

中華民國 97 年

# 觀光業務年報

ANNUAL REPORT ON TOURISM 2008  
TAIWAN, REPUBLIC OF CHINA

交通部觀光局

中華民國 98 年 12 月

# 序 Foreword



在全球不景氣下，97年亞洲鄰近國家如新加坡、大陸等國入境觀光人數明顯衰退，惟我國在本局、相關政府機關及觀光業界全力衝刺下，來臺旅遊人數仍能逆勢成長，全年來臺旅客達384.5萬人次，較96年成長3.47%。其中，觀光目的別旅客人數所佔比例達46.17%，與96年相較亦有7.69%的正成長，雙雙創歷史新高；足見本局在「多元開放、全球佈局」的施政思維下，所積極推動的各項提升旅遊品質、深化觀光產品內涵及有效行銷臺灣觀光品牌等作為下，已在國際間建立臺灣優質觀光形象。

97年不僅在兩岸觀光發展上是一個重要的里程碑，在觀光行銷上有「旅行臺灣年」的推動，在風景區的建設也推出了分級整建概念，茲分述如下：

## 一、善用「兩岸直航」契機，帶動觀光產業轉型與升級

97年7月全面開放大陸地區人民來臺觀光，不僅是兩岸旅遊交流的重大突破，也是臺灣觀光發展歷程的重要里程碑，更讓臺灣在全球旅遊版圖的佈局更加完整。為掌握兩岸市場開放契機，本局將大陸市場視為一新興市場積極開拓，以「循序漸進」、「質量並重」、「從誠信出發、以優質為本」等原則，完備陸客來臺觀光安全管理、旅遊品質與購物保障及重點觀光地區環境整頓，加強辦理觀光從業人員教育訓練及規劃短天數、主題式優質深度旅遊行程等配套措施。初期來臺人數每日僅2、3百人未如預期，為縮短磨合期，透過兩岸磋商機制及溝通平台，陸續從源頭解決了如大陸居民赴臺遊領隊證張數問題、擴大開放赴臺旅遊省市（由13省市開放為33省市）、增加組團社家數（由25家增為146家），並簡化陸客來臺觀光申請手續、放寬資格認定標準、放寬團體自由活動比例至總天數之3分之1、調降最低組團人數為5人、延長在臺停留期間至15日。我們的努力與付出，有了回饋，不僅接獲近百封旅客寄來的致謝及褒獎信函，包括對導遊的專業、體貼，遊覽車司機親切的服務態度、旅館服務人員寄回旅客遺失物等讚揚，更獲得大陸旅客來臺旅遊「零投訴」且整體滿意度超過85%之肯定。陸客可觀的購物力，從觀光團旅客在臺每人每日平均購物費高達131.36美元，比日本觀光團97.87美元更高，可見一斑。看好陸客市場前景，業者亦紛紛加碼投資，共帶動10家觀光旅館及80家一般旅館之籌建，投資金額超過14億元，還有10家遊覽車業者進行汰舊換新，從各個環節逐步提升臺灣的觀光競爭力。

## 二、掌握「分級整建」概念，提升旅遊環境品質與水準

為延續套裝旅遊成果，本局整合13個國家風景區及24個地方政府轄內重要觀光資源，以「集中投資、景點分級」觀念，規劃推動「重要觀光景點建設中程計畫（97-100年）」，投入200億元經費，一方



During the global economic slowdown of 2008, the tourist counts for Asian markets like Singapore, Mainland China and other neighboring countries clearly decreased. However, Taiwan's tourist counts grew, due largely in part to the diligence of the Taiwan Tourism Bureau, related government agencies and the tourism industry, all of whom worked tirelessly to further showcase Taiwan and improve the quality of its tourism despite the hard times. In 2008, a total of 3,845,000 international travelers visited Taiwan. Compared with 2007, this was an increase of 3.47%. Of that total, 46.17% came to Taiwan for tourism. Compared with the previous year, that was a growth of 7.69%. Both of these percentages are historic highs. This proves that the Taiwan Tourism Bureau, in accordance with the policy of "Global Perspective for Multiple Opportunities," has vigorously promoted all types of tourism concepts, such as strengthening the quality of various tourism products, and its efficient marketing of the Taiwan brand, which continues to maintain and heighten Taiwan's high quality tourism image on the world stage.

2008 was not only a milestone year in tourism because of the development of cross-strait tourism, but also in light of marketing the "Tour Taiwan Years 2008-2009." Another important development in tourism was the decision to prioritize all tourist spots. Details are as follows:

### 1. Seizing upon the opportunity of direct flights between Taiwan and China, to improve tourist products by transforming and raising them to higher levels of quality.

