marketing: Strengthened the tourist service information website, marketed, and promoted activities through social networks; provided online applications guidance and message boards, made the email of the senior official available for public contact, and provided freedom of information service.

##### 4. Future Development

To efficiently integrate tourism resources and upgrade the tourism quality in all scenic areas, facilitate the implementation of construction and renovation projects for tourist recreation areas and public facilities.



### 3. 宣傳推廣

- (1) 產業輔導：辦理 102 年度大阿里山鄒族地區民宿及餐飲業者創意風味餐研發培訓、第 5 期導覽志工甄選培訓、102 年志工英語研習營等工作。



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- (2) 行銷推廣：辦理「eye 瘋阿里山～寫真達人攝影比賽」、「2013 阿里山新印象—與螢共舞暨步道遊蹤」、「神木下婚禮山海戀」、「臺灣夏至 235—身騎鐵馬遊北回」、「觸口遊客暨行政中心啟用典禮」等行銷推廣活動，並協助阿里山鄒族部落辦理傳統祭典及特色活動。

- (3) 文宣出版品：編印《蛻變阿里山》、《鄒族部落文化神話故事》、阿里山電子半年刊、手札、全區摺頁改版等文宣品。

### 4. 未來發展重點

- (1) 建設阿里山為「安全永續、自然生態、產業文化的國際觀光渡假區」。
- (2) 打造阿里山入口門戶，延伸前庭旅遊路廊，以石棹為分流核心，串連台 18 線、鄒族文化及西北廊道等三大遊憩系統景點。
- (3) 營造生態社區及特色原鄉，發展生態、文化、產業多元遊憩行程。

### (十) 茂林國家風景區 <http://www.ali-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。102 年持續推動「重要觀光景點中程建設計畫（101-104 年）—茂林國家風景區建設計畫」，並配合莫拉克風災重建工作，擴大觀光建設及行銷推廣，將風景區營造為具有國際魅力之景點。本年度重要工作成果如下：



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#### 1. 規劃建設

- (1) 完成六龜遊客中心舊址服務設施改善工程、寶來浦來溪頭社戰道周邊改善工程、寶來地區新寶橋及新開橋之夜間美化工程、茂林解說導覽牌示設置工程、龍頭山遊憩區及周邊設施改善工程、茂林入口意象及茂林谷設施改善工程、安坡自行車道路及周邊設施改善工程等國際及國內觀光景點建設工程。

- (1) Lion's Head Mountain Scenic Area: Combine the cave temples along Lion's Head Historical Trail and Saisiat culture to design a travel network centered around the Nanzhuang Visitor Information Center. The network would unite diverse culture, refined Hakka gourmet food, and high-quality hostels. The themes of aboriginal atmosphere, religious temples, and pastoral life would be developed as well.
- (2) Lishan Scenic Area: Improve overall service quality and facilities by combining the corporate management philosophy and structure of private enterprises. Additionally, reinvigorate the special tourism attractions of the Lishan Scenic Area and the Lishan Guest House. The Lishan Scenic Area will become comparable to the Swiss Alps as a high-altitude resort focused on Atayal culture, hot-spring spas, and mountainous ecology.
- (3) Baguashan Scenic Area: Combine the natural resources of the grey-faced buzzard, cycling events, and the tea industry; develop various tourism themes including eagles, hiking, and cycling. Transform the Bagua Scenic Area into an ideal leisure resort.

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

This Scenic Area, which is known for its beautiful sunrises, cloudy skies, forest railways, and the famous Tsou cultural tribe, is being operated under the principles of ecological preservation and low density development, with marketing emphasis on education, passion, and quality. The aim is to achieve the coexistence of nature and tourism, and services to both travelers and the ecology. Work on the "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:



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#### 1. Planning and Construction

- (1) Development of International Tourist Spots: Completed a total of 7 construction projects including the construction of the Chukou Visitor and Administration Center, interior renovations at the Chukou Visitor Center, construction of navigation facilities at the Chukou Visitor Center pavilion, greening and beautification of the environs at the Chukou Visitor and Administration Center, landscape improvements at the Longmei Hiking Trail, 2nd-stage construction of the leisure trails at the Ding Shizhuo guesthouse area, and roadside landscaping along 71 km of Provincial Highway 18, as well as construction of rest stops along the Mihu Trail area.
- (2) Development of National Tourist Spots: Completed a total of 5 recreational facility projects including improvements to the Kuba site and environs as well as facilities in the Tefuye area, reconstruction of tourism resources at the Laiji area, improvements to the trail through the huge cypress trees of Fengshan Village, renovation of the Ruifeng trails, and interior decoration of the Wenfeng Visitor Center exhibition hall and administration office.
- (3) Development of Local Tourist Spots: Completed follow-up construction work at the leisure facility in the Ding Ben Zai Recreation Area and Yimaxi leisure farm, Guanghua Village.

#### 2. Operations and Management

- (1) Executed traffic alleviation measures and seamless shuttle services: Provided shuttle services between Shizhuo and Fenqihu in order to alleviate 2013 Lunar New Year holiday traffic, with a total of 7,117 passengers transported. During the cherry blossom season, provided shuttle services to alleviate traffic between Niubuzi and Shizhuo, effectively reducing congestion with an estimated total of 5,369 tourists and 2,016 passenger cars dispatched. In addition, the bureau worked with county and travel industry



- (2) 完成新威遊憩區開發計畫委託服務、賽嘉無動力飛行場開發許可核定、谷川遊憩區觀光發展細部規劃、災後重建與遊憩亮點規劃成果影片拍攝與製作、地理資訊系統圖資（圖片〈庫〉及資料）及屬性資料更新維護案、方向指示牌規劃設計與二維條碼解說導覽建置規劃設計案、茂林國家風景區網站更新維護。
- (3) 辦理紫斑蝶生態保育經營管理規劃（第 2 階段）、賽嘉航空園區整體開發計畫、屏北地區觀光遊憩細部規劃等先期規劃。
- (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」規劃辦理「賽嘉樂園露營區民間參與營運移轉 ROT 案」及依「國有不動產出租作業要點」完成「十八羅漢山服務區出租經營與管理案」。兩案已完成委外經營工作，將帶動高屏山麓旅遊線觀光產業發展。

- (2) 為提升觀光業服務人員專業救護技能，邀集轄區第一線觀光旅遊從業人員辦理「第一線救護人員訓練」，提升觀光、旅宿、導遊等產業人員基本救護能力。
- (3) 莫拉克颱風災後，於相關遊憩據點積極辦理重建工作，基於維護遊客安全，對重建期間遊客可接近之區域進行各項管理工作，建立潛在風險圖資並適時更新風景據點之隔離設施，以「可以前往、不建議前往」方式公告於茂林國家風景區管理處（茂管處）觀光旅遊網站，避免遊客闖入發生危險。
- (4) 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，並規劃成立「屏東縣藝文產業聯盟推廣協會」，推動屏北地區產業聯盟。

## 3. 宣傳推廣

- (1) 規劃、執行年度觀光遊憩活動，辦理「2013 南島族群婚禮」、「102 年至 103 年山城花語悠遊季」、「2013 / 2014 茂林紫蝶幽谷·雙年賞蝶」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「瑪家鄉藜不開你一紅藜文化推廣活動」、「六龜區一龜王文化祭」、「小關山 MTB 登山自行車賽」、「茂林區小米祭 Tebesenga 系列活動一祭典、文化傳承」等活動。



1 賽嘉樂園露營區  
Saijia Recreation Area campgrounds

2 南島族群婚禮  
Austronesian Wedding

bus services to promote Alishan conjunction tickets, the Alishan Route of the Taiwan Tourist Shuttle, and the Taiwan Tour Bus.

- (2) Completed planting and beautification of Chukou, Niubuzi, Ding Shizhuo, Yuntan, Renshou, Taixing, Bantianyan, among others. Carried out environment and facility maintenance along major transport routes and at leisure sites.
- (3) Facilities at scenic sites were rented out for upkeep. Maintenance systems for public facilities were constructed and safety and emergency response mechanisms were organized.

## 3. Advertising and Promotion

- (1) Industry Training and Guidance: Organized the 2013 food and beverage service quality improvement training for the homestay and restaurant industry at the Tsou tribe area of greater Alishan, the 5th volunteer tour guide selection and training, the 2013 volunteer English conference seminar, and others.
- (2) Industry Promotions: Organized the Alishan photography contests, the 2013 New Impression of Alishan - Dance with the Fireflies and Mountain Trails activities, Alishan wedding activities under the cypress trees, Taiwan Fun on the Tropic of Cancer - Hiking Fun activities, opening ceremonies for the Chukou Visitor and Administration Center, and other activities to promote Alishan tourism and assist the Tsou tribe in carrying out traditional religious festivals.
- (3) Promotional Materials and Publications: Published "Transforming Alishan" and "Tsou Tribe Myths and Stories", as well as completed the semi-annual Alishan digital journal, notebook, Alishan all-region brochures, among others.

## 4. Future Development

- (1) Make Alishan a safe, sustainable, international tourism resort area with a natural environment and industry culture.
- (2) Create a gateway to Alishan to extend tour itineraries on approach and stream visitors to three main sightseeing systems: Shizhuo, the Tsou Tribe cultural area reached via Provincial Highway 18, and the Northwestern corridor system.
- (3) Develop diverse leisure itineraries with environmental and cultural elements, as well create ecological communities and unique aboriginal settlements.

## (X) 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 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, further enriched by local culture. The abundant plant and wildlife makes the area suitable for adventurous outdoor activities. In 2013, the Tourism Bureau, in conjunction with the government, 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:



3 2013 南島族群婚禮臺北記者會  
2013 Taipei press conference for the Austronesian wedding ceremonies



- (3) 為宣導生態保育之重要性，與地方機關、學校、社團共同辦理「導覽解說人員專業知能培訓計畫」、「茂林國家風景區外語專業解說人力資料庫與導覽解說資料庫委託建置規劃案」，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。
- (4) 為延續傳承原住民文化，茂管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。
- (5) 茂管處自成立以來，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。然 98 年 8 月受「莫拉克颱風」影響，造成部份據點地貌改變，故重新規劃並製作茂管處各式宣傳摺頁、全區掛圖及簡報冊等文宣品，呈現災後轄內各景點現狀、人文景觀及自然資源等旅遊資訊，供遊客索取參考，藉此吸引遊客回遊。
- (6) 為提升轄內飲食文化水準，加強營造餐飲產業環境，並配合「2013 / 2014 茂林紫蝶幽谷·雙年賞蝶」活動及「102-103 年山城花語活動季」，委請國立高雄餐旅大學協助茂林及寶來地區業者辦理主題活動特色美食輔導，將地方風味餐加以研發改良，開發以當地食材為主之地方美食，並將在地飲食文化與觀光推廣結合。期藉由推陳出新的設計，建立地方餐飲業之飲食文化，提供遊客安心、信賴、優質的消費及旅遊環境。

#### 4. 未來發展重點

- (1) 塑造本風景區入口意象，串連各景點之交通動線，提升遊憩服務設施品質，以達國際水準。
- (2) 建構本風景區為具溫泉休閒、原住民文化、冒險旅遊等元素之南臺灣旅遊勝地。推動溫泉、生態、宗教、原民文化等四大主軸活動，於轄區內持續舉辦南島婚禮、雙年賞蝶、山城花語溫泉季等活動。
- (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) 開發旅遊潛力景點，吸引災後遊客回遊，並吸引國際觀光客到訪。

#### 1.Planning and Construction

- (1) Completed improvements to the former site service facilities of the Liouguei Visitor Center, improvements to the surroundings around the Pulaixitou Tribe Historic Battle Trail, nighttime beautification of the Sinbao and Sinkai Bridges in the Bulao Recreation Area, installation of the Maolin area introductory guideboard tour system, improvements to the surroundings and facilities of Dragon Head Mountain Recreation Area, renovation of the Maolin gateway and facilities, improvements to the Anpo Tourist Bikeways and surroundings, and other international and domestic scenic spots construction and renovation projects.
- (2) Completed the construction project of the Sinwei recreation area; received permission to development the Saijia unpowered aviation area; finished detailed planning for the development of the Guchuan recreation area; recorded video documenting post-disaster reconstruction and recreation area highlight planning achievements; updated and maintained geographical information system image data and information; updated and maintained the Maolin National Scenic Area website.
- (3) Executed the second phase of the Euploea butterfly conservation management plan, the Saijia aviation park overall development plan, and the early stages of the northern Pintung area tourism plan.
- (4) Beautified various locations in the area by adding greenery and maintaining the overall environment.

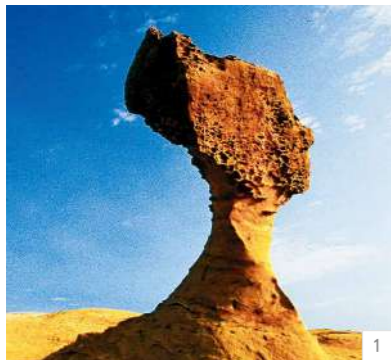
#### 2.Operation and Management

- (1) In order to attract private enterprises to manage tourist recreation areas, the public was encouraged to take part in both the Saijia Recreation Area ROT case and Eighteen Arhats Mountain Service Area rental and management project, in accordance with the Act for Promotion of Private Participation in Infrastructure Projects and The Regulations for the Lease of National Non-Public Use Real Estate. These two outsourced management projects were completed, which were expected to spur tourism along the Kaohsiung-Pingtung mountain range routes.
- (2) Improved professional emergency care skills of tourism service staff. Front line employees, including tourism and hostelry staff as well as tour guides within the region, were invited to attend emergency care training to improve basic competency.
- (3) Recreational areas affected by Typhoon Morakot underwent repairs and maintenance to ensure tourist safety. During the reconstruction period, for areas open to visitors, information on potential risk was collected and updated onto the Maolin National Scenic Area Administration website. The goal was to advise visitors against entry in the event that bad weather was approaching the area.
- (4) Recognizable Measures: Provided personalized postcards and aboriginal clothing for visitors to take photographs; held local seminars to encourage exchange among artisans, food and beverage operators, and the arts and creative industry; proactively assisted industry upgrades; established the Pingtung arts industry alliance.

#### 3.Advertising and Promotion

- (1) Planned and executed annual recreational activities including: 2013 Austronesian wedding ceremonies, 2013-14 hot spring, fine food, plum blossom celebrations, butterfly watching events, and others to promote the tourism resources at Maolin National Scenic Area.
- (2) To boost the local area tourism development, cooperated with other government bodies to promote recreational events including: the Taiwan





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

本風景特定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。102 年持續推動「重要觀光景點建設中程計畫（101-104 年）」項下之「北海岸及觀音山國家風景區建設計畫」，重要工作成果如下：

1. 規劃建設

- (1) 完成野柳自然中心改善工程、跳石公廁及中角公廁周邊環境景觀改善工程、麟山鼻綠色園區步道及自行車道整建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) 完成三芝遊客中心開拓館展示更新工程、觀音山步道周邊公共設施改善工程、觀音山開山園及尖山步道公共設施改善工程等國內景點建設，改善遊憩活動空間。
- (3) 完成龜吼地區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) 經營管理策略

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 101 年 464 萬人次增至 102 年 497 萬人次，102 年度上半年遊客對北海岸及觀音山國家風景區管理處（北觀處）整體服務滿意度評價平均分數高達 87.27 分。野柳地質公園除了 102 年遊客人次達 278 萬人次，另於 101 年 11 月 13 日成立「野柳自然中心」，是交通部轄下第一個通過環教場域認證之國家風景區，且撥用海巡署空置營區改建為「野柳自然中心」，於 102 年 10 月 28 日正式啟用。



(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

quinoa festival in Majia, Liouguei District- Turtle King Cultural Festival, the Xiaoguan Shan MTB mountain bike race, the Maolin Tebesenga festival and cultural heritage event series, and others.

- (3) To advocate the importance of environmental conservation, the Tourism Bureau, in conjunction with local government, schools, and clubs, held training sessions on environmental tour guiding as well as the outsourced construction project of a database for foreign language interpreters and tour guides in the Maolin National Scenic Area. It is hoped that national conservation awareness might be improved through combining tourism and ecology, and by educating the public on the unique winter lifecycle of the Euploea butterfly. In this way, the environment may be protected and sustained.
- (4) To continue aboriginal cultural inheritance, the Tourism Bureau facilitated local clubs in organizing cultural education programs. Through training and workshops aimed at getting to know the tribal lifestyle, traditional songs, and handicrafts, it is hoped that tribal consensus might be improved and lifestyle preserved. Furthermore, job opportunities may be increased, thereby contributing to future development of the cultural tourism industry.
- (5) Since the establishment of the Maolin National Scenic Area, the Tourism Bureau has been actively investing in various plans and construction projects, as well as marketing. This has made the Maolin National Scenic Area one of the most popular tourist destinations in southern Taiwan. However, Typhoon Morakot in 2009 caused changes to the geography of some tourist locations. In order to represent the post-typhoon state of cultural sites and natural resources, various promotional materials including brochures, posters, and publications, were redesigned and printed. These were made available for visitor reference. An added benefit was they promoted deeper appreciation of the beauty of Maolin National Scenic Area, making them effective at attracting repeat visitors.
- (6) To improve the quality of food and beverage in the area, more investments have been made in creating a suitable environment for the food and beverage industry. Furthermore, in conjunction with the 2013-2014 Maolin Butterfly Valley 2-Year Butterfly-Viewing Activity and Hot Spring Season of Whispering Flowers in Mountain Town, the National Kaohsiung Hospitality College was invited to provide instruction on activity-themed gourmet foods to Maolin and Baolai area industry operators. The focus was on how to innovate and improve local specialties, create fine foods using local ingredients, combine food culture with tourism development, and improve the food culture. These changes led to a safe, trustworthy, and quality tourism environment.

4. Future Development

- (1) Establish a gateway impression at the entrance to the scenic area and link to travel routes toward other sightseeing destinations, thereby improving service quality to international standards.
- (2) Create a travel paradise featuring hot spring, aboriginal culture, and adventure activities. Promote hot springs, environment, religion, and aboriginal culture as four main activity themes. Continue to promote events such as the Austronesian Wedding, Butterfly-Viewing, and Hot Spring Season of Whispering Flowers in Mountain Town.
- (3) Construct a new administrative center, an ecological hiking trail, and a cycling trail to complete public service facilities and improve leisure functions.
- (4) Increase the number of domestic travelers and attract more international visitors. Develop tourism potential and reinvigorate travel to the area post Typhoon Morakot.





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。

#### (4) 推動有感措施

- 分別於 102 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。
- 辦理「北海岸海洋過客特展」，介紹北海岸近年的淨灘成果同時展示地方學校及環保人士利用撿拾的海灘廢棄物，打造成藝術創作，並於展場播放 5 種海洋環保短片，進行環境教育，向遊客宣導垃圾減量，降低環境負擔。

#### 3. 推廣宣傳

- 編製「攜手同遊北海岸 Fun 輕鬆享樂趣」無障礙旅遊摺頁及「2013 北海岸溫泉美食嘉年華食泉饗宴」等文宣品，提供遊客完善之旅遊資訊。

- 執行「2013 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。

- 辦理「北海岸聽海音樂節」如「白沙灣之夜」、「淺水灣之夜」、「野柳之夜」共 8 場，行銷北觀夏日風情，結合農特產推廣，採用悠活浪漫音樂方式，帶動地方觀光產業發展，其中野柳之夜首度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。

- 為提供北海岸觀光景點無縫隙旅遊服務，102 年持續推動「台灣好行—皇冠北海岸線」，自淡水捷運站到基隆火車站沿線共停靠 16 站觀光景點，並規劃 5 款特色優惠套票，帶動周邊商家，活絡觀光產業。

- 辦理「2013 愛你一生—北海岸騎動公益」活動，結合創世基金會、朱銘美術館及捷安特基金會等團體，以淨灘開場，推廣「環保愛地球，大家一起來」理念，遊客於淨灘後可持發票免費租借捷安特自行車及體驗朱銘美術館幸福 DIY 活動。當天共募集 1,131 張發票，全數捐贈財團法人創世社會福利基金會。

- 舉辦「北海岸婚紗留倩影—求婚大作戰」，透過海外求婚短片大募集的方式，形塑臺灣北海岸成為亞洲婚紗拍攝之勝地，計有港星馬各一對新人以創意獲得免費來臺體驗 5 天 4 夜婚紗幸福之旅。另於桃園國際機場、北觀處各遊客中心辦理北觀婚紗暨采風攝影作品展，推廣北海岸觀光活動。

- 辦理「北海岸溫泉美食嘉年華」、「2013 觀音·觀鷹」、「2013 石門風箏節」、「北海岸馬拉松攝影活動」等觀光行銷活動。

- 舉辦年度活動記者會、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。

- 北觀處獲得第 11 屆民間參與公共建設金擘獎政府機關團隊獎。



1 北海岸溫泉美食嘉年華  
North Coast Hot Spring Fine-Cuisine Carnival

2 北海岸聽海音樂節—野柳之夜  
North Coast Ocean Music Festival at Yehliu



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

The North Coast and Guanyinshan National Scenic Area provides a good-quality, ecological, safe, user-friendly, and welcoming environment based on the philosophy of being guided by tourists' needs. The Tourism Bureau strives to provide various facilities and services, integrate geographical scenery, natural environment, cultural character, and beach atmosphere to transform the region from a pass-through area to a destination featuring slow living and in-depth content. Its goal is to better draw domestic and international travelers. In 2013, the bureau, in conjunction with the government, continued to implement the North Coast and Guanyinshan section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:



##### 1. Planning and Construction

- Completed improvements to the Yehliu Nature Center, improvements to the surroundings and landscape of the Tiaoshi and Zhongjiao public restrooms, trail and bikeway construction in green park at Linshan Cape, and other construction projects in order to raise recreation quality and provide guided services.
- Completed improvements to the Reclamation Hall of Sanzhi Visitor Information Center, renovation of the environs and public facilities of the hiking trails at Guanyinshan, and improvements to the public facilities of the Kaishan Garden and Jianshan trails of Guanyinshan. The goal was to improve the activity space and increase travel activity potential.
- Completed the landscape improvement of the Kueihow area to encourage local tourism growth.