In July 2008, Mainland Chinese tourists were allowed to visit Taiwan for the first time in history. This was not only a breakthrough on the account of cross-strait tourism, but it was also an important milestone in the history of the development of Taiwan tourism; moreover, it allowed Taiwan to firmly claim its rightful place on the global tourism map. To take charge of this market opportunity, the Taiwan Tourism Bureau will actively explore this emerging Mainland Chinese market. Four principles were installed: executing gradually by going step by step, maintaining good balance of quality and quantity, stemming from a basis of honesty and trust, and producing the highest quality products. A security system for Mainland Chinese tourists' safety was set in place, as well as the improvement of overall travel quality, the protection of consumer's purchase protection, and the cleaning and maintenance of major scenic areas. Furthermore, a reinforcement of tourist industry workers was launched, which involved educational training and the planning of short-term theme-based, high-quality, in-depth itinerary and other supporting measures. At the beginning of the cross-strait opening, there were only 200-300 Mainland Chinese tourists per day, far less than our original projection. To shorten the time of harmonization, government-sponsored agencies from both side of the Strait communicated and resolved issues at the root causes by re-defining the total numbers of certified Mainland Chinese tour guides, re-defining the numbers of Mainland Chinese provinces and municipalities allowed for residents to visit Taiwan (which raised the total to 33, from 13), re-defining the number of Mainland Chinese travel agencies involved in this specific market of tourism from 25 to 146, simplifying the visa application process, lowering the identification requirements, increasing the touring free activity days to 1/3 of the tour time, lowering the minimum group requirement to five people, and extending the touring time in Taiwan to 15 days. All of our diligence and persistent efforts paid off, as nearly 100 tourists sent thank-you notes and letters of praise to us. They were pleased with our tour guides' professionalism and thoughtfulness, our bus drivers' friendliness, and hotel employees mailing their lost items back to them. The Tourist Bureau received no complaints from the Mainland Chinese tourists and the total satisfaction rate was over 85%. Mainland Chinese tourists greatly enjoyed shopping in Taiwan and the average daily expenditure per person was US\$131.36, higher than the Japanese tourists who spent an average of US\$ 97.87 per person. With the optimistic outlook for the market of Mainland Chinese touring Taiwan, more entrepreneurs increased their investment. A total of 10 new tourist hotels and 80 general hotels were built, with a total investment of more than NT\$1.4 billion. Moreover, 10 tour bus companies upgraded their fleets by replacing old buses with brand-new ones. There was an increase in Taiwan's tourism competitiveness in every related sector.

### 2. Master "rating renovation" concept to enhance the quality and standards of the tourism environment

To further augment package travel, the Tourist Bureau integrated the resources of 13 national tourist spots and 24 major local tourist sites. Using the concept of "concentrated investment and grading of tourist spots", a "Medium-term



面集中投資5大焦點建設，推動大東北遊憩區帶、日月潭九族纜車及環潭遊憩區、阿里山公路遊憩服務設施、民間參與大鵬灣國家風景區建設BOT案及建構花東優質景觀廊道等建設；另一方面，從套裝旅遊線概念轉化成以分級整建重要觀光景點為主軸，推動36處國際景點及44處國內景點之整備工作，營造優質環境。97年共完成包括舊草嶺隧道、大鵬灣環灣道路等15處國際景點及鄒族地區遊憩服務設施、寶來休閒空間改善等22處國內景點之整建工作。

### 三、運用「多元創新」手法，行銷臺灣觀光意象及產品

除積極掌握陸客商機，本局亦持續深耕日韓、港星馬、歐美、紐澳等目標市場，以及開拓穆斯林、東南亞5國新富階級等新興市場。在金融海嘯衝擊之下，為提振來臺觀光市場，推動「旅行臺灣年」各項國際行銷宣傳及推廣促銷措施，為臺灣觀光產業營造良好的競爭優勢及利基。除針對各市場特色分眾行銷，找出臺灣獨特觀光要素開發旅遊產品，亦突破傳統行銷推廣思維及作法，擇定登山、婚紗、保健、追星及運動旅遊產品，研擬再創新及深化策略，並輔以大型公關造勢活動之操作，創造話題凝聚焦點，包括臺北101跨年煙火、久久合歡、千人足健體驗等活動。此外，亦運用創意廣告及多元通路與國際知名媒體如Discovery、ESPN及專書如米其林、Monocle等合作推出旅遊節目及旅遊專書；強化網路宣傳效能，如運用Google、Yahoo等大型入口網站刊登廣告Banner及關鍵字；創意結合各國交通運具，如港星馬地區捷運車站車廂、英國倫敦計程車、法國火車等刊登臺灣觀光廣告等；此外，更開展與工研院的光電科技、與捷安特集團的自行車產業間的異業結盟合作，充分展現推展臺灣觀光更多向度的可能性！在各項國際行銷宣傳作為下，成功打進各目標市場主流旅行社，97年海外販售臺灣旅遊產品旅行社為443家，較96年104家，成長30.68%。

觀光產業已列為行政院重點推動的六大新興產業之一，本局將在既有的施政基礎下，掌握大三通兩岸航線的增班及未來延遠權拓展的契機，全力推動「觀光拔尖領航方案」，積極帶動產業體質提升，協助產業轉型再造，培養觀光產業具備與國際接軌的競爭力，發揮臺灣能立足國際之觀光優勢。

謹將97年觀光施政成果彙編成冊，敬請各界不吝賜教。

交通部觀光局局長

賴瑟珍



Plan for Construction of Major Tourist Sites (2008-2011)," was mapped out, calling for an investment of NT\$20 billion in five main recreation projects: promote the Greater Northeast Recreation Belt, construction of the Sun-Moon Lake Formosan Aboriginal Culture Village Cable Car and Sun-Moon Lake resort area, construction of the Alishan National Scenic Area, BOT construction at the Dapeng Bay National Tourist Area, and construction of the Hualien-Taitung High-Quality Scenic Corridor. The main focus of development was switched from the concept of package tourism to the renovation of important tourist spots on a graded basis with the promotion of 36 international tourist spots and 44 domestic tourist spots to create a high-quality environment. In 2008, Old Caoling Tunnel was completed as was the circle road around Dapeng Bay. In all, 15 international tourist spots were completed. Moreover, renovation work was completed at 22 domestic tourist spots, including tourist service facilities in the Tsoutribal area and leisure space improvement in the Baolai area.

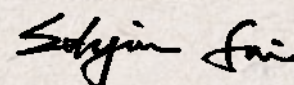
### 3. Using diversified and innovative methods to market Taiwan's tourism image and tourism products

The Taiwan Tourism Bureau has not only aggressively taken charge in developing the Mainland Chinese tourists market, it has also continually targeted markets such as Japan, South Korea, Hong Kong, Singapore, Malaysia, Europe, America, New Zealand, and Australia. A further development of emerging markets is on tap, such as the Muslim market and the newly wealthy class in the five countries of Southeast Asia. During the global financial crisis, in order to boost the Taiwan tourism market, we promoted the "Tour Taiwan Years 2008-2009" and other international promotional plans and marketing campaigns to build up a competitive edge for Taiwan tourism. In addition to focusing on targeting different market characteristics and identifying elements of uniqueness for Taiwan tourism, we've broken through traditional marketing theories and practices with special travel themes like hiking, wedding photos, health care, pop fan, and sports tourism. We've researched, innovated, and deepened our strategies supplemented by large-scale public relations campaigns to create a spotlight on events such as the New Year's Eve Fireworks at Taipei 101, "Jiu Jiu He Huan" (Romance 99), and "The Thousand People's Foot Reflexology Experience." Moreover, we also employed creative advertising and utilized multiple distribution channels via collaboration with prominent international media such as the Discovery Channel and ESPN, and with publishers like the Michelin guide and Monocle, to promote TV travel programs and travel guides. Also, we've strengthened our internet presence by using website giants like Google and Yahoo to place banner advertisements and key words to promote Taiwan tourism. We've used transportation facilities as a creative medium to advertise Taiwan Tourism in various countries. For example, billboards in subway stations and posters in subway cars in Hong Kong, Singapore, and Malaysia, signs on taxis in England, and posters on French trains all have advertisements of Taiwan. Furthermore, to complete the big picture, alongside with Industrial Technology Research Institute's optoelectronics technology and Giant cross-industry cooperation within the bicycle industry. This fully demonstrates the potential of the multi-dimensional travel possibilities of Taiwan Tourism. Among the various international marketing promotions, we've successfully entered the mainstream travel agencies in target markets. In 2008 there were 443 overseas travel agents selling Taiwan travel product, an increase of 30.68% over 104 agents in 2007.

From the perspective of the Executive Yuan of the Republic of China, tourist-related industry has become a prioritized emerging industry. Under existing policy, the Tourist Bureau will increase the numbers of direct flights between Taiwan and China, and provide opportunities to develop this large market. We will vigorously implement the "Project Vanguard for Excellence in Tourism," elevate the quality of our tourist industry, assist the industry in transformation and reformation, cultivate international standards and competitiveness, and to develop and fortify Taiwan's tourism advantage in the international arena. This Annual Report provides an overview of the achievements of the Tourism Bureau's efforts in 2008. We welcome your comments and suggestions on how we can do a better job of developing and promoting the tourism industry in Taiwan.