##### 2. Operation and Management

###### (1) Operator's Management Strategy

Improved software and hardware facilities at recreational sites; made services and facilities more user-friendly and international; created a safe and friendly environment led by customer service. The area received a total of 4,970,000 visits in 2013, an increase from 4,640,000 in 2012, and the overall tourist satisfaction score which reached 87.27 points. Also, Yehliu Geopark received 2,780,000 visits in 2013. In accordance with regulations concerning environmental education, the Yehliu Nature Center was established, and the Environmental Protection Administration certified the center as an environmental education venue on November 13, 2012. Established in the vacant barracks of the Coast Guard Administration, the center was the first location within the Ministry of Transportation to receive such certification. The Yehliu Nature Center was officially opened on October 28, 2013.

###### (2) Tourism Resource Maintenance

- Enforced safety instruction and training; maintained clean and orderly environment; continued to encourage the reuse of driftwood; maintained and managed the safety and sanitation of recreational facilities.
- Encouraged private groups and individuals to adopt and manage recreational sites. Local community consciousness was developed through the rental of facilities, which also reduced the public burden of maintenance costs and stimulated the local economy.
- Improved parking spaces along Provincial Highway 2, introduced mobile customer service stations and provided cleaning along the scenic route, which reduced the public burden of maintenance costs.
- Developed the Baishawan Visitor Center and surrounding environment into a milestone barrier-free scenic site.

3 「北海岸婚紗留倩影」作品  
Photographic work from the "Wedding photography on the North Coast" activities



#### 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，形塑北觀國家風景區成為皇冠般閃耀之海岸遊憩區。
- (2) 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。
- (3) 踏上國際舞臺：推動野柳地質公園進入聯合國教科文組織（UNESCO）的地質公園（GEOPARK）網絡為努力標的。
- (4) 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。

#### （十二）雲嘉南濱海國家風景區 <http://www.swcoast-nsa.gov.tw>

本風景特定區擁有臺灣最大的沙洲、潟湖，以及珍貴開臺歷史古蹟、稀有動植物等，保有傳統的宗教活動及漁鹽產業文化，觀光資源豐富多元。102 年配合推動「重要觀光景點建設中程計畫（101-104 年）」項下之「雲嘉南濱海國家風景區建設計畫」，重要工作成果如下：



1

##### 1. 規劃建設

- (1) 擴大檢討雲嘉南濱海國家風景區經營管理範圍，辦理雲嘉南濱海國家風景區整體觀光發展計畫及財務規劃，盤點綜合觀光效益，擬訂未來發展藍圖。
- (2) 辦理「東石漁人碼頭北回歸線地標」、「布袋嘉應廟衝水路公共服務設施改善工程」、「北門自行車道環狀銜接工程」及「北門遊客中心增設愛與鐘樓意象裝置」等工程，並啟用口湖遊客中心，積極營造景點特色。



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- (3) 完成「四草綠色隧道停車場」、「國聖燈塔周邊道路改善工程」、「布袋漁市街景改善工程」、「北門行政園區入口景觀餐廳」、「井仔腳鹽田設置廁所」等旅遊服務設施及景點周邊改善，提供更友善及便利的旅遊環境。
- (4) 持續辦理「北門出張所」歷史建物修復再利用工程，維護珍貴歷史資產。

##### 2. 經營管理

- (1) 派員定期巡查轄區遊憩據點，落實設施維護管理及環境整理，並加強檢討緊急應變制度，提升遊客安全。
- (2) 於 102 年 12 月 7 日成立口湖假日小農市集，12 月 21 日成立北門假日小農市集，促進小農旅遊與地方觀光產業發展。

#### (3) Safety and Maintenance

Established the contingency operations plan and communication network in preparation for natural disasters and raised first-response capabilities; surveillance systems were installed at recreation areas to remotely monitor status and increase safety functionality; short, medium, and long-term goals for emergency response plans were reached; strategy for risk-management and avoidance as well as emergency response mechanisms were established; improved staff emergency response and professional skills through training.

#### (4) Recognizable Measures

- A. Implemented the tour group volume management plan for Yehliu Geopark from March 1 to May 31, and from October 1 to November 30, 2013 to stream tour group traffic and improve recreational quality.
- B. Held the “Ocean Passenger Leaves a Message on the North Coast” exhibition to showcase the achievements of cleanups at North Coast beaches, as well as the artwork made from litter collected along the beach by local students and environmentalists. Five kinds of short films on marine conservation were displayed in the exhibition as well to promote waste minimization and help reduce the burden on the environment.

#### 3. Advertising and Promotion

- (1) Produced the “Making a Barrier-Free Touring Around North Coast Hand in Hand with Fun” barrier-free travel pamphlets, and the “2013 North Coast Hot Spring Fine-Cuisine Carnival” promotional materials to provide the latest and most complete information to visitors
- (2) Implemented the 2013 North Coast and Guanyinshan National Scenic Area promotion plan to establish the north coast as a destination for domestic and international travelers to maximize tourism value.
- (3) Organized 8 North Coast Ocean Music Festival at Baisha Bay, Qianshui Bay, and Yehliu to market the summer atmosphere of the north coast. The events were combined with the promotion of agricultural produce and helped to invigorate local tourism development through themes of romantic music and leisurely lifestyle. Among them, the music festival in Yehliu was held at a Geopark, for the first time requiring ticket for entry, and from which total ticket proceeds were donated to public interest groups for social welfare and charity on the North Coast.
- (4) In order to provide seamless travel service at scenic spots along the North Coast, continued the promotion of Crown Northern Coastline Route for the Taiwan Tourist Shuttle, facilitating visits to the area in 2013. In addition to the Taiwan Tourist Shuttle stopping at the 16 tourist attractions from the Danshui MRT Station all the way to the Keelung Railway Station, 5 styles of featured ticket packages were launched as well. Ease of transportation and convenience for tourists invigorated local tourism and surrounding businesses.
- (5) Held the “2013 Practice Green Ideas and Protect the Beauty of North Coast-Bike-Riding Activity”, linking together the Genesis Social Welfare Foundation, Juming Museum, Giant Foundation, and other organizations to start this public service through a beach clean-up. In the activity, the concept of “Love the earth and protect the environment together”, after cleaning up the beach, tourists were permitted to use their receipts to borrow Giant bicycles free of charge, as well as to experience DIY activities at Juming Museum. That day, a total of 1,131 receipts were collected, all of which were donated to the Genesis Social Welfare Foundation.
- (6) Held the “Wedding photography on the North Coast” activity, molding the North Coast of Taiwan into an Asian wedding shoot destination through an overseas wedding video collection. Three newly-wed couples from Hong Kong, Singapore, and Malaysia used their creativity to attain a free 5-day and 4-night wedding tour experience of Taiwan. Moreover, the Taoyuan International Airport along with the North Coast and Guanyinshan National Scenic Area Administrations held wedding photography exhibitions, in promotion of North Coast tourism activities.
- (7) Organized the North Coast Hot Spring and Fine-Cuisine Carnival, the 2013 Guanyinshan Eagle-Watching



- (3) 辦理轄區景點設施出租經營，除「井仔腳復育鹽田設施出租委外經營管理案」、「馬沙溝濱海遊憩區設施出租經營管理案」等 5 件出租案外，102 年增加「北門餐廳出租案」、「錢來也商店停車場場地出租案」，提升轄區設施經營活力。
- (4) 積極推動「布袋遊客中心及南布袋濕地」環境教育設施場所認證，於 102 年 10 月 31 日通過行政院環境保護署環境保護人員訓練所認證，有效期限為 5 年。
- (5) 「北門遊客中心與管理處優質公廁」再度榮獲臺南市政府頒發「102 年度優良公廁非機關類一遊憩區組第 1 名」獎狀，並改善親子廁所、育嬰室等友善空間及設置女廁音姬等設施，提升如廁品質。
- (6) 推動有感措施
  - A. 推出北門「幸福包廂」及「動感西濱：白色雲嘉南」3D 立體影片，與民眾一同體驗幸福及感動。
  - B. 舉辦多場「白色雲嘉南名人講堂」，邀請專家講者與民眾交流分享觀光議題。
  - C. 啟用「活動線上報名系統」及「導覽解說線上預約系統」，增加民眾參與管道。
  - D. 口湖遊客中心於 102 年 9 月試營運，並作為「2013 雲林農業博覽會」副展場會場。
- (7) 考核獲獎事項
  - A. 交通部 102 年度所屬機關經管國有公用財產管理情形實地訪察第 2 名。
  - B. 交通部觀光局 102 年度遊客中心督導考核暨服務品質評比競賽團體獎第 2 名及個別獎第 3 名。
  - C. 交通部觀光局 102 年度公文檢核實行計畫第 1 名。
  - D. 交通部觀光局 102 年度人事業務績效考核第 1 名。



1

### 3. 宣傳推廣

- (1) 「台灣好行—鹽鄉濱海線」持續提供優質服務，串聯濱海相關著名景點，並配合活動與節慶推出優惠促銷方案。另與臺南市政府台江 99 線合作包裝區域交通聯票，方便遊客安排多日遊程。
- (2) 農曆春節期間，北門遊客中心舉辦「愛心捐發票 福氣滾滾來」造型氣球 DIY 活動；布袋遊客中心辦理「走春布袋，幸福滿載」活動，設置「布袋漁情」裝置藝術及舉辦白色雲嘉南音樂會。



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- (3) 102 年 3 月 13 日與金門縣政府、嘉義縣政府共同辦理「守蟹一生—嘉義布袋溼地蟹復育放流及生態展覽」活動，生態展覽於布袋遊客中心同日開展至 9 月 1 日結束。
- (4) 102 年 5 月 12 日至 6 月 30 日分別在馬沙溝濱海遊憩區、七股鹽山、臺灣鹽博物館 3 個主場地辦理「2013 白色雲嘉南——見雙雕（鹽雕 & 沙雕）藝術季」活動，活動園區開幕期間超過 30 萬人次參觀，有近 1.6 億元之經濟效益。

event, 2013 Shimen International Kite Festival, the North Coast Photomathon activity, and other promotional events.

- (8) Organized annual press conferences to announce events and garner media coverage. The press was invited to attend seminars and to gather source materials to ensure accurate reporting and understanding of the scenic area's various facilities.
- (9) North Coast and Guanyinshan National Scenic Area Administration was awarded the Government Team Award at the 11th Golden Thumb Awards for PPIP.

### 4. Future Development

- (1) Development of the North Coast: 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) Year-Round Travel: Make improvements to the environment and landscape of the North Coast. Corresponding to the special characteristics of all four seasons, launch recreational activities based on different seasonal themes, so as to make the North Coast and Guanyinshan a year-round scenic area.
- (3) Stepping onto the international stage: Make efforts to promote Yehliu Geopark to join the UNESCO Geopark network.
- (4) Development of themed itineraries: Implement charity tourism, senior citizen travel, and barrier-free tours, and broaden the publicity of distinguished scenic spots to give breadth and depth to tourist activities.

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

The Southwest Coast National Scenic Area has rich and diverse tourism elements, 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 2013, 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:



3

### 1. Planning and Construction

- (1) Expanded the review of the managerial scope of the Southwest Coast National Scenic Administration, carried out overall planning of tourism development and financial arrangement, and took stock of the general effectiveness of tourism in order to prepare a blueprint for the future
- (2) Organized the installation of Tropic of Cancer landmarks at the Dongshih Fisherman's Wharf, renovation of the public service facilities of the Budai Jiaying temple, integration of Beimen cycle paths, construction of the Bell Tower installation at the Beiman Visitor Information Center, as well as began use of the Kouhu Visitor Information Center and actively developed the distinguishing features of tourist attractions.
- (3) Completed the construction of the parking lot at Sihcao Green Tunnel, improvements to the surrounding roads of the Guosheng Port Lighthouse, improvements to the street landscape of the Budai Fish Market, landscaping of the restaurant at the entry of the Beimen Administration Park, installation of toilets at the Jingzaijiao salt fields, as well as other facility and surroundings improvements to offer tourists a more friendly and convenient travel environment.
- (4) Continued the restoration of the Beiman Salt Administration Office to preserve and re-utilize precious historical heritage.



- (5) 配合「臺灣夏至 235」活動，102 年 6 月 22 日於東石漁人碼頭沿北回歸線辦理「千人一線牽」，並在 6 月中下旬辦理「GO 搶灘移動國土—外傘頂洲 仲夏海上觀夕活動」，自布袋遊艇港、東石漁人碼頭出發至外傘頂洲，計舉辦 4 梯次，共 157 人參與。
- (6) 102 年 7 月 19 日至 21 日，於東石漁人碼頭與嘉義縣政府共同舉辦「2013 東石漁人碼頭海之夏祭」活動，活動期間共有 26 萬遊客到訪。
- (7) 102 年 7 月 6 日至 8 月 18 日在北門、布袋遊客中心舉辦一系列創意 DIY 的「2013 年動動手—夏。創作白色雲嘉南」。
- (8) 102 年 8 月 10 日至 11 日與嘉義縣政府、嘉義縣生態保育協會等單位共同舉辦「102 七夕鸞保育日—夫妻魚鵲橋會」活動。
- (9) 102 年 9 月至 10 月之週末，於嘉義布袋、臺南北門及雲林口湖等地規劃 8 梯次的白色雲嘉南「生態魔法營」活動，共 178 人參與。

- (10) 102 年 10 月 19 日至 20 日於雲嘉南 3 縣市辦理「2013 白色雲嘉南國際觀鳥馬拉松大賽」，吸引 7 國國際鳥友報名，總計 92 人參與。且於「雲嘉南好好玩」臉書粉絲團辦理「白色雲嘉南飛羽明星票選」活動，共 1,004 人參與分享票選。

- (11) 102 年 11 月 1 日至 103 年 1 月 1 日於臺灣鹽博物館辦理「天工開物—中國鹽史特展」，邀請「河北黃驊海鹽博物館」珍貴館藏文物來臺展出。

- (12) 102 年 11 月 2 日至 3 日於南鯤鯓代天府舉辦「2013 鯤鯓王平安鹽祭活動」，吸引四萬餘人參加。並於「雲嘉南好好玩」臉書粉絲團上推出「平安鹽福袋回娘家 show 出來」網路票選活動，共有 69 件投稿作品，吸引 8,418 人參與投票。

- (13) 102 年 11 月 16 日首次舉辦「北門定向越野體驗賽」活動，賽事範圍涵蓋北門及井仔腳地區，約三百人報名參加。

- (14) 102 年 12 月 22 日及 12 月 31 日舉辦「2013 雲嘉南白色觀光系列活動—白色聖誕節 & 送夕陽」，自 12 月 13 日聖誕樹點燈起，吸引超過 4.5 萬人次到訪。結合臺南市政府及西拉雅管理處合辦的「跨年三部曲」，12 月 31 日於北門井仔腳鹽田舉辦送夕陽活動，全天近一萬人次參與。

#### 4. 未來發展重點

- (1) 以「白色雲嘉南」作為觀光發展的方向及行銷意象。
- (2) 以四湖口湖「生態教育園區」、布袋東石「觀光漁業休閒區」、北門「濱海門戶小鎮」及七股將軍「鹽鄉樂活渡假區」為 4 個核心發展區域。



1 白色雲嘉南—國際觀鳥馬拉松大賽  
Birdathon activities of the 2013 Sand  
Sculpture Festival at Southwest Taiwan

2 「2013 鯤鯓王平安鹽祭」開幕  
Opening ceremony of 2013 Kungshen Wangye's Salt of  
Peace Festival

#### 2. Operation and Management

- (1) Regular inspections were made at recreational spots to maintain and manage facilities and the environment and ensure tourist safety.
- (2) Established the smallholder farmer's holiday market at Kouhu Township on December 7, 2013, and another one in the Beimen District of Tainan on to December 21 to facilitate the development of the smallholder farmer as well as local tourism.
- (3) Organized the rental and management of scenic locations. In addition to the 5 original rental cases such as the Jingzaijiao Tile-Paved Salt Fields and the Masago coastal leisure facility, the two rental cases of Beimen restaurant and the parking lot at Qianlaiye store were also added in 2013. These projects enlivened the area's facilities and encouraged local economic growth.
- (4) Actively promoted the facility and location certifications for environmental education at the Budai Visitor Center and Budai Wetland Area. On October 31, 2013, received certification for the training of environmental protection personnel from the Environmental Protection Administration, which remains valid for five years.
- (5) The Beiman Visitor Information Center public toilets were once again awarded first prize by the Tainan government in the recreational area section's non-institutional category for 2013. Moreover, improved the family restrooms and nursery rooms, as well as installed toilet flushing sound machines to improve the quality of female restrooms.
- (6) Recognizable Measures
  - A. Established the "Bridal Makeup Room" and the "Beauty along the Yunlin, Chiayi, and Tainan coast" 3D stereoscopic film at the Beimen Visitor Information Center to offer tourists a happy, moving experience
  - B. Held several "Southwest Celebrity Lectures" and invited experts and tourists to interact regarding tourism issues.
  - C. Enabled the "Online Activity Registration System" and "Guide Explanation Online Reservation System" to increase channels by which the public can participate.
  - D. The Kouhu Visitor Information Center began operations in September 2013, and served as the minor pavilion of the "2013 Yunlin Agricultural Expo".
- (7) Assessment Awards
  - A. Took second place in the 2013 public property management evaluation by the Ministry of Transportation and Communication.
  - B. Took the second place group award and the third place individual award in the 2013 annual visitor centers supervision and service quality assessment put on by the Tourism Bureau under the Ministry of Transportation and Communication.
  - C. Took first place in the 2013 program for implementation of effective document processing by the Tourism Bureau under the Ministry of Transportation and Communication.
  - D. Took first place in the 2013 appraisal of employee operation and performance by the Tourism Bureau under the Ministry of Transportation and Communication.

#### 3. Advertising and Promotion

- (1) The Southwest Coast Route of the Taiwan Tourist Shuttle continued to offer premium-quality service, linking famous sights along the coast. Different discount packages were promoted in conjunction with special events. Furthermore, joint tickets were issued with the Tainan City government's Taijian 99 bus to make it easier for travellers to plan multi-day journeys.



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

西拉雅風景特定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特有的夜祭活動，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。102 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」，重要工作成果如下：



1

#### 1. 規劃建設

- (1) 為使轄區內觀光資源能整體規劃發展，辦理「西拉雅國家風景區觀光綜合發展計畫檢討案」，進行資源盤點、旅遊服務動態調查，並提出未來發展方針，就其重點議題、觀光資源及據點進行先期規劃設計，作為後續開發、行銷、設施建設之參考及依據；另延續社區輔導方式，由下而上自主發展社區觀光，辦理「西拉雅平埔文化觀光培力輔導及推廣案」、「曾文水庫集水區範圍的遊憩資源規劃暨輔導案」，提出後續遊憩活動定位、構想、未來發展主題之研擬。
- (2) 在工程建設層面，為提供遊客安全、友善的旅遊設施，在國際觀光景點關子嶺進行嶺頂公園、水火同源景觀改善工程，並於國內觀光景點推動南化遊客服務區先期工程及臺南水道停車場、綠建築標章公廁工程。此外，進行全區無障礙貼心服務設施改善工程，營造友善貼心遊憩環境；整修紫竹寺、大埔白馬亭觀景平臺及中埔鄉石碇林場步道設施，藉以整合鄉村旅遊新風貌。



2

- (3) 為延續轄區內產業品牌，進行輔導在地產業升級輔導計畫，遴選代表西拉雅之產業產品，如新化王家燻羊肉、玉井芒果冰、東山手工絲瓜皂、大埔玄山湖巧包豆、東山龍湖山龍眼等，進行形象包裝，提升品牌意象、開發行銷通路；另與華膳空廚合作辦理東山咖啡餐飲輔導培訓課程，協助地方推廣在地優質咖啡，增加產品競爭力。

#### 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、更新管理處資源管理系統，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，且於夏季舉行蝴蝶遊樂園活動，並推動輔導社區參與。

- (2) A series of Lunar New Year holiday activities such as the Balloons for Receipts Charity Drive were held by the Beimen Visitor Center. Moreover, the Budai Visitor Information Center carried out the Happy Spring in Budai activity, set up the Budai Fisherman art installation, and held music concerts on the Southwest Coast.
- (3) On March 13, 2013, in coordination with the Kinmen and Chiayi County governments, held a horseshoe crab environment restoration eco-exhibition, beginning on the same day as the Budai Visitor Information Center opening ceremonies and finishing on September 1, 2013.
- (4) The “2013 Salt & Sand Sculpture Art Festival at southwestern Taiwan” activity was held in conjunction with the Tainan City government and various public and private institutions at the Masago recreation area and Qigu's salt mountain from May 12 to June 30, 2013. Nearly 300,000 visits were made to the event. Indirect economic benefits were an estimated NT\$160 million.
- (5) On June 22, 2013, in accordance with the “Taiwan Fun on the Tropic of Cancer” events, organized activities starting from Dongshih Fisherman's Wharf and continuing along the Tropic of Cancer. Furthermore, held the 4-stage midsummer sunset-watching activities at Wasianting Island in the last third of June; tourist participants set off from the Budai Yacht Port and Dongshih Fisherman's Wharf for Wasianting Island; the activities attracted the participation of 157 tourists in all.
- (6) Between July 19 and 21, held the 2013 Summer Festival at Dongshih Fisherman's Wharf in cooperation with the Chiayi County government. During the period, there were 260,000 of visitors coming to the area.
- (7) Between July 6 and August 18, 2013, a series of summer DIY activities was held at Baimen and Budai Visitor Centers.
- (8) On August 10 and 11, 2013, held horseshoe crab conservation activities at the bridge of magpies in cooperation with Chiayi County government and the Chiayi Ecological Conservation Association.
- (9) On weekends from September to October, 2013, 8-stage Eco-Magic Camps were carried out at Chiayi Budai, Tainan Beimen, and the Kuoho Township of Yunlin. A total of 178 tourists participated in the activities.
- (10) On October 19 and 20, held the 2013 Birdathon activities in Yunlin, Chiayi, and Tainan Counties, attracting 92 bird lovers from 7 countries to attend, and the superstar birds campaign on Facebook, where a total of 1,004 people cast their votes.
- (11) From November 1, 2013 to January 1, 2014, held the History of Chinese Salt Special Exhibition at the Taiwan Salt Museum inviting the sea salt museum from Huanghua City in Hebei Province to exhibit its precious collection of cultural relics here in Taiwan.
- (12) On November 2 and 3, held the 2013 Kungshen Wangye's Salt of Peace Festival at the Nankunshen Temple, attracting more than 40,000 participants, and a Facebook photo campaign of lucky salt bags, with a total of 69 contributions and appealing to 8,418 voters.
- (13) On November 16, 2013, organized the Beimen orienteering race, covering the Beimen and Jingzaijiao areas, and appealing to about 300 competitors to attend.
- (14) Between December 22 and 31, 2013, held the White Christmas & Sunset-Watching series of tourism activities. Starting from the Christmas tree lighting on December 13, the events attracted more than 45,000 people to attend. In conjunction with the Tainan City government and Siraya Management Station, organized the New Year's Eve Trilogy activities and Sunset-Watching events at the salt fields of Jingzaijiao, Beimen, where nearly 10,000 tourists participated throughout the day.

#### 4. Future Development

- (1) Promote “White Southwest” as the direction of tourism development and marketing imagery.



- (6) 營造關子嶺頂資訊站之日式氛圍，製作西拉雅 logo 雕塑及提供租借浴衣服務，讓遊客在關子嶺旅遊可享有另類的體驗；另提供免費愛心傘租借服務，其中傘及拐杖兩用的設計是遊客登山最好的幫手。

### 3. 推廣宣傳

- (1) 辦理「2013 浪漫西拉雅系列活動」，包含關子嶺蝴蝶遊樂園、火王爺祭、大埔瘋單車、二寮迎曙光、中埔鄉石碇林場森呼吸健走、「夏至北緯 23.5°—挑戰長畫高爾夫」及在雲端上遇見東山咖啡等活動，將產業品牌融入活動，為鄉村旅遊注入新活力。
- (2) 建置「西拉雅—樂活單車旅遊主題網站」，推廣轄區內單車旅遊路線，供單車族群旅遊參考使用。
- (3) 設計開發紀念品，包含形象標誌側背包、帽子等紀念品；發行各國語言版本出版品，102 年度出版書籍包括《西拉雅健康樂活遊》、《嘿，你到西拉雅打卡了嗎》等書。
- (4) 結合網路平臺（FB 及電子報）與客製化開發專屬行銷應用程式，提高活動資訊的曝光率及參與度，聚攏轄區人氣，提升西拉雅知名度，並不定期舉辦小遊戲或好康活動，增加與遊客互動機會。
- (5) 推廣觀光旅遊景點及服務措施，於媒體（聯合報、中國時報、臺灣時報、臺灣新生報等）刊登專題報導。

### 4. 未來發展重點

- (1) 以「鄉村旅遊」為核心價值，透過繽紛藝境、浪漫美湯、歡樂鄉野 3 條旅遊線，創造繽紛、浪漫、歡樂的度假王國。
- (2) 透過串聯烏山頭、關子嶺、西拉雅文化元素及整合中埔地區、曾文地區遊憩資源，以分區旅遊線結合溫泉養生、鄉村特色、生態資源共同發展鄉村旅遊，提升西拉雅國際觀光景點之遊憩服務品質與創造文化觀光新魅力。
- (3) 為達提高自償性、市場性及跨域加值之目標，未來除從土地、設施等層面落實，將持續與鄰近管理處進行觀光策略整合，引入民間參與和地方機關共同合作方式，強化基礎遊憩服務設施，推廣無障礙旅遊與考量銀髮族之服務，期望建立分區旅遊線模式。



- (2) Develop the area through four core attractions including: Kouhu's environmental education park, the tourism fishery areas at Budai and Dongshih, the small tourism town of Beimen, and the LOHAS salt resort of Qigu and Jiangjun.

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

This Scenic Area with its unique Graystone Landscape of 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. The working on 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) To synthesize planning and development of the area's tourism resources, reviewed the combined development plan of the Siraya National Scenic Area, inventoried resources and examined travel services, as well as pre-planned and designed key resources and locations for reference in future tourism development, marketing, and construction. Furthermore, encouraged the community in developing tourism through a bottom-up and self-directed mechanism, and organized the "Siraya Pingpu Culture Tourism Promotion Plan" and the "Tseng-Wen Reservoir Tourism Resource Guidance Plan". The follow-up localization, conception, and direction plans for future development were proposed as well.
- (2) To provide tourist-friendly facilities and environment, carried out the landscaping improvement project of the Lingding Park and Water and Fire Cave at Guanziling area. In National Scenic Areas, organized initial construction of the Nanhua visitor service area, Tainan Shiudao parking area, and Green Building Certified public toilet construction. In addition, implemented region-wide barrier-free service facilities to create friendly recreational environs, and made improvements to Zihjhu Temple, the viewing platform at Baima pavillion of Dapu Township, and the trails of the Shih-lung forest station at Chungpu Township to integrate a new style of rural tourism.
- (3) For the continuation of product branding within the area, provided guidance to specialty agricultural producers in the area to upgrade tourism potential. Several product characteristics of the Siraya Scenic Area were selected, including: Wang's Smoked Lamb, Yujing mango ice, Dongshan Da Chu Hua Jian's handmade loofah soap, Dapu chocolate covered coffee beans, and Dongshan Long Hu Shan longan. These products will be developed with special packaging to strengthen brand awareness and develop sales channels. Held counseling and training sessions at the Dongshan coffee shop in conjunction with China Airline catering, assisting locals in promoting high-quality coffee and increasing product competitiveness.

#### 2. Operation and Management

- (1) Traffic Alleviation Measures were carried out during continuous holidays such as the Chinese New Year's Festival, Tomb-sweeping Day, Dragon Boat Festival, 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.
- (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.



## 二、加強實地督導考核作業及成果

- (一) 102 年度國家風景區示範觀摩，由 101 年度督導考核前三名之日月潭、東部海岸、參山管理處合辦，於 6 月 17 日及 18 日於日月潭國家風景區管理處向山遊客中心辦理「102 年度風景區經營管理與安全維護研討會」。
- (二) 102 年度國家風景區經營管理與安全維護督導考核，自 7 月 10 日至 8 月 22 日實地督導檢查及對 10 個國家風景區管理處評分（101 年度督導考核前三名管理處辦理示範觀摩，不列入 102 年度考核）。各管理處平均分數均在 85 分以上，其中前三名為北海岸及觀音山、東北角暨宜蘭海岸、馬祖國家風景區管理處。

## 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 102 年度已辦理 17 場、參加人數超過 1,385 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，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，並連結教育部體育署「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

配合交通部建構無障礙交通旅遊環境之施政重點工作，觀光局現正推動風景區無障礙旅遊計畫，為身心障礙者、銀髮族、孕婦、幼童等行動不方便者，提供貼心旅遊服務。

觀光局業於 101 年 8 月成立無障礙旅遊環境推動小組，依身心障礙團體代表建議，選出「東北角、北海岸、日月潭、參山、大鵬灣」等 5 條無障礙旅遊路線，於 101 年 11 月至 12 月實地勘選無障礙旅遊路線建議行程。



1 履勘無障礙設施環境  
Comprehensive inspection of barrier-free environments

- (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 Hongye Park, held butterfly festival in the summer, and encouraged community participation.
- (6) Japanese elements were added to the Guanziling information center with Siraya logo statues and yukata rental to provide tourists with a special experience in Guanziling. Free umbrella rentals were also provided, with specially designed umbrellas which double as handy hiking sticks.

#### 3. Advertising and Promotion

- (1) A series of 2013 Siraya romance activities were promoted, including the Guanziling Butterfly Theme Park, the Royal Lord of Fire Festival, the Dapu Bicycling Festival, the Erliao sunrise welcome activity, fresh air hiking at the Shilung forest area of Chungpu Township, Taiwan Fun on Tropic of Cancer - daylong golf challenge activities, and coffee leisure activities at Dongshan. Events incorporated products to fully reinvigorate countryside tourism.
- (2) Established Siraya's LOHAS cycling themed website to promote cycling routes in the region and provide reference for cyclists.
- (3) Designed souvenirs such as branded logo bags and hats, and published materials in several languages. The books published in 2013 included "LOHAS Travel in Siraya" and "Hey, Have You Arrived in Siraya Yet?".
- (4) Integrated web platforms and customized marketing applications including Facebook and electronic newsletters, as well as the Siraya travel app, to increase exposure and participation in activities, raise Siraya's visibility, and close the distance between activities and the general public. Games and other small prizes were offered periodically to increase interaction with tourists and obtain public information for promotional purposes.
- (5) Promote scenic spots, services, and facilities throughout the scenic area through special coverage in major media outlets including "United Daily News," "China Times," "Taiwan Times," "az Travel," and "TSSD News."

#### 4. Future Development

- (1) Continue to create a colorful, romantic, and joyous tourism destination by developing three major routes using countryside tourism as the core theme.
- (2) Raise Siraya's international tourism quality and create new cultural attractions by linking the resources of the Wushantou, Guanziling, Siraya culture, Zhongpu, and Cengwen areas and by integrating hot springs, countryside character, and environmental resources into tour routes.
- (3) In order to achieve the future goal of self-liquidation, marketability, and greater cross-domain value, other than starting land, facilities, and other levels, will continue to integrate tourism strategies with nearby administrations and increase participation from public and private organizations. Moreover, basic tourism services and facilities including expanding handicap accessible services and services will be strengthen for seniors as well. It is hoped that the model of tour routes by district will drive the tourism industry to produce further results.

### II. Improved On-Site Supervision, Evaluation and Results

- (I) The Sun Moon Lake, East Coast, and Tri-Mountain National Scenic Areas, which were also the front-runners of the 2012 evaluations, jointly held the 2013 National Scenic Area demonstration seminars. The operations management and safety maintenance seminar was held on June 17 and 18, 2013, at Xiangshan Visitor Center of Sun Moon Lake National Scenic Area.
- (II) The 2013 operations management and safety maintenance evaluation of National Scenic Areas was held between July 10 and August 22. A total of 10 National Scenic Areas underwent on-site inspection (the first three front-runners from the 2012 evaluation were presented as benchmark scenic sites and not included in the 2013 evaluations). On average, scores were above 85. The three front-runners were the National Scenic Area Administrations of the North Coast and Guanyingshan, Northeast and Yilan Coast, and Matsuo.



相關管理處除積極改善景點內無障礙設施環境，並於 102 年 5 月再度邀請殘障聯盟代表及身心障礙委員，履勘無障礙設施環境改善辦理情形，全面檢視及改善無障礙旅遊環境，所做措施諸如設置無障礙步道、無障礙停車位、無障礙公廁等公共服務空間，提供解說導覽、標牌指示、租借輪椅、電動輪椅充電插座等人性化服務，同時編印 5 條無障礙旅遊路線摺頁、修正無障礙旅遊網頁，使行動不方便的遊客亦能暢所欲言。觀光局於 102 年 7 月 5 日於福隆遊客中心辦理「國家風景區無障礙旅遊路線發表會」，藉由媒體宣導，讓身心障礙者、銀髮族、孕婦、幼童等行動不方便者都能享有友善的交通旅遊環境。此外，觀光局將無障礙旅遊相關資訊納入觀光資訊資料庫，運用網路及「旅行臺灣」、「臺灣觀光年曆」等 App 多媒體介面，以利民眾查詢及規劃行程。

高齡化社會的來臨為世界趨勢，銀髮族退休後的養生、休閒、旅遊等活動，成為未來旅遊市場中的新興區塊。

觀光局繼推出無障礙旅遊路線後，接續推動銀髮族旅遊路線，除提供貼心、便利之大眾運輸交通及各項無障礙設施等資訊外，更強調「慢活」、「養生」及「保健」，期能提高銀髮族之旅遊意願，並經由旅遊度假，得到身心放鬆與休息；另一方面，則希望透過擴大銀髮族旅遊市場，振興觀光產業，達到消費者與業者雙贏之目的。

### 三、溫泉資源管理

因應 94 年 7 月 1 日起正式施行溫泉法，觀光局積極輔導業者依法改善相關設施並協助取得溫泉標章，將溫泉導入永續經營的正軌。相關措施如下：

#### (一) 協（補）助地方政府擬訂溫泉區管理計畫

至 102 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、花蓮縣及屏東縣等 11 縣市已完成計畫審查及核定公告程序。



## Section 3 Promotion of Tourism Resource Policies and Acts

### I. Promotion of Water Recreation Activities

- (I) To promote water recreation activities and improve tourist safety, safety demonstrations and experience workshops are held or subsidized annually. A total of 17 such events were held as of 2013, with over 1,385 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

In accordance with the policy priorities for a barrier-free transportation environment from the Ministry of Transportation and Communication, the Tourism Bureau is now promoting barrier-free and accessible tourism programs, offering considerate travel services to the disabled, senior citizens, pregnant women, young children, and others with limited mobility.

The Tourism Bureau established a group in promotion of accessible travel environments in August 2012. Representatives from disability groups recommended five barrier-free tour routes based on proximity to urban areas including the North Coast, Northeast Coast, Sun Moon Lake, Tri-Mountain, and Dapeng Bay National Scenic Areas, and performed on-site investigation and selection of recommended barrier-free itineraries on November and December, 2012.

In addition to actively making improvements to barrier-free scenic environments, the administration also frequently invited representatives from the League of Welfare Organizations for the Disabled to undertake comprehensive inspection of the improvements to barrier-free facilities, bettering the accessible travel environment. Completed measures included barrier-free installations at footpaths, parking spaces, toilets, and other public spaces, guided introductory tour signage, wheelchair rental services, charging equipment for electric wheelchairs, and other services. Moreover, published pamphlets containing 5 barrier-free tour routes and ameliorated the barrier-free accessible travel website to benefit disabled visitors. On July 5, 2013, the Tourism Bureau announced barrier-free itineraries within national scenic areas so as to provide the disabled, seniors, pregnant women, toddlers, and those with limited mobility with a friendly tourism and transportation environment. Barrier-free travel related information was also incorporated into the tourism information databank, and through the use of the internet and multimedia interfaces on mobile applications, public inquiries and the planning of itineraries were facilitated.

The trend of an aging society has appeared all over the world, and activities for senior citizens to maintain health, enjoy their leisure time, and travel are an emerging sector in the tourism market.



## (二) 建立溫泉檢驗單位審查認可機制

截至 102 年，已認可 18 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

102 年 1 月 22 日至 3 月 27 日，觀光局配合水利署辦理年度溫泉管理工作績效考核及溫泉業者座談會，督促各縣市政府積極輔導溫泉業者取得合法登記及申辦溫泉標章，全年度共新增 106 家業者取得溫泉標章，將持續進行溫泉標章申辦輔導作業，要求業者標示溫泉設施警告標示，確保消費者泡湯安全。



北海岸溫泉美食嘉年華  
North Coast Hot Spring Fine-Cuisine Carnival



Following the release of barrier-free itineraries, the Tourism Bureau continued to promote travel itineraries for senior citizens. Aside from providing convenient public transportation and accessible facilities, the Bureau placed more emphasis on the concepts of leisurely living, health cultivation and maintenance, with the hopes of raising the travel willingness of senior citizens. It also hoped to revitalize the tourism industry through expanding the senior citizen travel market, achieving a win-win situation between consumers and business owners.

## III. Hot Spring Resource Management

In compliance with the Hot Spring Act that came into effect on July 1, 2005, the Tourism Bureau encouraged operators to make necessary improvements and obtain hot spring certification in an effort to ensure the sustainability of hot springs. Related measures are as follows:

### (I) Assisted and Subsidized Local Governments in Formulating Hot Spring Area Management Plans

Assisted and subsidize local government in formulating hot spring area management plans as of 2013, 13 local governments received assistance in formulating hot spring management plans. A total of 11 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, and Hualien County.

### (II) Established the Hot Spring Inspection Unit Certification Standards

As of 2013, a total of 18 hot springs obtained certification from the inspection body.

### (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., as well as any behavior which violates construction, fire safety, sanitation, work safety, business operation management and consumer protection, should be improved according to relevant regulations and the notices for hot spring operation as outlined in the consumer safety management handbook and accompanying disc.

### (IV) Provided Hot Spring Certification Application Assistance

The Tourism Bureau carried out performance evaluations and conferences for hot spring operators between January 22 and March 27, 2013, as well as supervised local governments in assisting hot spring operators to obtain legal registration and hot spring certification. There are a total of 106 operators received hot spring certifications and application assistance this year, and the education on hot spring certification application procedures will be continued to encourage operators to obtain warning signs for hot spring facilities and ensure consumer safety.