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Director General  
Tourism Bureau





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# Major Achievements of Tourism Administration in 2008

## 97年重要施政成果摘要



### 一、推動 2008-2009 旅行臺灣年，來臺旅客創新高

「2008-2009旅行臺灣年」於97年2月15日「2008觀光節慶祝大會」中啟動，在政府與民間各界的合作與努力之下，全年來臺旅客創新高，達384萬5,187人次（較96年成長3.47%）；其中，「觀光」目的旅客達177萬5,229人次（佔來臺旅客百分比46.17%），其規模及所佔比例均為歷年新高，其中12月所佔比例達55.03%更突破歷年單月紀錄。在全球金融風暴影響下，各國經濟皆呈現萎縮狀態，致出國旅遊人數明顯下降。在鄰近國家如新加坡、中國大陸入境觀光人數均呈現明顯衰退情形下，本局趁勢推動「旅行臺灣年」，落實國內宣傳、節慶賽會、產品開發、國際宣傳及建置旅遊服務網絡等5大計畫，極力爭取國際觀光客來臺，創造來臺旅客市場成長3.47%，觀光目的來臺旅客成長7.69%的佳績，顯見臺灣是亞洲旅遊地的形象更向前邁進一大步。完成重點工作如下：

- （一）「國內宣導計畫」：透過媒體廣告、活動宣傳及旅行臺灣年氣氛之營造，鼓勵國人主動邀請、熱情待客，並將臺灣的美麗與感動與客人分享，做個「好主人」。並於重要交通場站、觀光據點完成氣氛佈置，製作宣傳影帶於各大電視臺及電影院播放，並辦理「旅行臺灣·說自己的故事」、「臺灣美食行銷高峰會」等，號召各界參與。
- （二）「節慶賽會計畫」：篩選具臺灣特色及國際觀光魅力之節慶賽會，編印中、英、日文版觀光行事曆，並透過旅行社與媒體通路，加強國際宣傳及促銷。
- （三）「產品開發計畫」：除針對首次來臺必看、必吃、必玩元素包裝為經典行程，亦針對重遊者及主題旅遊者規劃深度之旅，包括登山、婚紗攝影、銀髮族懷舊、醫療保健、運動之旅等創新產品及鐵道、溫泉美食、生態、農業及文化之旅等一般產品。為形塑臺灣為蜜月婚紗島，首度辦理「久久合歡」活動，邀請海外 99 對佳偶來台證言，塑造合歡山等 5 地區浪漫形象；另為推廣臺灣保健旅遊市場，亦舉辦「千人足健體驗」活動，不僅創造金氏世界紀錄，更創造媒體行銷附加價值 3,000 萬元，集客效益 4,000 萬元，在國際間創造話題及視聽。



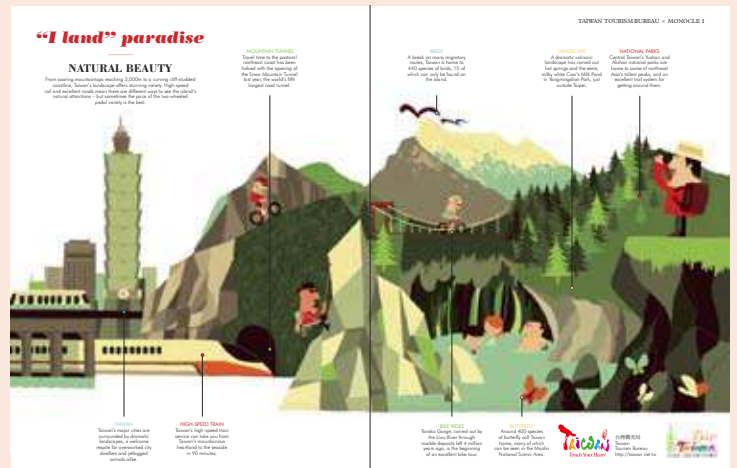
## I. Promotion of the “Tour Taiwan Years 2008-2009 ” to Bring Tourist Arrivals to Record Heights