# 浪漫臺灣

Time for Love

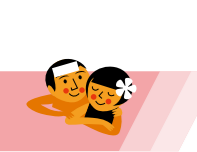


If you should come across an old photo of your parents during their honeymoon from 40 years ago, don't be surprised if it was taken at Alishan. Ever since the 1950s Taiwan has been a favored honeymoon destination for newlyweds from all over the world, and countless young couples have taken photos on Alishan or at Sun Moon Lake to bear witness to their love. Today, Taiwan is a highly popular place for wedding photography. Couples can come for a three-day tour; after having their pictures taken by a studio wearing a variety of costumes at different indoor and outdoor locations, they can enjoy all manner of interesting activities- soaking in hot-spring baths, picking calla lilies, riding bicycles, watching the sunset- and then, before returning home, choosing the photos they want. The studio then processes the photos and prints them in a beautiful, specially-designed album, which will be mailed directly to the newlywed's home. If you are a romantic sort, this is your Time for Taiwan!

當你在老相本中發現父母 40 年前在阿里山歡度新婚假期的照片時，千萬不要訝異，因為臺灣從 1950 年代起就一直是各國旅客度蜜月的最佳選擇地，許多年輕夫妻在阿里山與日月潭留下愛比山高、愛比海深的記憶倩影。現在，來臺灣拍攝婚紗照同樣是件流行的事，選拍攝服、棚內外景拍攝之後，去臺灣各地旅行個 3 天，泡溫泉、採海芋、踩單車、看夕陽，返國前選照片，拍攝本在完成設計排版後直接寄送到家，一套式服務，又快又好讓你可以完全沒負擔。享受浪漫，旅行臺灣，就是現在！



阿里山神木下婚禮山海戀  
Wedding activities under the Alishan cypress trees



1

## 第五章 觀光產業之輔導與管理

### 第一節 旅行業

#### 一、旅行業

102 年度旅行社家數計有總公司 2,515 家，分公司 754 家；其中綜合旅行社總公司 114 家，分公司 383 家；甲種旅行社總公司 2,206 家，分公司 360 家；乙種旅行社總公司 195 家，分公司 11 家。

#### 二、輔導旅行業提升競爭力

(一) 為輔導旅行業者面臨全球經濟不景氣之困境，協助其取得營運週轉資金，提升產業競爭力，故提供旅行業貸款利息補貼及信用保證貸款措施如下：

##### 1. 旅行業貸款及利息補貼：

提供綜合旅行業新臺幣 500 萬元、甲種旅行業 300 萬元、乙種旅行業 200 萬元之貸款利息補貼，最高年利率 4%，累計至 102 年度獲得旅行業貸款利息補貼者共 264 件。

##### 2. 旅行業相對信用保證貸款：

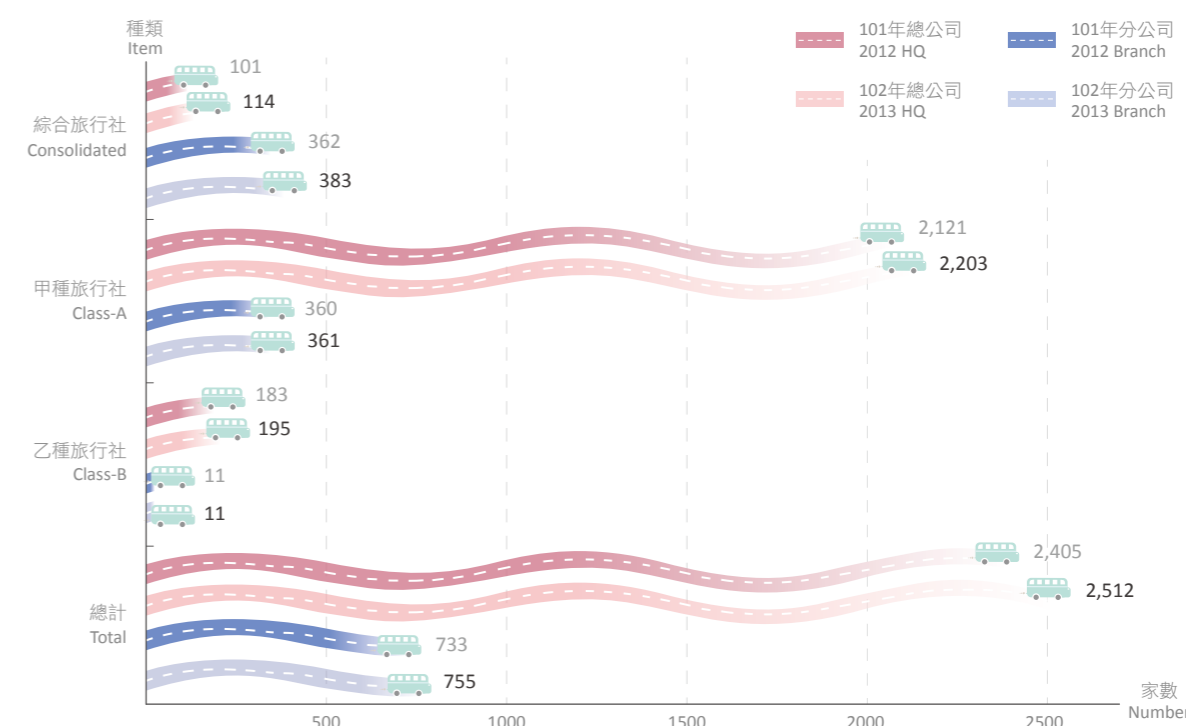
提供綜合旅行業新臺幣 500 萬元、甲種旅行業 300 萬元、乙種旅行業 200 萬元之貸款相對信用保證，經審查通過移送信保基金相對信用保證者，提供最高年利率 1.5% 之貸款利息補貼，累計至 102 年度獲得旅行業貸款相對信用保證者共 31 件。

## Chapter 5 Guidance and Administration of the Tourism Industry

### Section 1 Travel Agencies

#### I. Current Status

By the end of 2013, Taiwan had a total of 2,515 headquarters and 754 branch offices of travel agencies. See the table below for detailed figures.



#### II. Increasing Competitiveness

(1) In order to assist travel agencies in the face of the global economic recession, help them acquire funds for operation, and to increase their business competitiveness, the Taiwan Tourism Bureau provided interest subsidies and credit guaranteed loans to them as follows:

##### 1. Provided Preferential Loans and Interest Subsidies for the Travel Industry

Subsidies were given to help travel agencies pay back the interest on loans they took out. Interest rates were subsidized for loan amounts of up to NT\$5 million NT\$3 million, and NT\$2 million for consolidated travel agencies, Class-A and Class-B travel agencies, respectively. Up to 4% of the loans' annual interest was subsidized. A cumulated total of 264 travel agencies received interest subsidies by the end of 2013.

##### 2. Credit Guaranteed Loans for the Travel Industry

Credit-guaranteed loans of NT\$5 million were provided to consolidated travel agencies, and NT\$3 million and NT\$2 million were made available to Class-A and Class-B travel agencies respectively. Loans were subsidized up to 1.5% of the annual interest rate. The number of travel agencies that received credit-guaranteed loans and interest subsidies reached an accumulated total of 31 by the end of 2013.



(二) 為促進傳統旅行產業轉型與升級，增加競爭優勢，訂定「交通部觀光局輔導建立品牌旅行業獎勵要點」，協助欲提升品質（包括推動產品與服務創新、品牌發展系統、品牌加盟與結盟、從業人員品牌發展觀念）的旅行業者提出公司品牌化經營計畫。此外，針對連續 2 年辦理財務簽證查核者，獎助該旅行業貸款利率 1.5%（貸款額度綜合旅行業最高 1,000 萬，甲種及乙種旅行業最高 500 萬），同時輔導旅行業增加財務透明度，獎助旅行業辦理財務報表查核簽證。

### 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，並與相關旅行業公協會組成「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、加強稽查旅行業務，維護旅遊市場競爭秩序

為輔導旅行社依法經營旅行業務，除派員赴旅行社營業處所瞭解執業情形，並加強取締非法旅行業、無照導遊及領隊。102 年旅行業查核計 83 件，取締違法經營旅行業務計 33 件，於機場及主要觀光景點稽查導遊人員 653 人、領隊人員 64 人。

### 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（0800-211734），由專人負責消費者旅遊諮詢服務。102 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 895 件，和解件數 559 件，和解率達 6 成。
- (二) 於「臺灣觀光資訊網」及「行政資訊網」建置「消保事項專區」，公告合法旅行業者基本資料及投保保險資訊，共分為「旅遊消費」、「旅遊安全」、「具法定公告事由之旅行業」及「其他宣導事項」四大項，俾確保旅遊交易安全，提供消費者充分與正確之旅行業資訊；另開放合法領隊、導遊及旅行業從業人員查詢，消費者可即時確認所接洽之旅遊業務員身分，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，導致侵害消費者權益之情形，此亦有助於旅行業者適時過濾業務往來之同業身分、促使被查詢當事人及旅行業更正相關資料，簡化行政程序、提升行政效率。
- (三) 配合外交部旅遊警示之發布，與行政院消費者保護處、中華民國旅行商業同業公會全國聯合會及中華民國旅行業品質保障協會建立緊急應變處理機制，適時發布新聞稿說明參團旅遊解約退費處理原則，保障旅客旅遊安全及消費權益。

(II) To boost the transformation and upgrading of the traditional travel industry and improve its competitive advantage, the “Directions Governing Awards of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies” was established to assist the travel agencies in enhancing their quality (including the promotion of creative products and services, a brand development system, brand membership and alliance, and employee brand development concepts) and to propose plans for brand management. A 1.5% loan rate (consolidated travel agencies can receive a loan of up to NT\$10 million, and Class-A and Class-B travel agencies of up to NT\$5 million) was granted to the travel agencies, with continued checking of their financial certification for 2 years.

### III. Implemented the Auditing of Travel Transaction Security to Protect the Rights of Consumers

To maintain the security of transactions and protect the interests of travelers, the Tourism Bureau held the “Travel Transaction Security Auditing Committee Meetings” regularly in accordance with the “Guidelines for the Auditing of Travel Transaction Security”, reaching consensus and coming up with preventative measures on transaction security. It also co-formed the “Travel Transaction Security Audit Team” with related travel associations to conduct timely onsite inspections on travel agencies with abnormal operations, to prevent travel agencies’ sudden bankruptcies. The following major actions were carried out:

- (I) Utilizing notifications from the Taiwan Clearing House on returned checks from 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 adverse records (such as: 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 internet advertising monitoring committee charged with watching out for news of abnormal situations.

### IV. Intensification of Travel Agencies Auditing to Maintain Orderly Competition in the Travel Market

To guide travel agencies to operate in accordance with the law, dedicated personnel were sent to their offices to understand their business conditions, and enforcement was carried out against illegal travel agencies and unlicensed guides and tour managers. There were 83 agencies investigated in 2013, which led to 33 enforcements against illegally operating travel agencies. A total of 653 tour guides and 64 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 (0800-211-734) manned by personnel exclusively to answer travel inquiries from consumers. In 2013, a total of 895 cases were received (including travel disputes and appeals, and cases involving guiding members of the “Travel Quality Assurance Association, R.O.C.”), with 559 cases settled, attaining a conciliation rate of 60%.
- (II) A “Consumer Protection Page” was set up on the Taiwan Tourist Information Website and Tourism Bureau’s Executive Information System, with basic information on legal travel agencies and their insurance provisions. Information on the page is divided into four sections: “Travel Consumption”, “Travel Safety”, “Travel Agencies Involved in Legal Pronouncements” and “Announcements”. The goal is to assure the security of travel transactions and provide consumers with a sufficient amount of accurate travel information. A new function of searching for legal travel agency operation personnel, tour guides, and tour managers was established. For the sake of avoiding unassigned workers illegally executing the business



## 第二節 觀光旅館業

### 一、經營現況

- (一) 102 年臺灣地區觀光旅館共計 111 家，客房數 2 萬 6,074 間；其中國際觀光旅館 71 家，客房數 2 萬 461 間；一般觀光旅館 40 家，客房數 5,613 間。
- (二) 102 年申請核准籌設之觀光旅館計有 8 家，客房數為 1,914 間，總投資金額為新臺幣 152.46 億元；經查驗合格並取得觀光旅館業營業執照者共 3 家，增加之客房數為 530 間。

### 二、定期檢查

102 年觀光旅館定期檢查於 102 年 3 月 28 日至 6 月 27 日辦理完竣，共檢查 47 家觀光旅館；另督導觀光旅館業切實投保公共責任意外保險，俾降低業者經營風險及維護旅客住宿安全。

### 三、服務品質

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，102 年共補助 4 家觀光旅館，補助金額達新臺幣 390 萬元。

### 四、消費權益

為維護消費者權益，102 年度派員檢查各觀光旅館業者發行之商品（服務）禮券是否符合「觀光旅館業商品（服務）禮券定型化契約應記載及不得記載事項」規定，共檢查 13 場旅展，計 192 家。

### 五、法令宣導

為使觀光旅館業及旅館業提升無障礙設施設計品質、落實無障礙設施、強化業者重視個人資料之保護，觀光局於北中南東辦理 5 場次「無障礙設施及個資法令修正暨實務研討說明會」，共 500 人參加。

為協助觀光人員意識到各種性別歧視與對婦女的暴力行為，並瞭解消除的方法，102 年 7 月辦理「職場性騷擾防治講習」，共 101 人參加。

### 六、國際接軌

為提升觀光旅館服務品質並與國際接軌，截至 102 年共 83 家觀光旅館報名參加星級旅館評鑑，其中已有 73 家觀光旅館獲得星級評鑑標章。



1 寒舍艾麗酒店  
Humble House Taipei

2 大板根森林溫泉渡假村  
Great Roots Forestry Spa Resort

of travel agencies and damaging the rights of consumers, consumers can use this new function to check the identity of travel workers right away. It can also help the travel agency filter the identity of workers they are dealing with in the same field. By doing so, it will not only urge the checked worker and travel agency to upgrade the relevant information, but simplify the administrative procedure and enhance the administrative efficiency.

- (III) In coordination with travel warnings announced by the Ministry of Foreign Affairs, an emergency management mechanism was set up jointly with the Consumer Protection Committee under the Executive Yuan, Travel Agent Association, and the Travel Quality Assurance Association, to provide timely news releases explaining the principles for contract termination and refunding with regards to group travel packages, and to guarantee the safety and rights of travelers.

## Section 2 Tourist Hotel Industry

### I. Current Status

- (I) At the end of 2013, Taiwan had 111 tourist hotels with 26,074 rooms. International tourist hotels accounted for 71 hotels with 20,461 hotel rooms, and standard tourist hotels numbered 40 with 5,613 rooms.
- (II) In 2013, there were 8 new tourist hotels applying for a license to operate. They had a total of 1,914 rooms and NT\$15.246 billion invested. Additionally, 3 tourist hotels passed inspection and were issued tourist hotel industry business licenses, thus increasing the total room count by 530 rooms.

### II. Scheduled Inspections

Scheduled inspections of tourist hotels directly administered by the Executive Yuan were carried out during March 28 to June 27, 2013, with a total of 47 tourist hotels investigated. The tourist hotel industry was also supervised in taking out public liability insurance to lower the risks of operators and guarantee the safety of visitors.

### III. Service Quality

To encourage the tourist hotel industry to enhance their service quality and offer an excellent lodging environment for domestic and overseas travelers, 4 tourist hotels were subsidized with the total subsidy being NT\$3.9 million in 2013, in accordance with the "Tourism Bureau MOTC Subsidy Guideline for Quality Improvements of the Tourist Hotel Industry."

### IV. Consumer Rights

To protect consumer rights, 13 travel fairs with a total of 192 tourist hotels that had issued Hotel Product (Service) Gift Certificates were inspected to see if they were in compliance with the "Mandatory and Prohibitory Provisions To Be Included In Standard Contracts for Tourist Hotel Goods (Services) Coupons" in 2013.

### V. Policy Declaration

To improve the quality of barrier-free facilities, implement barrier-free facilities, and strengthen the personal data protection of the tourist hotel industry the Tourism Bureau held 5 "Barrier-Free Facilities and the Law of Personal Data Revision Explanation Conference" –in northern, central, southern, and eastern Taiwan. A total of 500 people attended these conferences.

To assist tourism personnel to detect various instances of sexual discrimination and violent behavior against women, and to understand ways to resolve them, "The Sexual Harassment in the Workplace Prevention Instructional Workshop" was held in July, 2013 with a total of 101 people attending.



## 七、補助評定

補助經評定為星級旅館且加入國際或國內連鎖旅館品牌之觀光旅館業及旅館業，102 年共計 22 件，補助金額達新臺幣 6,766 萬 3,353 元。

## 八、獎勵觀光

獎勵觀光產業取得專業驗證補助，102 年計核定 68 件通過審查，並補助經費總計新臺幣 1,204 萬 8,726 元。



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## 第三節 旅館業及民宿

### 一、稽查督導

截至 102 年 12 月底止，合法之一般旅館 2,809 家、民宿 4,342 家，實施定期與不定期督導共 24 次，地方政府稽查旅館業計 2,916 家次，稽查民宿計 1,729 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，102 年計輔導 107 家民宿核准登記。

### 三、旅館品質

為提升一般旅館品質，102 年共補助 3 家觀光旅館、16 家一般旅館辦理軟、硬體更新改善，共計新臺幣 1,691 萬 9,000 元，經改善之客房總計 1,553 間。



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### 四、輔導認證

102 年輔導 27 家旅館及 7 家民宿取得 ISO、溫泉標章及防火標章等國內外認證補助，補助金額約新臺幣 398 億 4,252 萬元。

### 五、輔導改善

為協助觀光產業取得低利貸款進行軟、硬體更新改善，102 年計輔導 8 家觀光產業取得優惠貸款，貸款總金額為新臺幣 2 億 4 千萬元。

## VI. Meeting International Standards

To raise the service quality of tourist hotels to international standards, 83 tourist hotels signed up for the Hotel Star-Rating Appraisal Plan, and among them, 73 tourist hotels received Hotel Star-Rating Appraisal Certification by the end of 2013.

## VII. Subsidy Approvals

The hotel industry and the tourist hotel industry subsidized are to be labeled as a branch of the international or national tourism hotels with the Hotel Star-Rating Appraisal Certification. A total of 22 projects received subsidies totaling NT\$67,663,353 in 2013.

## VIII. Tourism Industry Rewards

To encourage businesses in the tourism industry to obtain subsidy for acquiring professional certification, the Tourism Bureau approved 68 cases with subsidies totaling NT\$12,048,726 in 2013.

## Section 3 Hotel Industry and Homestay

### I. Supervisory Inspections

At the end of December, 2013, there were 2,809 general hotels and 4,342 homestays in Taiwan. The Tourism Bureau carried out 24 scheduled and unscheduled supervisory inspections of such facilities during the year and the local governments carried out 2,916 inspections on hotels, and 1,729 inspections on homestays.

### II. Homestay Management

In accordance with the "Statute for the Development of Tourism", the Tourism Bureau provided supervision to local governments in guiding homestay business registration and carried out related seminars with the aim of strengthening the quality of the facilities and the management concepts of their operators. A total of 107 homestays were legally registered in 2013.

### III. Hotel Quality

To enhance the quality of general hotels, 3 tourist hotels and 16 general hotels were assisted in upgrading their overall hardware and software standards. These hotels were subsidized NT\$16.919 million in 2013 for renewal requirements, and there were 1,553 rooms improved.

### IV. Certification Guidance

In 2013, we provided guidance which enabled 27 hotels and 7 homestays to achieve ISO, HACCP, fire fighting marks and other domestic certification; the amount of subsidies provided was approximately NT\$39,842,520,000.

### V. Improvement Guidance

To help the tourism industry obtain low-interest rate loans to upgrade their overall hardware and software standards, 8 tourist hotels were assisted in obtaining a total of NT\$240 million in preferential loans in 2013.

## Section 4 Tourist Amusement Enterprises

### I. Current Status

In 2013, Taiwan had a total of 22 licensed tourist amusement enterprises, of which 21 were major investments, and 1 belonged to a smaller investment, with a total of 4,325 employees.



## 第四節 觀光遊樂業

### 一、現況

102 年領有觀光遊樂業執照且營業中之業者總計 22 家，屬重大投資案之觀光遊樂業者計 21 家，非屬重大投資案之觀光遊樂業者 1 家，僱用員工共計 4,325 人。

### 二、設立審查

(一) 依「觀光遊樂業管理規則」辦理觀光遊樂業之興辦事業計畫審查。102 年觀光局核准之觀光遊樂業開發案有綠舞莊園日式主題遊樂區（第 2 次變更）、花蓮縣怡園渡假村（第 2 次變更）、花蓮縣理想渡假村（第 4 次變更）、東勢林場遊樂區（第 1 次變更）、新北市達樂花園（第 1 次變更）、桃園縣桃源仙谷遊樂區（第 1 次變更）、埔里赤崁頂遊樂區（第 2 次變更）等 7 案。共計開發面積 405.2963 公頃，總投資金額約 194.4 億元，就業人數增加 2,677 人。

(二) 102 年觀光遊樂業新增遊樂設施者為劍湖山世界之「小威海盜村」，總投資金額計達 1 億元。

### 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，業者需加強自我檢修、轄管直轄市、縣（市）政府需辦理定期與不定期檢查、觀光局與中央相關權責主管機關需全面加强督導管理機制及其他相關法規。

(二) 於 102 年 7 月至 8 月間，分 10 梯次檢查 22 家業者；並就已取得觀光遊樂業執照且符合競賽條件之業者進行考核競賽。102 年經評定特優者為劍湖山世界、六福村主題遊樂園、麗寶樂園、遠雄海洋公園、小人國主題樂園、九族文化村、杉林溪森林生態渡假園區、西湖渡假村、尖山埤江南渡假村、小叮嚀科學主題樂園、頑皮世界、泰雅渡假村等 12 家；優等為八仙海岸、東勢林場遊樂區、雲仙樂園、小墾丁渡假村、香格里拉樂園、野柳海洋世界、八大森林樂園等 7 家；餘不列等。



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### 四、從業人員訓練

為輔導觀光遊樂業加強經營管理及提升品質，觀光局辦理 5 場從業人員專業訓練，分別為「觀光遊樂業優化觀光服務加值及提升產業附加價值教育訓練案」、「觀光遊樂業經營管理業務及法規研習會」、「觀光遊樂業提升競爭力暨法規修正說明會」、「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」、「觀光遊樂業校外教學教案創作實務講習會」。

### II. Evaluation Establishment

(I) The tourist amusement development projects reviewed and approved by the Bureau under the Regulations Governing Amusement Park Enterprises in 2013 included 7 cases as follows: Luwu Japanese Style Theme Park (second revision), Yi Yuan Resort in Hualien County (second revision), Ideal Resort in Hualien County (fourth revision), DongShi Forest Garden Recreation Area (first revision), DaLe HuaYuan in New Taipei City (first revision), the Wonderland of Peach Blossoms Recreation Area in Taoyuan County (first revision), Puli ChiKanDing Recreation Area (second revision). The total area involved was 17.3375 hectares, total money invested reached approximately NT\$19.44 billion, and the number of new employees hired reached 2,677.

(II) In 2013, the "XiaoWei Pirates Village" of Janfusun Fancyworld added new facilities with a total of NT\$100 million in investment.

### III. Operation and Management

(I) To improve the quality of tourism and amusement facilities, reinforcement of the mechanisms and regulations for self-inspection and regular and irregular area county governmental inspections, along with supervision by the Tourism Bureau and supervisory agencies of the central government was carried out in accordance with the provisions of the "Regulations Governing Amusement Park Enterprises" and "Guidelines for the Examination of Applications for the Development of Recreation Area Facilities".

(II) Ten series of inspections were carried out from July to August 2013, with 22 theme parks inspected. Licensed amusement enterprises that conformed to the qualification were evaluated by rankings. A total of 12 enterprises were evaluated as "Outstanding" in 2013: Janfusun Fancyworld, Leofoo Theme Park, Lihpao Land, Farglory Ocean Park, Window on China Theme Park, Formosan Aboriginal Culture Village, Shanlinxi Forest Recreational Area, West Lake Resortopia, Jianshanpi Jiangnan Resort, Little Ding-Dong Science Park, The Wanpi World Safari Zoo, and Atayal Resort. Another 7 enterprises were evaluated as "Excellent": Formosa Fun Coast, Dongshi Forest Garden, Yun Hsien Holiday Resort, Kentington Resort, Shangri-la Paradise, Yehliu Ocean World, and Bada Forest Theme Paradise. Others were not rated.



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### IV. Employee Training

To help tourist amusement enterprises upgrade their operational management and quality, 5 training sessions were conducted: the "Optimizing Tourism Service and Enhancing Added Value In Tourist Amusement Industry Education and Training Event", "The Operation and Regulations of Tourist Amusement Industry Workshop", the "Tourist Amusement Industry Competitive Improvement and Regulations Revising Information Meeting", "The Safety of Tourist Amusement Industry Facilities and Emergency Staff Training Workshop", and "The Field Trip and Teaching Plan Design Practical Seminar".

### V. Integrated Marketing

The Bureau released news of promotional activities before the consecutive holidays of winter and summer, and held "Fun Amusement Park in Winter Vacation — 100% Joy For Early Birds", and "Fun Amusement Park in Summer Vacation With Million Dollar Prizes". It also held "Knowledge Expert of Theme Parks — The Competition of Teaching Plan Design For Elementary and Middle School Teachers" to widely attract teachers from elementary, junior, and senior high schools to spot the resources in theme parks, allowing them to design special courses which conform to field trip goals.



## 五、整合性行銷

業於寒、暑假及連續假期前發布行銷活動之新聞稿，並辦理「Fun 寒假遊樂園—早鳥 100 歡樂百分百」、「台灣好樂園」Fun 暑假獎百萬活動。另舉辦「主題樂園知識達人—國中小教師教案創作競賽」，廣招國中小學教師發掘主題樂園資源，設計符合校外教學目標與具有特色之課程。



## 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 102 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 102 年 7 月至 103 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 102 年底完成導遊人員訓練計 1,373 人（外語 400 人、華語 973 人）；領隊人員訓練計 2,837 人（外語 1,328 人、華語 1,509 人）。
- (二) 為加強旅行業經營管理人員之品德素養、法規知識、專業知能等，旅行業專業經理人於就職前必須參加 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。102 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 348 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：臺灣主要景點解說與行銷話術、緊急事故處理方式與流程、接團準備與結團報帳作業實務，及導遊、司機、領隊相處之道等專題課程，計訓練 4,611 人次。



## Section 5 Tourism Industry Education and Training

Tourism industry professionals were given training to increase their professional know-how; reinforce operational, management, and marketing for the purpose of overall upgrading of the quality of travel services.

### I. Training of Tourism Professionals

- (I) To ensure the quality of travel services and coordinate with the Ministry of Examination's 2013 General Test for Professional and Technical Personnel-Tour Managers and Tour Guides, the Tourism Bureau organized pre-employment training for tour managers and tour guides from July 2013 through April 2014, held in northern, central, southern and eastern Taiwan. A total of 1,373 participants (400 in foreign languages, 973 in Chinese) completed tour guide training, and 2,837 trainees (1,328 in foreign languages and 1,509 in Chinese) completed tour manager training by the end of 2013.



- (II) To develop managerial personnel for the travel industry, and to strengthen the regulatory knowledge and service concepts of professional travel industry managers, the Certified Travel Councilor Association R.O.C. and local travel agents' associations were commissioned to carry out pre-employment managerial training in northern, central, and southern Taiwan. A total of 22 lectures were given during 5 courses in 2013, where 348 travel managers achieved certification.

### II. Improvement of the Professional Know-How of Tourism Professionals

- (I) To enhance the professional skills and service quality of tour guides, assistance was provided to the Tourist Guides Association, ROC, and the Taipei Tour Guide Association to organize on-the-job training to fill individual needs. Monthly seminars were held on subjects related to scenic areas while gether on-the-job training was provided onpractical tour guide services, the contents of which included: the explanation and promotional skills for spoken introductions to the main Taiwan scenic areas, the methods and procedures for dealing with emergency situations, pre-tour preparations and the practical application of the payment process, as well as some other courses like how to get along with tour guides, bus drivers, and tour managers. A total of 4,611 people took the training.
- (II) Seminars such as "Train the Trainer", "CHS Training for Mid-level Managers", "Front Office Operations and Management", "Food and Beverage Management", "Restaurant and Hotel Human Resource Management", and "High-level Managers Leadership and Management Course" were held for employees of tourist and general hotels to strengthen the planning and implementation skills of persons in charge of training and the professional management skills, communication abilities, manpower planning, and operational know-how needed by mid-level managers. In 2013, a total of 250 people completed the training. The Grand Hyatt Taipei is entrusted to hold the "Train the Trainer" seminar every year, at which 62 people received training in 2013.
- (III) To upgrade the quality of hotel personnel and to improve overall service standards, assistance was provided for 20 counties and cities holding 25 "Introductory-Level Hotel Personnel Training" sessions with a total of 3,314 participants receiving training. The "Homestay Education and Training Program" was held by county and city governments, and homestays with 1,710 trainees participating.



(二) 為加強觀光旅館從業人員之管理技巧、溝通能力、人力規劃等專業知能，以及提升部門主管之管理營運、操作技巧等專業知能，觀光局每年辦理美國旅館協會教育中心之「CHS 督導人員訓練課程」、「客務部經營與管理」、「餐飲管理」、「餐旅人力資源管理」及「高階經理人領導統御與管理課程」等 5 種課程，102 年共訓練 250 人。另為加強各觀光旅館內，負責員工訓練之幹部及主管提升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」，共訓練 62 人。

(三) 為提升旅館業人力素質及改善其整體服務水準，102 年協助 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 25 場次，參訓學員計 3,314 人。另協助各縣市政府及民宿協會辦理「民宿教育訓練」，參訓學員計 1,710 人。

### 三、培育觀光產業菁英人才國際化

觀光局持續辦理「觀光菁英養成計畫」，汲取國外觀光產業之最新經營概念及成功案例，以加強觀光從業人員專業素質、服務水準及國際交流能力，有系統地培育觀光領域人才。102 年甄選出 54 名觀光菁英，分赴瑞士雷赫士旅館管理大學、新加坡南洋理工大學、日本 JTB 旅行社等地進行參訪訓練。另執行「102 年觀光產業關鍵人才培育計畫」，採用「分級訓練」的概念籌辦基層、中、高階管理培訓課程。

觀光局持續撰寫國內觀光產業個案，並培育「『個案』及『菁英國外訓練』教案」之種子師資，在北、中、南、東地區開設課程。共培育 774 人次，編訂 11 套個案教材、8 套 E-learning 教材、10 項創新旅遊產品、8 套海外訓練教案。

透過外引、內拉的作用效果，一方面從國外的機構學習創新的、具國際視野的產業 know-how，另一方面透過企業內個案教師的培育，將產業關鍵的內隱知識以系統化的方式傳承下去，有效培育師資、提升觀光服務業競爭力，在國內業界及學界獲得熱烈的迴響及肯定。



### III. Cultivating the Internationalization of Tourism Talents

The "Tourism Elite Development Plan" is ongoing to advance the tourism industry employees' professional literacy, service standards and ability to communicate with foreign visitors by learning lessons from the latest administration concepts and successes of foreign experiences and systematic education of tourism professionals. In 2013, a total of 54 selected tourism elites were sent to and trained at Les Roches International School of Hotel Management in Switzerland, Nanyang Technological University in Singapore, and JTB Corporation in Japan. The "2013 Tourist Cultivation of Key Professionals Training Project" was conducted, using the concept of "graded training" as preparation for the training courses of basic-level, middle-level, and high-level managements.

The Tourism Bureau continues to write about domestic tourism industry cases, and to hold courses in northern, central, southern, and eastern Taiwan in order to foster key training teachers from "Individual Cases" and the "International Elites Training Programs". A total of 744 People were trained, and 11 packages of instructional material, 8 packages of E-learning material, 10 innovative travel products, and 8 overseas teacher training plans were organized and produced.



The explicit and implicit knowledge of the tourism industry is sustained by assimilating foreign know-how and training through key teaching cases. On the other hand, by cultivating the instructors in corporations, the key knowledge of this industry can be efficiently and systematically passed on. The efficient cultivation of qualified teachers and enhancing the competitiveness of tourism service industry received great feedback and support from both the industrial and educational community.

# 購物臺灣

Time to Shop



Shopping is about the best way for any traveler to collect momentos and experience different cultures. In Taiwan you can shop for anything you want, from high-quality made-in-Taiwan electronics, the island's famous tea and cakes, and handicrafts and woven aboriginal patterns representative of local characteristics to world-famous brand-name products and all kinds of inexpensive clothing and leather items. From fancy shopping malls to bustling themed shopping areas, you are sure to find just what you want. If you like to shop, this is definitely your Time for Taiwan!

購物，是每個旅行者收藏或體驗異國經驗的最佳管道之一！在臺灣，你有太多盡情購買的機會，從品質優良的臺灣製造 3C 產品、名聞遐邇的茶葉及糕點、充滿臺灣在地特色的手工藝品及原住民編織物，到世界各國名牌精品、款式多樣又便宜的服飾皮件；從光鮮亮麗的購物商場到人聲鼎沸的特色商圈，你可以買到任何你想要的商品，歡樂購物，旅行臺灣，就是現在！



三峽老街  
Sanxia Old Street



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## 第六章 觀光資訊及安全服務

### 第一節 旅遊資訊服務

一、輔導地方政府或民間團體等相關單位依觀光局訂定之「旅遊服務中心形象識別系統（CIS）」，於重要交通節點或場站建置旅遊服務中心，提供多國語言之旅遊諮詢及資訊服務。

二、與高速公路局合作，於高速公路服務區設置交通旅遊資訊服務場站，免費提供旅遊文宣摺頁。

三、102 年全國 47 處旅遊服務中心（不含觀光局旅遊服務中心），總計服務 1,045 萬 2,406 人次，其中諮詢服務占 409 萬 9,580 人次，又外國旅客諮詢人數為 163 萬 631 人次。

四、觀光局旅遊服務中心所提供之服務如下：

- （一）全年無休之定點人員服務，並提供文宣出版品、網際網路服務。另整合民間觀光業及政府相關部門之各項旅遊資訊，為國內外旅客提供完整的旅遊諮詢及各項旅遊資料。
- （二）與民間企業合作，成立全年無休的外語（中、英、日、韓）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。
- （三）中心內部設置觀光旅遊圖書館，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。
- （四）觀光局旅遊服務中心 102 年共計服務 8,081 萬 5,447 人次，提供 20 萬 5,839 份旅遊資料。

## Chapter 6 Tourism Information and Safety Services

### Section 1 Travel Information Services

- I. Multilingual travel consultation and information are available at visitor information centers set up by local governments and social organizations at the major transportation spots and travel service centers in stations under the Tourism Bureau's corporate identity system (CIS).
- II. Cooperated with the National Freeway Bureau to set up transportation and tourist information counters at freeway service areas, making free information pamphlets available.
- III. In 2013, 47 travel information service centers (not including the M.O.T.C. Tourism Bureau's Travel Service Center) throughout Taiwan provided travel services to 10,452,406 travelers nationwide, of which consultations were provided to 4,099,580 travelers, with foreign travelers accounting for 1,630,631 consultations.
- IV. Services that the Tourism Bureau's Travel Service Center Provided:
  - (I) Provided year-round service, pamphlets, and internet service, integrated the travel information from tourism-based commercial enterprises and government-related agencies to offer complete travel consultation and information for domestic and foreign travelers.
  - (II) Cooperated with private sectors, established year-round foreign language services (Chinese, English, Japanese, and Korean) via the free travel information Call Center hotline, established a safe and friendly environment for foreign and domestic travelers.
  - (III) Established a library inside the Tourism Bureau's Travel Service Center, displayed various travel books, tourism laws, statistics, research reports, video tapes, CDs, posters, and other free resources to benefit the public.
  - (IV) In 2013, the Tourism Bureau's Travel Service Center provided travel services to 80,815,447 travelers, providing a total of 205,839 pieces of travel information.



旅遊服務中心  
Visitor Information Center

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## 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參考遊程，並利用網路搜尋，提供旅客便捷完整之觀光資訊。
- (四) 於航站通道設置觀光宣傳圖片燈箱及旅遊資料陳列架，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。

102 年桃園國際機場旅客服務中心計服務旅客 115 萬 3,103 人次，提供旅遊資訊 680 萬 2,855 份；高雄國際機場旅客服務中心計服務旅客 22 萬 6,330 人次，提供旅遊資訊 48 萬 3,289 份。



### 二、松山機場、臺中機場、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」航線啓用，於松山機場國際航廈設置服務檯，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檯，提供相關旅遊資訊。

102 年松山機場、臺中機場、金門水頭碼頭服務檯共提供 7 萬 5,320 人次旅遊諮詢服務、69 萬 2,742 份旅遊資料。

## Section 2 Front-line Services at International Gateways

### I. Tourist Service Centers at International Airports

To service travelers arriving in Taiwan, the Tourism Bureau set up year-round tourist service centers in the arrival lobby of the Taiwan Taoyuan and Kaohsiung International Airports, providing tourists services in Chinese, English, and Japanese. The details of services provided are as follows:

- (I) Provided travel information, answered questions regarding inbound and outbound travel, flight information, hotel and accommodations information, transportation systems information, as well as airport administration contact guidance.
- (II) Assisted in the greeting of guests and groups invited to Taiwan, the reporting of tourists from Mainland China, and other travel-related services.
- (III) Provided reference travel itineraries especially for independent international travelers, and offered internet services to facilitate the access of tourism information.
- (IV) Set up advertising lightboxes and tourism information display racks at terminal thoroughfares, making available free pamphlets, guide maps, and brochures offering information on fine dining and shopping.
- (V) In accordance with the reception activities for guests from international ocean liners or inaugural flights, the Kaohsiung International Airport offered handy services, such as postal service, currency conversion, the opportunity to taste local seasonal fruits, and buy local food products, among others.

In 2013, the Tourist Service Center at Taiwan Taoyuan International Airport provided services to 1,153,103 travelers and gave out 6,802,855 pieces of tourism material. The Kaohsiung International Airport Tourist Service Center provided service to 226,330 travelers and gave out 483,289 pieces of tourism material.



### II. Information Counters at Taipei Songshan Airport, Taichung Airport and Kinmen Shuitou Wharf

In accordance with the inauguration of flights between Taipei's Songshan Airport and Haneda Airport in Japan, the Tourism Bureau has established an Information Counter at the terminal of Taipei Songshan Airport, offering travel information in Chinese, English, Japanese, and Korean. Information Counters in the terminal of Taichung Airport and Kinmen Shuitou Wharf have been established as well, to assist tourgroups from Mainland China.



In 2013, the Information Counters at Taipei Songshan Airport, Taichung Airport, and Kinmen Shuitou Wharf provided services to 75,320 tourists and gave out 692,742 pieces of tourism material.



### 第三節 科技技術服務運用

「臺灣觀光資訊網」自 91 年 6 月啟用，已建置中、英、日、韓、德、法、荷、西 8 種語言版本，含括最完整之臺灣觀光資訊，為國外人士來臺觀光的重要入口網站。

考量民眾出遊多聚焦於吃喝玩樂及住宿相關資訊，且隨著行動設備技術更加進步，網路日益普及，「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。



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觀光局已開放各界申請臺灣觀光資訊資料庫，蒐集全臺各觀光景點、住宿、餐飲、活動等超過 2 萬筆資料，讓加值使用者申請使用。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。

觀光局已開發旅行臺灣 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。



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### 第四節 旅遊安全及意外因應

#### 一、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。

### Section 3 Implementation of Tech-Based Services

The “Taiwan Tourist Information Website” was launched in June 2002 with Chinese, English, Japanese, Korean, German, French, Dutch, and Spanish language versions. The most complete range of Taiwan tourism information is contained in this website.

In consideration of the importance of fine food and accommodations information for domestic and foreign tourists, the Tourism Bureau established the mobile website “Taiwan Tourist Information Website” in Chinese, English, Japanese, and Spanish, facilitating tourists’ access to tourism information.

The Tourism Bureau has opened a public tourism information database (<http://gis.taiwan.net.tw>), collecting more than 20,000 pieces of material, including information for tourist destinations, accommodations, catering, and activities. In the future, the website shall provide accurate, prompt, and trans-regional tourism information for travel agencies and users, achieving the goal of offering seamless travel service.

To meet and satisfy the needs of tourists embarking on a trip in Taiwan, the Tourism Bureau has developed a “Tour Taiwan” application for mobile devices, supplying more than 60,000 pieces of location-based service information, including scenic spots, accommodations, catering, service centers, police stations, hospitals, parking areas, public restrooms, gas stations, and train stations, among others.