“Tour Taiwan Years 2008-2009” began on February 15, 2008 during the celebration of National Tourism Day. Collaborative efforts by the government and private sector brought Taiwan’s visitor arrivals to a new record high of 3,845,187 (up 3.47% over 2007). Within that total, visitors who arrived for the purpose of tourism amounted to 1,775,229, accounting for 46.17%, the highest in recorded history; the percentage especially was high in December, when it reached 55.03%, setting a single-month record. Under the global financial crisis, economies slowed drastically in most countries and the number of overseas travelers dropped as a result. With the numbers of tourist arrivals for Taiwan’s neighboring countries such as Singapore and Mainland China, suffered substantial declines, the Tourism Bureau launched the “Tour Taiwan Years”, carried out promotional events inside Taiwan, festivals and competitions, product development, international promotion, and establishment of a travel service network. The Tourist Bureau implemented these five plans to attract international tourists to visit Taiwan, resulting in an increase of 3.47% and a growth in the percentage of travelers who visited for the purpose of tourism of by 7.69%. These good results are proof that Taiwan is Asia’s tourist center and that the island’s international image has Experienced a great improvement. The following key tasks were completed:

- A. Domestic promotion plan: Media advertisements and promotional events, and the atmosphere created for “Tour Taiwan Years 2008-2009,” encouraged people in Taiwan to actively invite friends and guests to come to Taiwan and share in Taiwan’s beauty, and inspired them to act as “Good hosts”. Major transportation hubs and tourist spots were selected to set up promotional materials and backdrops for the production of promotional films and work with TV stations and movie theaters for broadcasting. Other promotional activities included “Tour Taiwan --- Tell Your Own Story” and the “Marketing Taiwan Cuisine Summit.”
- B. Festival and competition plan: Festivals and celebrations from Taiwan’s unique culture and Traditions were selected to showcase through the production of tourist calendars, printed in Chinese, English, and Japanese Versions, for distribution to travel agents and media to reinforce international marketing.
- C. Product development plan: Elements of “must-see, must-eat, must-play” in Taiwan were consolidated to organize classic travel packages for new visitors. For repeat tourists, theme tours were organized to add depth to the journey, including hiking tours, wedding photography tours, nostalgia tours, health care tours, and sports tours, all of which were newly planned products, along with general travel products such as railway tours, gourmet hotspot tours, eco-tours, leisure agricultural tours and cultural tours. To build up Taiwan as a honeymoon destination for wedding photography, for the first time, a large- scale event, “Jiu Jiu He Huan” (Romance 99), was organized by inviting 99 overseas couples to participate in the ceremony, and give testimony to their experience in the romantic atmosphere of Hehuan Mountain, to help reinforce the romantic image of five areas surrounding the mountain. Further, to promote Taiwan’s health care tourism, “The Thousand People’s Foot Reflexology Experience” was organized, creating a new Guinness World Record for the most people having foot massage on the same day, and also generating media marketing value of NT\$300 million and a tourist spending value of NT\$400 million. The event was a hot topic and the focus of international attention.







(四)「國際宣傳推廣計畫」：透過釐析臺灣觀光元素，建立臺灣觀光品牌形象，整合全球行銷步調。針對國際觀光客，贈送四季好禮、過境半日遊、過境旅客美金 79 元起優惠住房專案及百萬獎金放送；針對國外旅行社，則以包機及郵輪補助，提供更優渥獎金或廣告經費補助，加強其包裝臺灣旅遊產品；針對國內旅行社，則獎勵規劃質量均佳之遊程。此外，更積極開拓全球市場行銷宣傳通路，包括 Discovery、National Geographic 等國際知名頻道、Forbes、Monocle 等知名專書，及 Google、YAHOO 等大型入口網站合作，提升臺灣旅遊形象；加強異業結盟，如與捷安特合作，在歐洲 2,000 家據點推薦臺灣是自行車漫活好所在及運用臺灣偶像劇、流行音樂之優勢，建構綿密之國際宣傳網絡。在各項積極開發通路之作為下，海外販售臺灣遊程旅行社共 443 家，較 96 年新增 104 家，成長 30.68%。

(五)「建置旅遊服務網計畫」：臺灣觀光資訊網全新改版上線，以中（正、簡）、英、日、韓、德及法文版服務國際旅客，並與中華電信合作設置中、英、日、韓語服務之 24 小時免付費觀光諮詢熱線 0800-011-765，累計已服務將近 10 萬人次，外語服務超過 2 萬 6,000 人次；此外，增設 37 處旅遊（客）服務中心，建置 266 處旅遊資訊站及 77 面觀光導覽地圖牌座，獎勵觀光業設置日、韓文旅遊服務，以「九份商圈」為示範景點，提供友善便利的旅遊資訊指引；此外，持續輔導 13 家旅行社業者經營 33 條遍及全臺各大風景區之臺灣觀光巴士旅遊路線，服務國內外旅客近 10 萬人次（國際旅客搭乘比例達 44%），創造 1 億餘元產值；亦舉辦友善旅遊城市票選活動，以 5 大指標評選出由「花蓮市」及「臺北市」以「太魯閣」及「故宮」分居自然風景、人文歷史之冠，營造優質旅遊環境。