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### Section 4 Travel Safety and Accident Policy

#### I. The Travel Safety Measures

To ensure travel safety for Taiwanese compatriots, the Tourism Bureau implemented various travel safety measures, and set up a well-constructed travel safety network, adopting the following measures:

- (I) Supervised travel agencies to enforce adherence to related policies and measures, and implemented safeguards based on practical product designs.
- (II) Established standard operating-procedures and implemented practical and timely emergency measures to protect the safety and rights of travelers and travel groups.
- (III) Assisted travel-related trade associations to train tourism personnel in dealing with emergency situations.
- (IV) Strengthened the promotion of travel safety in order to support tourists in dealing with and adapting to changes.
- (V) Encouraged travelers to read information on safe travel before departing, and to move according to the instructions of tour managers and tour guides in order to reduce the risk of accident. When faced with adversity while abroad, tourists are able to request assistance from the “Emergency Call Center for Taiwanese Traveling Abroad under the Ministry of Foreign Affairs”.
- (VI) A security alert mechanism was established for travel safety. The Tourism Bureau coordinated with the Directorate General of Highways, Taroko National Park Administration, and other agencies to send early warning notifications to travel associations and travel agencies serving tour groups from Mainland China.



## 二、觀光風景區旅遊安全督導機制

旅遊安全問題牽涉範圍廣泛，包含道路交通、建管消防、各類服務設施及各不同目的事業主管機關管理範圍，現行觀光局所採取之安全督導機制如下：

### (一) 國家風景區督導考核

觀光局為加強國家級風景特定區（簡稱國家風景區）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檢查暨督導考核競賽作業。各縣市政府亦辦理定期檢查，並將檢查結果送交觀光局備查。

### (三) 「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工作，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。



## II. Supervisory Monitoring Mechanisms for Travel Safety in National Scenic Areas

Travel safety involves diverse aspects, such as transportation, fire control systems, various service facilities, and other travel safety matters controlled and managed by different government agencies. The supervisory monitoring mechanisms that have been adopted by the Tourism Bureau are as follows:

### (I) The Supervision and Assessment in National Scenic Areas

To strengthen management and safety protection in the National Scenic Areas, and enhance the standards of service and tour quality, the Tourism Bureau established “Key Points on Supervision and Assessment of Operational Management and Safety Maintenance in National Scenic Areas”, of which the contents contain: tourist safety enhancement, facility maintenance and management, environmental sanitation, optimization of social resources, improvement of service quality, promotion and popularization, public relationship management, as well as other particular items. The Tourism Bureau established the regulation that national scenic area administrations must develop executive plans every year regarding management and safety maintenance, for which the Tourism Bureau will conduct quarterly evaluations.

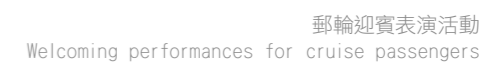
### (II) The Supervision and Assessment of Tourist Amusement Parks

According to “The Regulations for the Management of Tourist Amusement Enterprises” and “The Guidelines for the Supervision and Assessment of Operational Management and Safety Maintenance of Tourist Amusement Enterprises”, the Tourism Bureau invited local government agencies and experts (including police, fire control, environmental protection, labor safety, and consumer protection) to develop assessment teams, implement the assessment of operational management and safety maintenance of tourist amusement enterprises on a regular basis, sending reports back to the Tourism Bureau for assessment.

### (III) “Proposals on Public Safety Management” Action Plans (Safety Management in Tourist Areas) and Supervision Plans

To strengthen and maintain public safety, the Executive Yuan implemented the plan for “Proposals on Public Safety Management”, and chose 16 important items for the management of public safety. The Executive Yuan brought out 4 implementation tactics: “Safety Management”, “Safety Education and Training”, “Strengthening the Safety of Amusement Facilities”, and “Enhancing the Ability to Deal with Emergencies.”

The Tourism Bureau played a role in the guidance and supervision of the Proposals on Public Safety Management program in requiring 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 Forest Bureau under the Council of Agriculture, Executive Yuan, the Veterans Affairs Council, directly governed cities, and county and city governments, to implement public safety management plans. The results with regards to guidance and supervision will be reported yearly to the Tourism Bureau each June and December. The Tourism Bureau will then synthesize the reports and deliver them to the Committee of Disaster Reduction for reference in an effort to strengthen operational and safety management in tourist areas, and to provide an optimal and safe travel environment.





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## 第七章 展望 103 年

### 第一節 推動「觀光拔尖領航方案」，打造處處皆可觀光的臺灣

觀光局為發展國際觀光、增加外匯收入、提升國內旅遊品質，推動「觀光拔尖領航方案」，以拔尖（發揮優勢）、築底（培養競爭力）、提升（附加價值）三大行動方案，落實「魅力旗艦」、「國際光點」、「產業再造」、「菁英養成」、「市場開拓」及「品質提升」等六大主軸。103 年度是執行本方案的最後一年，也是成果驗收年，觀光局將全力衝刺各項觀光建設，營造分區、深度、優質的旅遊環境，同時強化觀光產業體質，提升競爭力，以多元創意行銷臺灣，打造處處皆可觀光的旅遊環境。

#### 一、「拔尖」特色—「拔尖」行動方案

##### （一）魅力旗艦：

1. 「由上而下」推動五大區域觀光旗艦計畫，98 年至 102 年已核定 303 件，其中已完工 162 件，其中 102 年已完成臺中潭雅神綠園道環境再造、西螺大橋周邊環境整頓、白河水鄉空間改造等。其餘已發包施工 141 件，預計於 103 年底陸續推出高雄城市光廊及愛河沿岸景觀、金樽海濱休憩帶、宜蘭森林公園、花蓮黃金海岸、馬公漁港周邊環境改善等。
2. 「由下而上」協助縣市政府形塑十大國際觀光魅力據點，持續整備新竹縣「臺灣漫畫夢工

## Chapter 7 Plans for 2014

### Section 1 Promoting “Project Vanguard for Excellence in Tourism” and Adequately Developing all Aspects of Tourism in Taiwan

To develop international tourism, increase foreign exchange revenue, and improve the quality of domestic travel, the Tourism Bureau has been promoting “Project Vanguard For Excellence In Tourism” according to the project’s three-fold action plan: Project Summit (developing the tourism advantages of Taiwan), Project Keystone (cultivating competitiveness), and Project Propeller (promoting the added value of the tourism industry), with six main themes: “Flagship Attractions”, “International Spotlight”, “Industrial Re-engineering”, “Elite Incubation”, “Market Development”, and “Quality Enhancement”. The year 2014 will be a year for assessing achievement, and the last year for the Tourism Bureau to implement this project. To adequately develop all aspects of tourism in Taiwan, the Tourism Bureau will work hard for tourism construction, establish an in-depth and high-quality environment at the regional level, strengthen the structure of the tourism industry, improve competitiveness, and creatively promote Taiwan.

#### I. The “Project Summit” Action Plan

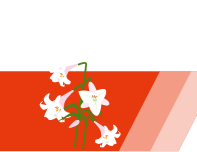
##### (I) Flagship Attractions:

1. A “top-down” mechanism will be adopted to promote five major regional flagship sub-plans. A total of 303 construction projects were approved for 2009-2013, of which 162 have been completed. Those completed in 2013 include environmental re-engineering for the Tanyashen Green Bikeway in Taichung City, rectification of areas around Xiluo Bridge, and spatial renovation in the Baihe Township area. Contracts have been signed for the remaining 141 projects, and the Urban Spotlight Corridor and riverside landscaping along Love River in Kaohsiung City, the Jinzun Coastal Recreation Belt in Taitung, Yilan Forest Park, Hualien Gold Coast, and Magong Fishing Port are scheduled for completion by the end of 2014.
2. The “bottom-up” mechanism will assist county and city governments in developing 10 international tourist attractions. We will continue to realize projects like “Taiwan Comics Dream Factory” in Hsinchu County, “In Praise of Slowness, the New Railway Tribe” in Taitung County, “Hakka Utopia” in Miaoli County, and “Sea Breeze with Glamour, Ultimate Holiday in Penghu Bay” in Penghu County, etc. These projects are scheduled for completion by the end of 2014.
3. We will continue establishing Seamless Travel Service. Since the Taiwan Tourist Shuttle service began in April 2010, it has benefited both tourism development and local economics. By the end of 2013, it had attracted more than 6.1 million visitors to take the shuttles. It is expected that 34 travel routes (which are designed by 15 county and city governments, and 8 national scenic area administrations)



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will be launched in 2014. In addition, the “Tourism Information Database” will be opened up and shared by those engaged in the tourism industry. “Travel Suggestions” will be set up to help tourists make travel plans. In this system, the same elements, namely attractions, festivals, taste of Taiwan, and accommodation in “Tourism Information Database” will be integrated with routes and information of public transportations, including Taiwan Railways, Taiwan High Speed Rail, the Mass Rapid Transit systems in Taipei and Kaohsiung, City Bus in Taipei, Taichung, and Kaohsiung, and Highway Bus. We also plan to turn the results from the system into a format that can be used on smartphones for convenient reference.



場」、臺東縣「慢活臺東·鐵道新聚落」、南投縣「南投太極美地～茶竹的故鄉·臺灣心動線」、苗栗縣「客家桃花源」、澎湖縣「海峽風華·平湖美學—澎湖灣悠活度假」等據點，預計 103 年底完工。

3. 營造無縫隙旅遊服務，「台灣好行」景點接駁旅遊服務自 99 年 4 月啟動至 102 年底已吸引逾 610 萬人次搭乘，嘉惠地方經濟及觀光發展，103 年預計推出 23 個單位（15 個縣市政府、8 個觀光局管理處）規劃的 34 條旅遊路線；另開放「觀光資訊資料庫」供業者加值運用，並建置「遊程規劃系統」，利用觀光資訊資料庫元素（景點、活動、餐飲、住宿），整合行程前所需各項公共運輸資訊，包括臺鐵、高鐵、捷運（北捷、高捷）、市區公車（臺北市、臺中市、高雄市）、公路客運之路線及交通班表靜態資訊，並規劃將結果輸出至智慧型手機，方便遊客隨身攜帶。

## （二）國際光點：

1. 已成功輔導「北區 1」、「東區」自主營運，後續將加強國際行銷：
  - (1) 「北區 1」：訴求生活者的旅行概念，漫步行腳臺北五大生活街區，體驗豐厚的人文底蘊。
  - (2) 「東區」：以慢走慢遊的心情，造訪臺東、池上、港口、花蓮光點，體驗原住民文化之好音樂、慢市集、創意美食及春耕、夏耘、秋收、冬藏之四季主題活動。
2. 103 年將持續深化「北區 2」、「中區」、「南區」、「不分區 1」、「不分區 2」等 5 區內涵：
  - (1) 「北區 2」以跨界結合之概念，整合臺灣好店之創意生活、優人神鼓之禪鼓藝術、食養山房之茶文化。
  - (2) 「中區」以樂活、品味、中臺灣的概念，透過「遊 X 學」，讓旅人透過深刻的「五感」體驗，引發「心的感動」，領會「新六感」之旅。
  - (3) 「南區」以歷史美食為主軸，結合臺南美食、古蹟、老屋等資源，規劃月老、藝文、神獸之旅等 12 條不同主題的旅遊路線，透過客製化的安排及故事化的導覽，留下專屬的府城旅遊印記。



- (4) 「不分區 1」以科技及旅遊為主軸，將「好品聚落」（MIT：Made in Taiwan）整合升級為「GIFT 聚落」（GIFT：Good Inspiration From Taiwan），透過網路平臺自主規劃遊程、結合電子套票便捷服務，讓旅人「智遊自在」。
- (5) 「不分區 2」以在臺灣遇見大明星為概念，包裝追星朝聖行程，串聯演藝相關產業、偶像劇景點、明星潮店，遊客還有機會參加攝影、簽名會，與明星做最近距離的互動。

## (II) International Spotlight:

1. Under guidance, “Northern Region 1” and “Eastern Region” have successfully achieved independent business operations. The Tourism Bureau will follow up with efforts to strengthen international marketing:
  - (1) “Northern Region 1”: We appeal to the idea of daily-life travel, in which travelers can roam in five major city blocks in Taipei and experience the rich cultural heritage within.
  - (2) “Eastern Region”: In a spirit of leisurely travel, tourists can visit Taitung, Chishang, Gangkou, and Hualien Spotlights, experiencing aboriginal music, slow markets, creative delicacies, and theme activities throughout four seasons-- spring planting, summer weeding, autumn harvest, and winter storage.
2. In 2014, the Tourism Bureau will further cultivate “Northern Region 2”, “Central Region”, “Southern Region”, “Nationwide 1”, and “Nationwide 2”.
  - (1) “Northern Region 2”: Based on the concept of cultural crossover, we combine the creativity of Lovely Taiwan Shop, meditation and drumming arts of U-Theatre, and Chinese tea culture in Shi-Yang Culture Restaurant.
  - (2) “Central Region”: Based on the concept of LOHAS, we will invite visitors to “Travel X Learn” central Taiwan. It is expected that travelers can have “New Sentiments” incited through an impressive “Five Senses” experience and taste a tour of the “New Six Senses”.
  - (3) “Southern Region”: Historical delicacies are the main focus. By integrating Tainan’s delicacies, historical sites, old buildings, etc., we design twelve tour routes with different themes, such as “Chinese Cupid”, Arts and Culture, and Mythological Animals. Through customized arrangements and guided introduction with stories, an unique impression of Tainan is expected to be made on travelers’ mind.
  - (4) “Nationwide 1”: Technology and travel are the main focus. “MIT: Made in Taiwan” is upgraded into “GIFT: Good Inspiration From Taiwan” to offer online services for travelers. Through the platform, travelers can make their own tour plans and make use of convenient smart suites as well. Thus travelers can enjoy “Relax with Smart”.
  - (5) “Nationwide 2”: “Meeting Superstars in Taiwan” is the main theme. Star-chasing tours are organized by connecting industries related to performing arts such as scenic spots featured in trendy drama and fashionable shops run by famous stars. Tourists will have opportunities to participate in photographic or autograph sessions and get up-close interaction with stars.

## II. Energy of “Project Keystone” — Action Plans for “Project Keystone”

### (I) Industrial Reform:

1. In 2014, the Tourism Bureau will continue rewarding tourism agencies that take loans from banking institutions to update their facilities and create new styles of elegance.
2. We will continue assisting star-rated hotels in joining chain hotels with international or local brands. By the end of 2013, a total of 81 hotels had been approved and subsidized by NT\$263 million; and helped to bring about the inauguration of Millennium Hotels & Resorts, an international chain hotel brands under the Millennium group in Taichung. It is expected that the Mandarin Oriental group will establish a Mandarin Oriental Hotel in Taipei in 2014.
3. We have cooperated with the government’s policies on promoting quality management, fire safety, food sanitation, energy conservation, etc. We have also rewarded tourism agencies for obtaining domestic and international professional certifications. So far, 186 applicants guided by the Tourism Bureau have successfully obtained professional certifications and have been subsidized by NT\$28.89 million. In 2014, efforts at these promotions will be maintained.



## 二、「築底」能量—「築底」行動方案

### (一) 產業再造：

1. 103 年持續獎勵觀光業者向金融機構申貸，協助觀光旅館業更新設備展現新風華。
2. 持續輔導星級旅館加入國際或本土品牌連鎖旅館，至 102 年底，已核定 81 件，補助 2.63 億元，並促成國際連鎖旅館品牌千禧集團 (Millennium) 臺中日月千禧酒店在臺開幕。預計 103 年，東方文華 (Mandarin Oriental) 集團將投資設立臺北東方文華酒店。
3. 配合政府推動品質管理、消防安全、餐飲衛生、環保節能等政策，獎勵觀光產業取得各項國、內外認證。迄今已輔導 186 件認證成功，補助 2,889 萬餘元，103 年將持續推動。
4. 輔導觀光遊樂業提升經營與服務品質，已帶動業者投資超過 87.6 億元，累計吸引 4,500 萬名遊客造訪，貢獻 281 億元營業額，對地方稅收貢獻良多，103 年將持續推動。

### (二) 菁英養成：

1. 自 99 年開辦至 102 年底，已薦送 322 名觀光菁英至迪士尼學院、夏威夷大學、法國藍帶學院澳洲分校、日本 JTB 旅行社、新加坡南洋理工大學、瑞士赫雷士旅館管理大學等地研習，透過交流會回饋研習經驗並分享至「觀光訓練網」。103 年將持續辦理。
2. 國內訓練則採用「分級訓練」的概念，開辦基層、中、高階管理及培訓課程，辦理多場「觀光系列講座」及開設「經典個案管理班」、「創新產品設計研習班」、「個案發展與講師培育班」、「菁英教案種子講師培育班」、「高階主管養成班」等多元化課程。103 年將持續辦理。

## 三、「提升」實力—「提升」行動方案

- (一) 市場開拓：持續向國際市場訴求「Time for Taiwan—旅行臺灣 就是現在」，並打響「臺灣觀光年曆」為臺灣國際級活動的代言品牌，聚焦美食、文化、樂活、生態、浪漫及購物等六大主軸，深化國際級觀光活動內涵，並透過實體及虛擬通路，整合包裝行銷，期以活動帶動觀光，促進觀光產業鏈發展。

- (二) 品質提升：藉由「臺灣旅宿網」宣傳星級旅館及好客民宿之經營特色等相關資訊，提供消費者參考。另為與國際住宿體系接軌，將持續辦理星級旅館評鑑作業，期於 103 年達成傳統旅館摘千星、星級旅館達 520 家、國際品牌連鎖旅館達 19 家、好客民宿達 784 家之目標。



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4. As we have assisted tourist amusement enterprises in enhancing management and service quality, investment from the enterprises has exceeded NT\$8.76 billion in return. It is estimated that 45 million tourists have visited and NT\$28.1 billion in revenue have been earned. They have contributed a great deal of tax revenue for local governments. We will continue offering the assistance in 2014.

### (II) Elite Incubation:

1. From 2010 to the end of 2013, we had recommended 322 tourism elites to receive training in Disney Institute, University of Hawaii, Le Cordon Bleu Australia, JTB Travel Agency in Japan, Nanyang Technological University in Singapore, and Les Roches International School of Hotel Management. These elites later shared their training experience through an interchange or via the website of "Taiwan Tourism Training". The policy of elite incubation will be maintained in 2014.
2. The training as well as management courses held in Taiwan were graded as basic, middle, and high. Diverse programs such as "Tourism Lecture Series", "Classic Management Cases", "Innovative Product Design Conference", "Case Development and Lecturer Training Course", "Elite Lecturer Training Course", "High-Level Manager Training Program" were offered. We will continue the courses in 2014.

### III. "Propelling" Tourism— Action Plans for "Project Propeller"

- (I) Market Development: The Tourism Bureau will continue promoting "Time for Taiwan" in international marketing and creating international brand awareness of "Taiwan Tourism Events Calendar", which focuses on six main themes, namely delicacies, culture, LOHA, ecology, romance, and shopping. Through physical and virtual channels as well as the integration of packaging and marketing, we hope that these promotions can elevate the quality of international tourism events and propel the tourism industry.

- (II) Quality Elevation: Via the website "TaiwanStay", feature information of star-rated Hotels and "Taiwan Hosts" will be promoted and offered for reference. In addition, the operation of the hotel star rating system will be maintained to gear Taiwan's tourism to international accommodation systems. In 2014, our goal is a total of 520 star-rated hotels, 19 global chained-brand hotels, and 784 "Taiwan Hosts".

## Section 2 Promoting Brand Tourism and Upgrade of Talents in Tourism Industry

### I. Directions Governing Awards of the Tourism Bureau, MOTC for the Brand-building of Travel Agencies

In order to encourage the transformation and upgrading of the traditional travel industry as well as to enhance its added-value and competitive advantage, the Tourism Bureau established the "Directions Governing Awards of Tourism Bureau, MOTC for the Brand-building of Travel Agencies" in 2013. In light of the directions, credit loans and interest subsidies were provided for those engaged in building brands, developing innovative products and services, advancing branding systems, joining and forming brand alliances, and establishing the concept of employer branding. Moreover, in order to assist travel agencies in enhancing the degree of financial transparency, the Tourism Bureau has also offered subsidization for auditing and certification of financial statements.

We will continue encouraging tourism agencies to engage in brand transformation as well as optimization and developing innovative travel routes for the domestic tourism market and outbound tourists. We also plan to shoot a series of micro films themed with "Traveling Links You to a Wonderful Life". The films will be combined with resources such as online platforms, interview reports, sales literatures, etc. to reinforce marketing, win customers' approval and respect, and enhance the overall image for our tourism industry.



## 第二節 推動觀光業品牌化，促進觀光產業人才升級

### 一、交通部觀光局輔導建立品牌旅行業獎勵要點

為促進傳統旅行產業轉型、升級，提升產業附加價值及整體競爭優勢，觀光局已於 102 年訂定「交通部觀光局輔導建立品牌旅行業獎勵要點」，針對旅行業為建立品牌，從事研發創新產品及服務、推動品牌發展系統、從事品牌加盟與結盟、建立從業人員品牌發展觀念者，提供貸款利息獎助。另為輔導旅行業增加財務透明度，亦獎助旅行業辦理財務報表查核簽證費用。

未來持續推動旅行業品牌優化轉型，鼓勵旅行業針對出境及國民旅遊市場開發創新遊程，並研修獎勵要點增訂行銷創新遊程獎補助費用。另規劃以「旅行是美好生活的連結者」為主題拍攝微電影，結合網站平臺、採訪報導、廣告文宣等資源加強行銷，增加民眾對旅行業之認同及尊重，提升旅行業整體形象。

### 二、星級旅館評鑑計畫

為朝向提升旅館整體服務水準、區隔市場行銷、提供消費者選擇旅館的依據，觀光局參考國外經驗，於 97 年訂定「星級旅館評鑑計畫」，以評鑑後之星等代表旅館服務品質及其市場定位。在消費者的口碑與國際觀光客認同下，星級評鑑已成旅宿業拓展事業版圖的指標，普遍以「摘星」做為經營管理目標。

未來觀光局將持續輔導業者了解星級評鑑的制度理念與項目，使其順利接受評鑑取得星級，並積極向外宣傳行銷，提高星級旅館的能見度。

### 三、觀光從業人員培訓

期望以增進觀光從業人員專業知能、管理行銷及服務理念，全面提升旅遊服務品質。具體培訓方案如下：

- (一) 輔導中華民國觀光導遊協會依據現職導遊實務需求，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，內容包括：臺灣主要景點解說與行銷話術、緊急事故處理方式與流程、接團準備與結團報帳作業實務、導遊／司機／領隊相處之道等專題課程，以提升導遊人員之專業職能及服務品質。
- (二) 加強觀光旅館從業人員之管理技巧、溝通能力、人力規劃等專業知能，使服務品質與國際接軌，以及提升部門主管之管理營運、操作技巧等專業知能，觀光局每年辦理美國旅館協會教育中心之「CHS 督導人員訓練課程」、「客務部經營與管理」、「餐飲管理」、「餐旅人力資源管理」及「高階經



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### II. Hotel Star-rating Appraisal Plan

In 2008, the Tourism Bureau established the "Hotel Star-rating Appraisal Plan" to provide guidelines for consumers making hotel reservation; and, to encourage hotels to enhance their overall service quality instead of just marketing. Star rankings represent service quality and position in the hotel market. Appreciated by international tourists and popular with consumers, star rankings have become an index of business development in the hotel industry. "Obtaining stars" is generally regarded as a goal for hotel management.

The Tourism Bureau will continue to assist hotels in understanding the idea and entries of the star rating system and acquiring star rankings. Then star-rated hotels will receive assistance from Tourism Bureau to promote and market themselves actively, and thus enhance their market visibility.

### III. Tourism Personnel Training

Aimed at promoting the overall travel service quality, the training program is made to enhance travel agents' professional knowhow as well as concepts of management, marketing, and service. The concrete contents of the program are as follows:

- (I) To meet the practical needs of current tour guides, assistance will be given to the Tourist Guide Association, R.O.C. in hosting on-the-job training workshops monthly on the main theme of scenic spots and the secondary theme of practical guide. The content of the themes will include introduction to major scenic spots in Taiwan, spoken marketing skills, methods and procedures of dealing with emergent accidents, pre-tour preparations and post-tour payment, and topics on how tour guides/bus drivers/tour managers can get along with each other.
- (II) In order to promote the travel service quality to be in line with international standards and to enhance professional competence of managerial level such as managing skills, communication ability, and manpower planning, every year the Tourism Bureau offers ALHEI's courses on "Certified Hospitality Supervisor (CHS)", "Front Office Operations and Management", "Food and Beverage Management", "Restaurant and Hotel Human Resource Management", and "High-level Managers Leadership and Management Course", etc. Additionally, the Grand Hyatt Taipei Hotel is also entrusted to assist in holding courses on "Train the Trainer" every year for managers of tourism hotels.
- (III) To improve and upgrade the quality of hotel personnel and overall service standards, the Tourism Bureau will continue to provide assistance for the hotel industry in holding "Introductory-Level Hotel Personnel Training" sessions and assist county and city governments as well as local associations of homestays in holding courses on "Homestay Education and Training Program".



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理人領導統御與管理課程」等課程。另為加強各觀光旅館中，擔任員工訓練之幹部及主管所需之課程規劃與執行技巧，每年委請臺北君悅大飯店協助辦理「訓練訓練員研習班」。

(三) 為提升旅館業人力素質及改善其整體服務水準，將持續協助各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」，並輔助各縣市政府及民宿協會辦理「民宿教育訓練」。

### 第三節 發揮觀光平臺功能，成就美好生活連結（含特定／ 高端市場之國際廣宣操作）

臺灣觀光產業經過 10 年的努力，不斷地向國際積極發聲，終於站上來臺旅客達 801 萬人次的新高點，展望 105 年朝千萬大國邁進。為求達成目標，除了觀光局將持續改善觀光環境、提升接待條件和軟硬體水準，亦結合政府其他各部會，將所屬資源作觀光化發展，建構多元的觀光平臺，例如：農委會的休閒農業、經濟部的會展產業、文化部的文創戲劇、教育部的修學旅遊、衛生福利部的醫美行程等。未來將致力發揮此平臺之功能，透過國際宣傳推廣，向全球放送臺灣源源不絕、豐富美好的觀光魅力。

為進一步拓展市場，除持續經營固有主力市場以及耕耘東南亞新興國家之新富旅客、穆斯林旅客，更將標的指向具潛力之高端客源，如吸引國際郵輪停靠臺灣帶進觀光客、向駐居亞洲的歐美人士推廣來臺旅遊，並透過阿聯酋航空「臺北—杜拜航線」開通等新機，發展中東市場。

傳遞幸福與創造快樂是觀光產業的核心價值，也是成就人類美好生活的關鍵因素，觀光局將依循交通部「美好生活的連結者」的定位，不僅以達到千萬大國為目標，更要讓每位來臺灣旅遊的外籍旅客，都能獲得美好的生活經驗與回憶。



日月潭  
Sun Moon Lake



### Section 3 Developing a Tourism Platform to Link a Wonderful Life (including the Operation of International Promotion for Specific/High-end Markets)

The tourism industry in Taiwan has been striving for 10 years to be heard internationally, and finally achieved a new high of 8.01 million inbound visitors to Taiwan in 2013. We hope that the number of international visitors will reach 10 million by 2016. To achieve the goal, the Tourism Bureau will continue to improve the tourism environment, enhance service quality, upgrade software and hardware, and integrate resources of every government department or council to establish a diverse tourism platform. For example, the leisure farming industry of the Council of Agriculture of Executive Yuan, the convention and exhibition industry of the Ministry of Economic Affairs, the cultural and creative drama industry of the Ministry of Culture, the study-tourism industry of the Ministry of Education, and the medical tourism and beauty care itineraries of the Ministry of Health and Welfare are all tourism resources for the platform. In the future, the Tourism Bureau will further develop this platform to promote the charm of Taiwan tourism to the world.

Aside from maintaining major tourism markets and appealing to nouveau rich and Muslim tourists from emerging countries in Southeast Asia, we will aim to attract more high-end guests with a potential to further expand the tourism market; for example, attracting international cruise ships to berth and bring tourists, enticing Europeans and Americans living in Asia to take a trip to Taiwan, and developing the Middle Eastern tourism market via the direct route between Taipei and Dubai, a newly activated route by Emirate Airlines.

Creating happiness and passing it forward are not only the core value of the tourism industry but also the key to achieving a wonderful life for human beings. Based on the concept from the Ministry of Transportation and Communications, namely “Linking to a Wonderful Life”, the goal of the Tourism Bureau is not merely to attract 10 million overseas tourists to visit Taiwan, but letting each of them obtain wonderful experiences and memories from a tour in Taiwan.



# 附錄 Appendixes

## 一、大事紀要

### I. Major Events



時間	活動	Date	Event
1 月 1 日	全臺著名景點舉辦 5 場大型迎新年活動（東北角、阿里山、西拉雅臺南二寮、臺東三仙臺、馬祖北竿）	January 1	Held five large-scale New Years activities in famous scenic spots throughout Taiwan (Northeast Coast, Alishan, Siraya Erliou, Taitung Sansiantai, and Matsu's Beigan).
1 月 20 日	辦理「2013 FUN 寒假遊樂園一早鳥 100 歡樂百分百」活動記者會	January 20	Held the "Fun Winter Vacation Amusement Park - 100% Joy For Early Birds" press conference.
2 月 1 日～2 月 24 日	2013 臺灣江蘇兩岸燈會交流	February 1-24	Celebration of the 2013 Taiwan-Jiangsu Joint Lantern Festival.
2 月 8 日～2 月 16 日	2013 印度 OTM 旅展	February 8-16	Participated in 2013 India's Outbound Travel Mart (OTM).
2 月 10 日～2 月 17 日	辦理「102 年春節連續假期交通疏運計畫」	February 10-17	Implemented the 2013 Chinese New Year Traffic Alleviation Plan.
2 月 22 日	2013 年觀光節慶祝大會	February 22	Held the 2013 Tourism Festival Awards Ceremony.
2 月 24 日～3 月 10 日	辦理文化主軸活動「2013 台灣燈會」	February 24-March 10	Celebrated the 2013 Taiwan Lantern Festival cultural-themed event.
2 月 24 日	2013 日月潭櫻花飛舞環湖路跑賽活動	February 24	Held the 2013 Sun Moon Lake Marathon.
2 月 25 日～2 月 26 日	2013 澎湖元宵節乞龜祈福活動	February 25, 26	Held the 2013 Penghu Lantern Festival activity to pray for blessings.
2 月 26 日～2 月 27 日	亞太獎勵旅遊暨會議展（澳洲）	February 26, 27	Participated in the Asia-Pacific Incentives & Meetings Expo (Australia).
3 月 6 日～3 月 10 日	2013 柏林國際旅展	March 6-10	Participated in the ITB Berlin Travel Trade Show.
3 月 9 日～3 月 31 日	辦理浪漫主軸活動「2013 南島族群婚禮—情牽大武山」	March 9-31	Held the 2013 Austronesian wedding romance-themed event.
3 月 11 日～3 月 14 日	2013 邁阿密郵輪展	March 11-14	Participated in the 2013 Cruise Shipping Miami.
3 月 16 日	南橫超級馬拉松活動	March 16	Held the Taiwan NanHeng International Ultramarathon.
3 月 16 日～3 月 17 日	辦理鷹揚八卦踩街暨開幕、講座及草地音樂會	March 16, 17	Organized the opening ceremony of the Bagua eagle-watching activities, lecture, and outdoor concert.
3 月 18 日～3 月 19 日	國際自由車環臺公路賽	March 18, 19	Held the Tour de Taiwan circumnavigation road race.
3 月 29 日～4 月 28 日	鯉魚潭螢蝶生態饗宴	March 29-April 28	Held the Liyutan Fireflies and Butterflies Ecological Feast.
4 月 1 日～5 月 30 日	2013 日月潭星光螢火季・螢光閃閃	April 1-May 30	Held the 2013 Sun Moon Lake Sparkling Starlight and Firefly Season activities.
4 月 1 日～10 月 31 日	「輪到澎湖 單車旅遊趣」領騎服務	April 1-October 31	Offered the Penghu Guided Bicycle Tour Service.
4 月 7 日～6 月 8 日	2013 阿里山新印象—與螢共舞暨步道遊蹤活動	April 7-June 8	Held the 2013 New Impression of Alishan - the Dance with the Fireflies and Mountain Trails activities.

時間	活動	Date	Event
4 月 13 日	「2013 東北角鯨豔奇航」啟航儀式	April 13	Held the 2013 Northeast Coast Whale-Watching Boat Tour opening ceremony.
4 月 18 日～4 月 21 日	2013 越南河內旅展	April 18-21	Participated in Hanoi 2013 Vietnam International Travel Mart.
4 月 23 日	日月潭智慧電動車 Fun 電之旅啟用典禮	April 23	Held the Sun Moon Lake Electric Smartcar Fun Travel Commencement Ceremony.
4 月 25 日～4 月 28 日	2013PATA 亞太旅遊協會理事會	April 25-28	Participated in the 2012 annual meeting of the Pacific Asia Travel Association.
4 月 26 日～4 月 28 日	2013 年馬來西亞 SMITF 旅遊展	April 26-28	Participated in the 2013 Selangor MATTA Islamic Travel Fair (SMITF).
5 月 4 日	2013 福隆國際沙雕藝術季開幕式	May 4	Held the opening ceremony of 2013 Fulong International Sand Sculpture Art Festival.
5 月 4 日	洄瀾國際鐵人三項精英賽	May 4	Held the Hualien Cup International Triathlon.
5 月 9 日～5 月 12 日	上海世界旅遊博覽會（WTF）	May 9-12	Participated in the World Travel Fair (WTF).
5 月 11 日	韓國地區代言人在臺辦理嘆通嘆通 24 小時臺灣活動	May 11	Bureau spokespeople for the Korea region attended the Thump Thump 24 hours Taiwan activities in Taiwan.
5 月 12 日～6 月 30 日	辦理「2013 白色雲嘉南——見雙雕（鹽雕&沙雕）藝術季」活動	May 12-June 30	Held the 2013 Salt & Sand Sculpture Art Festival at southwestern Taiwan.
5 月 18 日～5 月 19 日	大阪關空國際旅展暨觀光推廣活動	May 18, 19	Participated in trade shows in Osaka, along with related tourism promotional activities.
5 月 18 日～5 月 19 日	大鵬灣國際帆船邀請賽	May 18, 19	Held the Dapeng Bay International Regatta.
5 月 21 日～5 月 23 日	國際獎勵旅遊及會議展（IMEX）	May 21-23	Participated in the Europe IMEX worldwide exhibition for incentive travel, meetings and events.
5 月 23 日	2013「澎湖新鮮玩」生態旅遊研習活動行程發表會	May 23	Organized the news conference regarding the plans for the 2013 Penghu ecotourism research and study activities.
5 月 27 日～5 月 29 日	第 28 屆臺韓觀光交流會議	May 27-29	Held the 28th Taiwan-Korea tourism conference.
5 月 27 日～12 月 10 日	辦理美食主軸活動「2013 臺灣美食系列活動—2013 臺灣團餐大車拼」	May 27-December 10	Held the "2013 Taiwan Fine Foods Series of Events - Taiwan Roundtable Food Adventure" gourmet-themed activities.
5 月 29 日～6 月 3 日	2013 印尼旅展暨觀光推廣活動	May 29-June 3	Participated in the 2013 Astindo Fair, along with related tourism promotional activities.
5 月 30 日～6 月 2 日	第 6 屆臺日觀光高峰論壇	May 30-June 2	Held the 6th Taiwan-Japan tourism summit.
5 月 30 日～6 月 2 日	2013 韓國旅展（KOTEA）及觀光推廣活動	May 30-June 2	Participated in the 2013 KOTFA Korea World Travel Fair, along with related tourism promotional activities.
6 月 5 日	與香港旅遊發展局簽署雙方合作發展亞洲區域性郵輪旅遊	June 5	Signed the regional cooperation contract with the Hong Kong Tourism Board in order to promote cruise tourism in Asia.
6 月 7 日～6 月 9 日	2013 日本北海道（YOSAKOI SORAN）街舞觀光推廣活動	June 7-9	Promoted tourism at the 2013 Yosakoi Soran Street Fest.
6 月 13 日～6 月 16 日	2013 香港國際旅展	June 13-16	Participated in the 2013 Hong Kong International Travel Expo.
6 月 15 日～6 月 16 日	東北角龍洞遊艇港海洋嘉年華系列活動	June 15, 16	Held the Longdong Marina carnival series of activities on the Northeast Coast.
6 月 21 日	「臺灣夏至 235」活動啟動儀式	June 21	Organized the opening ceremony for the Taiwan Fun on Tropic of Cancer activities.
6 月 23 日	2013 秀姑巒溪國際泛舟鐵人三項競賽	June 23	Held the 2013 Siouguluan River Rafting activities.

時間	活動	Date	Event
6 月 26 日	辦理「台灣好行攏 5 通」行銷記者會	June 26	Organized the Integrated Taiwan Tourist Shuttle Marketing Press Conference.
6 月 27 日～7 月 31 日	辦理美食主軸活動「2013 臺灣美食系列活動—十大特色夜市美食 PK 讚」	June 27-July 31	Held the"2013 Taiwan Fine Foods Series of Events - Top 10 Fine Foods Competition"gourmet-themed activities.
6 月 28 日～6 月 30 日	2013 馬來西亞柔佛 MITM 旅遊展	June 28-30	Participated in the 2013 Penang MITM Travel Fair.
6 月 29 日	辦理「2013『台灣好樂園』 暑假聯合促銷」活動記者會	June 29	Held the press conference for the 2013 Fun Amusement Park in Summer Vacation activities.
7 月 1 日～8 月 30 日	辦理「2013 生態賞鷗暨海上看馬祖」活動	July 1-August 30	Held the 2013 Seasonal Tern-Watching Tour activities.
7 月 3 日～8 月 31 日	2013 年夏季風浪板及獨木舟體驗活動	July 3-August 31	Organized the 2013 experience windsurfing and canoeing summertime activity.
7 月 5 日	國家風景區無障礙旅遊示範行程發表會（福隆遊客中心）	July 5	Held the national scenic area barrier-free exemplary travel itinerary news conference (Fulong Visitor Center).
7 月 5 日～7 月 6 日	辦理「2013 首都瑪樣部落樂舞宴」	July 5, 6	Held the 2013 Katomayan Tribal Music and Dance Festival.
7 月 5 日～7 月 7 日	馬來西亞沙巴 MATTA 旅展	July 5-7	Participated in the MATTA-Malaysia International Travel Mart Fair.
7 月 11 日～8 月 24 日	關子嶺蝴蝶遊樂園活動	July 11-August 24	Organized the Guanziling Butterfly Park activities.
7 月 14 日～8 月 5 日	夏至北緯 23.5°—挑戰長畫高爾夫活動	July 14-August 5	Held the Taiwan Fun on Tropic of Cancer - daylong golf challenge activities.
7 月 18 日～7 月 19 日	第 5 屆海峽兩岸觀光交流圓桌會議	July 18, 19	Held the 5th Cross-Strait Tourism Round Table Conference.
7 月 20 日～8 月 11 日	「2013 加路蘭手創市集」活動	July 20-August 11	Organized the 2013 Jialulan Handcraft Market Activities.
7 月 22 日～7 月 23 日	102 年全國自由車菁英排名賽	July 22, 23	Held the 2013 Elite Cycling Rankings.
7 月 26 日～10 月 26 日	2013 年沙灘嘉年華觀光行銷推廣活動	July 26-October 26	Held the 2013 Penghu Beach Carnival and tourism promotional activities.
7 月 30 日～8 月 24 日	辦理「南竿北海仲夏音樂會」	July 30-August 24	Held the Beihai Midsummer Music Concert.
7 月 31 日～8 月 4 日	火王爺祭活動	July 31-August 4	Organized the Royal Lord of Fire Festival.
7 月 31 日～8 月 4 日	日本東北祭典推廣	July 31-August 4	Promoted tourism at religious festivals in northeast Japan.
8 月 1 日～12 月 20 日	辦理美食主軸活動「2013 臺灣美食系列活動—臺灣美食經典展」	August 1-December 20	Held the"2013 Taiwan Fine Foods Series of Events - Taiwan Classical Fine Foods Exhibition" gourmet-themed activities.
8 月 2 日～8 月 3 日	北海岸聽海音樂節—野柳之夜	August 2, 3	Held the North Coast Ocean Music Festival at Yehliu.
8 月 5 日	辦理美食主軸活動「2013 臺灣美食系列活動」啟動儀式暨公布十大特色夜市美食票選結果	August 5	Organized the opening ceremony of the "2013 Taiwan Fine Foods Series of Events" gourmet-themed activities, and announced the voting results for the Top 10 Night Market Delicacies contest.
8 月 7 日	辦理「紫斑蝶生態保育教育訓練」	August 7	Held the Euploea butterfly conservation and education training.
8 月 13 日～8 月 14 日	APEC 第 43 次觀光工作小組會議	August 13, 14	Held the 43th APEC Tourism Working Group Meeting.
8 月 16 日	吉貝浪漫沙灘星光音樂會	August 16	Held the Jibei Romantic Beach Music Concert.
8 月 23 日～8 月 25 日	名古屋どん真中（YOSAKOI-SORAN）街舞觀光推廣活動	August 23-25	Participated in a Yosakoi-Soran street dance festival.
8 月 23 日～8 月 25 日	馬六甲 MITS MATTA 旅展	August 23-25	Participated in the Melaka MITS Matta Fair.