## 二、開放大陸地區人民來臺觀光，開啓臺灣觀光新契機

- (一) 為落實 馬總統宣示自 97 年 7 月起開放大陸觀光客來臺，相關部會依 5 月 22 日行政院第 3093 次院會 院長指示，密集辦理開放陸客來臺觀光各項準備工作，本局亦完備接待踩線團及首發團、整備重點風景區旅遊環境、落實品質規範維持旅遊商序、落實購物品質保障制度、加強 507 位從業人員訓練等相關配套措施。7 月 4 日大陸地區人民來臺觀光首發團來臺，7 月 18 日起正式實施。9 月 30 日起更開放經許可來臺之大陸觀光客可經由「小三通」途徑來臺。
- (二) 為縮短開放初期之磨合階段，順利推展大陸新興旅遊市場，本局多次與業界交換意見，從源頭解決包括：簡化大陸旅客申請來臺手續，放寬資格認定標準及自由活動、離團規定；針對臺灣接待社限制、赴臺旅遊領隊證不足等技術面事宜透過「臺灣海峽兩岸觀光旅遊協會」（簡



- D. International promotion plan: Measures to analyze the uniqueness of Taiwan's tourism, to elevate Taiwan's tourism image, and to integrate global marketing were implemented. To attract international tourists, four seasonal giveaways, free half-day tours for transit passengers, promotion of US\$79 per night hotel packages, and million-dollar giveaway prizes were organized. Incentives and subsidies were provided to overseas travel agents for charter flights and cruise ships coming to Taiwan. Budgets for advertising and travel planning were also provided to overseas travel agencies to highlight Taiwan's tourism products. For domestic travel agents, incentives and rewards were provided for organizing high-quality travel packages. Furthermore, to develop a stronger presence in the global tourism market, collaboration efforts were carried out with well established cable television networks such as Discovery and National Geographic, magazines such as Forbes and Monocle, and the Google and Yahoo websites. Measures were carried out to reinforce cross-industry marketing, including collaboration with the Giant Bicycle Company to promote Taiwan as an outstanding destination for bicycling through Giant's 2000 locations in Europe. Measures were also taken to further promote Taiwan in the international market through pop music artists and idol dramas. Through strenuous efforts to build a global marketing network, the number of overseas travel agencies selling travel packages to Taiwan reached 443 in 2008, an increase of 104 agencies for a 30.68% growth from the previous year.
- E. Establishment of a Travel service network plan: A new version of the Taiwan Tourism Bureau official website has been launched, providing versions in Chinese (traditional and simplified), English, Japanese, Korean, and French to better serve international tourists. Through collaboration with Chunghwa Telecom, a 24 hour tollfree information hotline (0800-011-765) for tourists was set up with Chinese, English, Japanese, and Korean language services. As of the end of 2008, the hotline had served over 100,000 enquiries, more than 26,000 of which required foreign-language service. Moreover, 37 additional service centers, 266 visitor information centers, and 77 tourist guide map signs were built and installed. Incentives were provided for setting up Japanese and Korean-language travel services with the Jiufen business district as a demonstration tourist spot. Continued assistance was provided to 13 travel agencies managing 33 tour bus lines covering most of Taiwan's major recreation areas, providing nearly 100,000 trips to domestic and international travelers in 2008 (of which 44% were international tourists). In 2008, the tour buses generated NT\$100 million in revenue. A competition was also held to select the friendliest cities. Under five main indicators, Hualien and Taipei were voted as having the best natural scenic area and best cultural areas respectively, thanks to their Taroko Gorge and National Palace Museum.