時間	活動	Date	Event
8 月 30 日～9 月 1 日	2013 中國北方旅遊交易會	August 30-September 1	Participated in the 2013 North China Travel Fair.
8 月 30 日～9 月 1 日	第 10 屆 The Abacus Holiday Travel Fair 汶萊旅展	August 30-September 1	Participated in the 10th Abacus Holiday Travel Fair.
9 月 5 日～9 月 9 日	2013 釜山旅展及觀光推廣活動	September 5-9	Participated in the Busan Travel Fair, along with related tourism promotional activities.
9 月 12 日～9 月 14 日	越南胡志明市國際旅遊博覽會	September 12-14	Participated in the HCMC International Travel Expo.
9 月 13 日	日本地區代言人赴日辦理觀光推廣活動	September 13	Bureau spokespeople for the region of Japan went to Japan to hold tourism promotional activities.
9 月 13 日～9 月 19 日	東京世界旅遊博覽會 JATA 及辦理觀光推廣活動	September 13-19	Participated in the JATA Travel Showcase in Tokyo, along with related tourism promotional activities.
9 月 14 日～9 月 17 日	亞太旅遊協會 PATA 理事會暨旅遊交易會	September 14-17	Participated in the Pacific Asia Travel Association (PATA) Board Meeting and Travel Mart.
9 月 17 日	辦理「台灣觀巴 fun 4 輕旅行」記者會	September 17	Conducted the press conference for the Taiwan Tour Bus Fun 4 Easy Travel activities.
9 月 17 日～9 月 20 日	世界青年學生旅遊會議（WYSTC）	September 17-20	Participated in the World Youth Student Travel Conference.
9 月 17 日～10 月 30 日	辦理美食主軸活動「2013 臺灣美食系列活動—臺灣美食擂臺賽」	September 17-October 30	Held the "2013 Taiwan Fine Foods Series of Events - Taiwan Fine Food Duel" gourmet-themed activities.
9 月 24 日～9 月 27 日	法國 IFTM TOP RESA 旅展	September 24-27	Participated in the International French Travel Market Top Resa.
9 月 28 日～9 月 29 日	2013「騎遇東北角—宜蘭單車逍遙遊」	September 28, 29	Held the 2013 Biking the Northeast Coast - Yilan Cycling Excursion.
10 月 1 日～10 月 2 日	2013 阿里山新印象—神木下婚禮山海戀活動	October 1, 2	Held the 2013 Alishan wedding activities under the cypress trees.
10 月 1 日～10 月 3 日	IT&CMA 亞洲獎勵旅遊暨會議展	October 1-3	Participated in the IT&CMA Incentive Travel & Conventions, Meetings Asia.
10 月 4 日～10 月 6 日	吉隆坡 MITM 旅展	October 4-6	Participated in the MITM Travel Fair.
10 月 5 日	日月潭「伊達邵遊客中心」揭牌典禮	October 5	Organized the opening ceremonies for the Ita Thao Visitor Center at the Sun Moon Lake Scenic Area.
10 月 5 日～11 月 9 日	2013 日月潭國際花火音樂嘉年華	October 5-November 9	Held the 2013 Sun Moon Lake International Fireworks Music Festival.
10 月 10 日～10 月 16 日	福岡亞洲太平洋祭及九州地區觀光推廣活動	October 10-16	Participated in the Asian Pacific Festival Fukuoka, along with related tourism promotional activities.
10 月 12 日～10 月 13 日	三重縣安濃津（YOSAKOI）街舞觀光推廣活動	October 12, 13	Participated in a Yosakoi street dance festival in Japan's Mie prefecture.
10 月 12 日～10 月 16 日	全運會帆船賽	October 12-16	Held the Sailboat Competition of the National Games.
10 月 13 日	辦理「媽祖昇天祭暨宗教文化園區啟用典禮」	October 13	Held the Ascending Ritual for Goddess Matsu and the Grand Opening Ceremony of the Mazu Religious and Cultural Park.
10 月 15 日	辦理「臺灣遊購讚 觀光我最行」啟動記者會	October 15	Held the commencement press conference for the Taiwan tour and shop fun activity.
10 月 15 日～12 月 25 日	辦理「秋冬赤崁踏浪趣」活動	October 15-December 25	Held the Fall and Winter Travel to Penghu activities.
10 月 18 日～10 月 21 日	2013 ITF 臺北國際旅展	October 18-21	Participated in the 2013 Taipei International Travel Fair.

時間	活動	Date	Event
10 月 18 日～ 10 月 21 日	第 8 屆海峽兩岸臺北旅展	October 18-21	Held the 8th Cross-Strait Taipei Travel Fair.
10 月 19 日～ 10 月 20 日	辦理「2013 白色雲嘉南－國際觀鳥馬拉松大賽」活動	October 19, 20	Held the 2013 Birdathon activities in Yunlin, Chiayi, and Tainan counties.
10 月 24 日～ 10 月 27 日	2013 中國國際旅遊交易會	October 24-27	Participated in the 2013 China International Travel Mart.
10 月 28 日	「2013 台灣好湯－溫泉美食嘉年華」啟動記者會	October 28	Held the commencement press conference for the 2013 Taiwan Hot Spring and Fine-Cuisine Carnival.
10 月 29 日～ 11 月 2 日	第 2 屆臺越觀光合作會議	October 29-November 2	Attended the 2nd Taiwan and Vietnam tourism cooperation conference.
10 月 30 日	於高雄港辦理「臺港攜手樂『郵』遊－國際郵輪『海洋水手號』」抵臺迎賓活動	October 30	Held the Hong Kong and Taiwan cruise — Welcome Mariner of the Seas to Kaohsiung activities.
11 月 2 日～ 11 月 3 日	舉辦「2013 鯤鯓王平安鹽祭活動」	November 2, 3	Held the Kungshen Wangye's Salt of Peace Festival, a cultural-themed event.
11 月 2 日、11 月 10 日	2013 臺灣自行車節－日月潭 COME! BIKEDAY 單車活動	November 2, 10	Organized the 2013 Taiwan Cycling Festival - Sun Moon Lake Come! Bikeday Event.
11 月 4 日～ 11 月 7 日	2013 倫敦國際旅展	November 4-7	Participated in the 2013 World Travel Market in London.
11 月 9 日	2013 八卦山脈單車嘉年華	November 9	Held the 2013 Bagua Mountains Bike Carnival.
11 月 9 日～ 11 月 17 日	辦理樂活主軸活動「臺灣自行車節」	November 9-17	Held the Taiwan Cycling Festival LOHAS-themed activities.
11 月 9 日～ (103 年) 1 月 25 日	辦理樂活主軸活動「山城花語活動季」開幕式	November 9, 2013- January 25, 2014	Organized the opening ceremony of the Hot Spring Season of Whispering Flowers in Mountain Town LOHAS-themed activities.
11 月 16 日～ 11 月 17 日	「2013 來趣西拉雅 大埔瘋單車」活動	November 16, 17	Held the 2013 Siraya Dapu fun bicycling festival.
11 月 16 日～ 11 月 17 日	2013 臺灣跑水節	November 16, 17	Held the 2013 Taiwan Running Water Festival.
11 月 16 日～ 12 月 1 日	2013 草嶺古道芒花季	November 16-December 1	Held the 2013 Caoling Historic Trail and Silver Grass Festival.
11 月 17 日～ (103 年) 3 月 31 日	辦理生態主軸活動「2012～2013 雙年賞蝶系列活動」開幕式	November 17, 2013- March 31, 2014	Opened the 2013-2014 Maolin Purple Butterfly Valley: Two Year Butterfly Viewing Series of Events ecological-themed activities.
11 月 19 日～ 11 月 21 日	EIBTM 歐洲獎勵商務旅遊暨會議執行展	November 19-21	Participated in the EIBTM Global Meetings & Events Exhibition.
11 月 24 日	2013 泳渡大鵬灣活動暨 102 年公開水域游泳錦標賽	November 24	Held the 2013 Dapeng Bay Swimming Event & Open Water Swimming Championships.
11 月 28 日～ 12 月 1 日	RALLY NIPPON 2013 in TAIWAN 日本古董車環臺活動	November 28-December 1	Held the Rally Nippon 2013 in Taiwan antique Japanese car island circumnavigation tour activity.
11 月 30 日	東部海岸「都歷遊客中心」開幕啟用	November 30	Commencement ceremony for the Douli Visitor Center on the East Coast.
12 月 1 日	擴大陸客來臺自由行規模，每日配額上限由 2,000 人調整至 3,000 人	December 1	Expanded the scope of inbound tourists on independent tours from Mainland China, and increased the limit of daily tourist arrivals from Mainland China from 2,000 to 3,000 arrivals.
12 月 2 日	辦理「旅客服務中心、旅遊服務中心、遊客中心」督導考核、評比暨服務品質提升成果發表會	December 2	Held the Supervision and Evaluation of Tourist Service Centers, Travel Service Centers, Visitor Centers and the news conferences regarding service quality improvement results.

時間	活動	Date	Event
12 月 3 日	美食主軸活動「2013 臺灣美食系列活動」成果發表暨頒獎典禮	December 3	Held the achievements and awards announcement ceremony for the "2013 Taiwan Fine Foods Series of Events" gourmet-themed activities.
12 月 3 日	阿里山國家風景區觸口遊客暨行政中心啟用典禮	December 3	Held the opening ceremonies of the Chukou Visitor and Administration Center.
12 月 7 日～ 12 月 8 日	第 11 屆舞之祭 IN 臺灣－臺日傳統藝術交流活動	December 7, 8	Organized the 11th IN Taiwan Dancing Festival - Taiwan & Japan Traditional Arts and Cultural Exchange Activity.
12 月 12 日	舉行第 3 波「好客民宿啟動典禮」	December 12	Held the 3rd wave of "Certified Homestays Commencement Ceremonies".
12 月 13 日	日月潭國家風景區竹石園生態研習中心啟用	December 13	Started using the Bamboo Rock Garden ecological research center at Sun Moon Lake Scenic Area.
12 月 13 日	日月潭電動船友善環境成果發表會暨第 1 座船用快速充電站啟用典禮	December 13	Held the Sun Moon Lake user-friendly environment for electric boat users achievement news conference and the opening ceremonies for the 1st ever electric boat fast-charging station.
12 月 22 日、 12 月 31 日	舉辦「2013 雲嘉南白色觀光系列活動－白色聖誕節&送夕陽」	December 12, 31	Organized the 2013 Southwest White Christmas & Sunset-Watching series of tourism activities.
12 月 31 日	來臺旅客達到 800 萬人次	December 31	Inbound tourist arrivals reached 8 million.

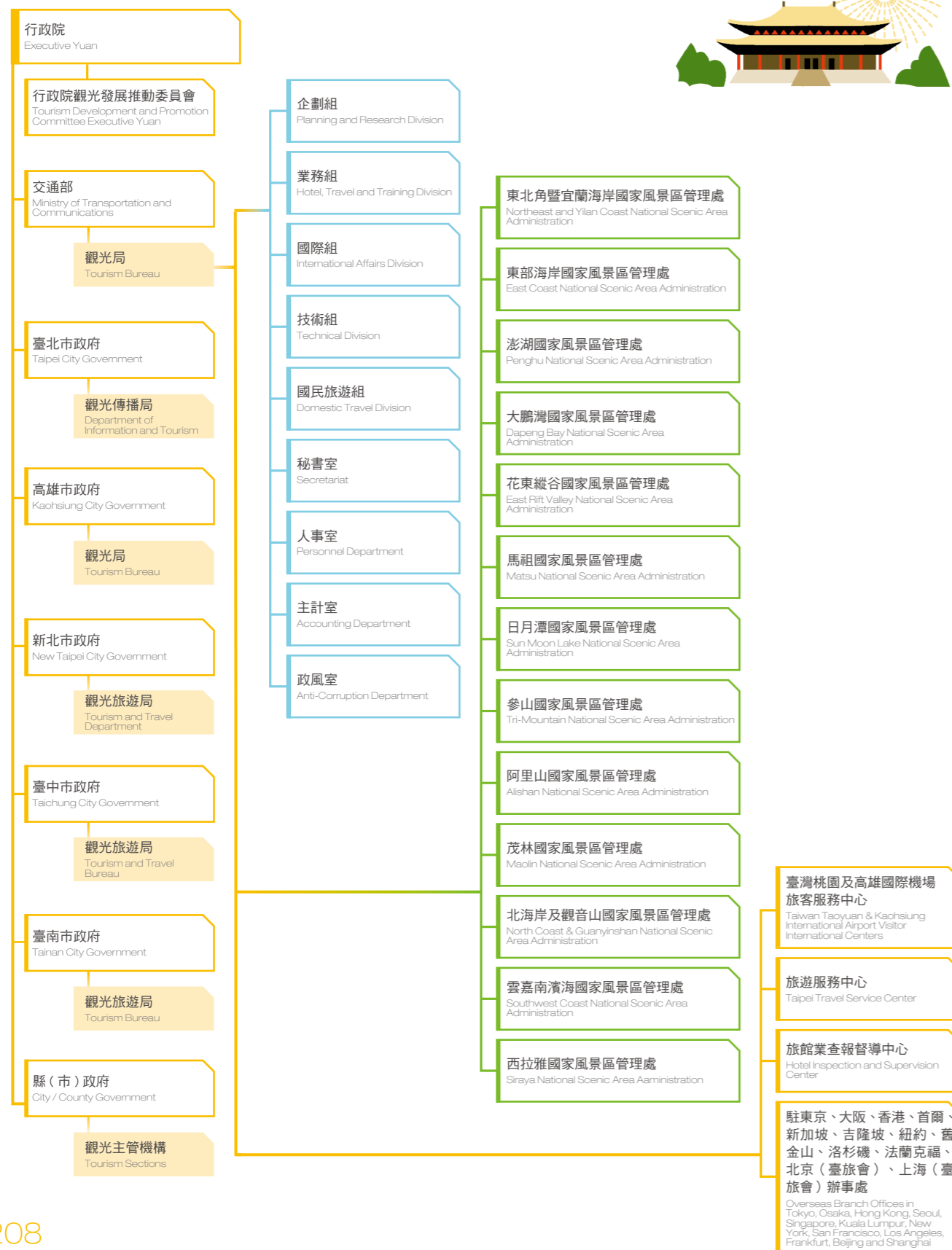
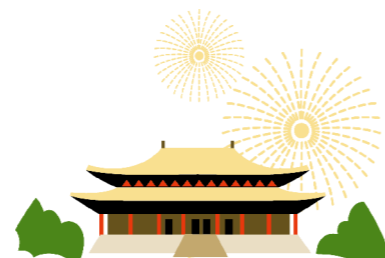


2013 澎湖海上花火節  
2013 Penghu Fireworks Festival



## 二、觀光行政機關組織系統表

### II. Organizational System 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, Fulong St., Fulong Village, Gongliao Dist., New Taipei City 22841, Taiwan, R.O.C.  
<http://www.necoast-nsa.gov.tw/>  
TEL:+886-2-2499-1115

#### 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 Road, Chenggong Town, Taitung County 96144, Taiwan, R.O.C.  
<http://www.eastcoast-nsa.gov.tw/>  
TEL:+886-89-841-520

#### 交通部觀光局澎湖國家風景區管理處

Penghu National Scenic Area Administration, Tourism Bureau, MOTC

88054 澎湖縣馬公市光華里 171 號  
No.171, Guanghua, 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

#### 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 Road, 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

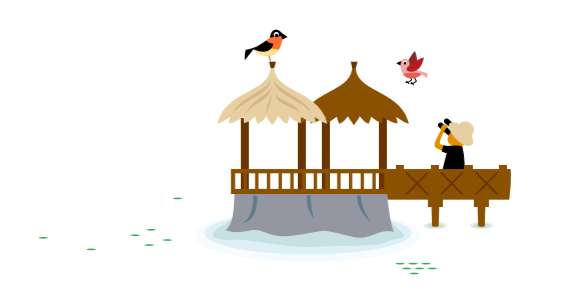


	
<b>交通部觀光局日月潭 國家風景區管理處</b> Sun Moon Lake National Scenic Area Administration,Tourism Bureau, MOTC	55547 南投縣魚池鄉水社村中山路 599 號 No.599, Jhongshan Rd., Yuchi Township, Nantou County 55547, Taiwan, R.O.C. http://www.sunmoonlake.gov.tw/ TEL:+886-49-285-5668
<b>交通部觀光局參山 國家風景區管理處</b> Tri-Mountain National Scenic Area Administration, Tourism Bureau, MOTC	41341 臺中市霧峰區中正路 738 號 No.738, Jhonjheng Rd., Wufeng Dist., Taichung City 413, Taiwan, R.O.C. http://www.trimt-nsa.gov.tw/ TEL:+886-4-2331-2678
<b>交通部觀光局阿里山 國家風景區管理處</b> Alishan National Scenic Area Administration, Tourism Bureau, MOTC	60246 嘉義縣番路鄉觸口村車埕 51 號 No.51, Checheng, Chukou Village, Fanlu Township, Chiayi County 60246, Taiwan, R.O.C. http://www.ali-nsa.net/ TEL:+886-5-259-3900
<b>交通部觀光局茂林 國家風景區管理處</b> 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
<b>交通部觀光局北海岸及觀音山 國家風景區管理處</b> North Coast & Guanyinshan National Scenic Area Administration, Tourism Bureau, MOTC	25341 新北市石門區德茂里下員坑 33-6 號 No.33-6, Xiayuankeng, Demao Village, Shimen Dist., New Taipei City 25341, Taiwan, R.O.C. http://www.northguan-nsa.gov.tw/ TEL:+886-2-8635-5100
<b>交通部觀光局雲嘉南濱海 國家風景區管理處</b> 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 District, Tainan City, 72742, Taiwan, R.O.C. http://www.swcoast-nsa.gov.tw/ TEL:+886-6-786-1000
<b>交通部觀光局西拉雅 國家風景區管理處</b> 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

## 四、交通部觀光局駐外單位

### IV. Overseas Branch Offices

<b>日本</b> 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:tokyo@go-taiwan.net	<b>美國</b> 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, USA Tel:1-212-867-1632/4 Fax:1-212-867-1635 Website:http://www.go2taiwan.net E-mail:tbrcnyc@gmail.com
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<b>南韓</b> 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	<b>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</b> 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
<b>香港</b> 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	<b>德國</b> 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 Rheinstrasse 29, 60325 Frankfurt / Main, Germany Tel:49-69-610-743 Fax:49-69-624-518 Website:http://www.taiwantourismus.de/ E-mail:info@taiwantourismus.de
<b>新加坡</b> 駐新加坡辦事處／臺灣觀光協會新加坡辦事處 Taiwan Visitors Association, Singapore Office Taiwan Visitors Association, Singapore Office30 Raffles Place, Chevron House #10-01, Singapore 048622 Tel:65-6223-6546/7 Fax:65-6225-4616 Website:http://www.welcome2taiwan.net/ E-mail:tbrcsin@singnet.com.sg	<b>中國大陸</b> 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 Tianguomenwai Avenue. Chaoyang District, Beijing.PR China 100022 Tel:86-10656-64100 Fax:86-10656-61921 E-mail:tsta8@tsta-bj.org
<b>馬來西亞</b> 駐馬來西亞辦事處／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.welcome2taiwan.net/ E-mail:tbrockl@taiwan.net.my	<b>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</b> 上海市黃浦區西藏中路 168 號 10 層 02 單元（都市總部大樓） Suite 1002.,The Headquarter Building,168 XiZang(M)Rd.,200001 Shanghai Tel:021-63510909 Fax:021-63510696 E-mail:taiwan@tlsh.org



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