## II. Opening of Taiwan to Mainland Chinese Tourists

- A. Pursuant to President Ma Ying-Jeou's announcement that Mainland Chinese tourists would be allowed to travel to Taiwan in July 2008, on May 22. Premier Liu Chao-shiuan instructed all preparatory works to begin immediately. In accordance with this policy, the Tourism Bureau prepared and conducted reception events for exploratory visits and inaugural visits, reorganized important scenic tour environments, carried out measures for quality assurance in tourism, and implemented a mechanism for consumer quality assurance. A total of 507 tourism industry workers were trained on the necessary preparations. On July 4 the first Mainland Chinese tour group arrived Taiwan, and on July 18, cross-strait tourism officially began. On Sept. 30, Mainland Chinese tourists were able to visit Taiwan through the "Little 3 Links" mechanism.
- B. To minimize possible problems in the initial stage and to develop Mainland Chinese marketing, the Taiwan Tourism Bureau met with the tourism industry constantly to resolve potential difficulties right from the beginning, including simplifying the visa process for Mainland Chinese tourists, loosening the approval standards for visas, providing more free-activity time, and loosening up the regulations on individuals leaving their tour groups. The issues of restrictions on the number of travel agents in Taiwan receiving tourist groups from Mainland China and inadequate number of certified Chinese tour guides, negotiations were carried out between the Taiwan Strait Tourism Association and the Cross-Strait Tourism Exchange Association to find resolutions. The "Attracting Travelers from Mainland Chinese to Visit Taiwan" plan was drafted, marketing strategies for the markets were reinforced, assistance was provided to improve the service quality of the tourism industry, and surveys were conducted on the quality of services provided to Mainland Chinese travelers, pursuant to the "Guidelines for Taiwan Travel Agencies on Quality of Service Provided to Mainland China Tourist Groups". Results of the actions are already apparent, as the number of tourists from China has grown steadily. The Taiwan Tourism Bureau received no complaints from Mainland Chinese tourists, and their overall satisfaction rate was over 85%.
- C. In order to attract more Mainland Chinese travelers to visit Taiwan and promote cross-strait communication and cooperation, simplified Chinese versions of promotional brochures, the "Welcome to Taiwan" DVD, an





稱臺旅會）與大陸「海峽兩岸旅遊交流協會」（簡稱海旅會）溝通磋商；釐訂「吸引大陸地區民衆來臺宣傳推廣計畫」，加強新興市場行銷推廣；輔導旅行業者提升接待品質，執行大陸觀光團旅遊品質稽查計畫，以落實「旅行業接待大陸地區人民來臺觀光旅遊團品質注意事項」規範，初步成效已展現，來臺旅客人次穩定成長，獲得大陸旅客來臺旅遊「零投訴」，整體滿意度超過 85% 之肯定。

- (三) 為爭取陸客來臺，促進兩岸觀光旅遊之交流與合作，除針對大陸市場印製簡體字版各式文宣，包括魅力臺灣行 DVD、臺灣簡介、臺灣全區地圖等，更編印「兩岸旅遊業者操作手冊」，彙整臺灣文化、生活、景點、食宿等相關訊息，並規劃分區、輕薄短小深度優質遊程提供兩岸旅遊業者包裝行程參考，吸引陸客來臺體驗豐富多元之風土民情。而臺旅會亦主動出擊，率同國內各觀光相關公協會、品保購物標章商店成員及接待大陸旅行社代表，於 10 月前往北京與南京辦理「大陸地區旅行業者說明會」、於 11 月前往上海參加「中國國際旅遊交易會」，促進兩岸業者了解與交流，並吸引大陸主流平面及電子媒體採訪，獲得廣大迴響，宣傳效益已超過投入成本，達到協助旅行業者尋求商機最大化之效益。

### 三、落實 馬總統「300 億元觀光產業發展基金」政見，規劃推動「觀光拔尖領航方案」

- (一) 為落實 馬總統成立「300 億元觀光產業發展基金」政見，本局積極籌措財源，考量其運用範圍與現行之「交通作業基金」項下—「觀光發展基金」設立目的尚稱相符，為符合基金簡併原則，本局研擬「300 億元觀光產業發展基金規劃說明」，擬以現有「觀光發展基金」為基礎，擴大其規模涵括編列之方式辦理，報奉行政院 97 年 8 月 14 日院臺交字第 0970033380 號函核復「原則同意」，98 年同意由國庫增編觀光發展基金 10 億元。
- (二) 因應 馬總統於 98 年 2 月 21 日「當前總體經濟情勢及因應對策會議」指示，將「觀光旅遊」、「醫療照護」、「生物科技」、「綠色能源」、「文化創意」、「精緻農業」定位為 6 大關鍵新興產業，並請相關部會研提具體推動策略。本局乃配合 6 大新興產業發展規劃，將 300 億元觀光產業發展基金推動方向，納入「觀光拔尖領航方案」落實執行，掌握大三通的契機，發展臺灣成為東亞觀光交流轉運中心及國際觀光重要旅遊目的地。該方案提出「拔尖（發揮優勢）」、「築底（培養競爭力）」、「提升（附加價值）」等 3 大行動方案，運用「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 6 大主軸及各項執行計畫，以重新定位北、中、南、東、離島等臺灣 5 大區域之觀光發展主軸、創造具國際話題之獨特景點與旅遊服務、輔導觀光產業與國際接軌、推出光點活動爭取國際曝光度及國際旅客來臺意願，並強化國際觀光人才專業素質，以提升觀光產業國際競爭力及強化臺灣觀光品質形象。



introduction to Taiwan, and an entire map of Taiwan were printed for the visitors. In addition, “Cross-Strait Tourism Industry Operational Guidelines” was produced, gathering and organizing information on Taiwan cultural and lifestyle tourist spots, food and hotel information, and a series of short but high-quality tours as a reference in itinerary planning. The Taiwan Strait Tourism Association has also worked with many domestic tourist organizations and employees from quality- guaranteed certified shops, and representatives from travel agencies servicing the Mainland Chinese tourists to visit Beijing and Nanjing to hold “The Mainland Chinese Tourism industry Seminars” in October, and joined the China Shanghai International Travel Mart (CITM) in November to improve understanding and communication for the travel industry on both sides of the Strait, attracting Mainland Chinese mainstream media interviews with excellent results. All the efforts made a big splash and promotional benefits have already surpassed the costs, succeeding in helping the travel industry find excellent business opportunities.

### III. Following up on President Ma Ying-Jeou’s Policy Initiative “NT\$30 Billion Tourism Industry Development Fund” to Promote “Project Vanguard for Excellence in Tourism”

- A. Following President Ma’s “NT\$30 Billion Tourism Industry Development Fund” policy, the Taiwan Tourism Bureau carefully reviewed this policy and learned that the scope of this fund is consistent with the goals of “Tourism Development Fund” under existing “Transportation Operation Fund”. Using the Tourism Development Fund as a base, the Tourism Bureau revised the plan in the report on “NT\$30 Billion Tourism Industry Development Fund Implementation Details” with agreement in principle from the Executive Yuan in Report Letter No. 0970033380 on August 14, 2008 and agreement on an additional appropriation of NT\$1 billion for the Tourism Development Fund in 2009.
- B. During a meeting on “The current overall economic situation and responsive strategies ” on February 21, 2009, President Ma Ying-Jeou identified tourism, medical care, biotechnology, green energy, creative and cultural industries, and high-end agriculture as the six new focus industries, and asked related departments to research strategies to promote these six areas. In line with this initiative, the Taiwan Tourism Bureau structured the directions in “NT\$30 Billion Tourism Industry Development Fund Implementation Details” in order to implement the “Project Vanguard for Excellence in Tourism,” utilizing the opportunities from the “three direct links” with Mainland China to develop Taiwan as an Asia-Pacific Transportation Hub and a major tourism destination. The plan entails three aspects: Project Summit (Building top-class spotlights in tourism), Project Keystone (Re-laying the foundation for tourism) and Project Propeller (Advancing service values in tourism). Six themes -- “flagship attractions”, “international spotlight”, “industry re-building”, “talent cultivation”, “market development” and “quality improvement” will be utilized to realign the focus of international tourism in northern, central, southern, and eastern Taiwan, as well as offshore islands, as the five areas of Taiwan being promoted as tourist development centers. The objectives are to create one-of-a-kind tourism spots and excellent services, help tourism in Taiwan become a world-class industry, promote highlight events to attract international media reports and international tourists to visit Taiwan, reinforce the professional quality of tourist industry workers, enhance the industry’s competence, and further reinforce the image of Taiwan as a quality tourist destination.







#### 四、配合節能減碳政策，規劃「東部自行車路網示範計畫」

- (一) 因應地球暖化與世界性之能源危機，政府積極推動節能減碳政策及發展自行車觀光（Bicycle Tourism），以達環境資源永續發展。本局依據交通部 97 年 10 月 13 日召開「臺 9 線、臺 11 線（花蓮—臺東路段）融入景觀道路元素專案報告」會議決議，景觀道路元素應包括自行車道與步道，因此以東部地區（含花東縱谷與海岸沿線，並重點涵蓋東北角與宜蘭海岸）為示範辦理對象，完成「配合節能減碳東部自行車路網示範計畫」，本局配合於 98 至 101 年編列經費新臺幣 4 億 2,140 萬元積極推動。
- (二) 該計畫結合東部地區豐富天然遊憩資源，優先發展為自行車路網示範地區，藉由自行車與鐵路、公路客運系統之搭配，創造出新興的產業發展及人文的旅遊型態，進一步結合觀光旅遊行銷推廣，將此多元的自行車遊憩模式推向國際；並提供「以自行車民衆的需求為出發，不論是希望租賃或自備自行車，以火車、客運、自行開車或全程騎自行車者，均能全程順暢並掌握資訊」之軟硬體設施，推展節能減碳綠色運輸服務。

#### 五、規劃推動星級旅館評鑑及民宿認證制度，增進觀光產業國際競爭力

- (一) 為輔導現行觀光旅館及一般旅館與國際接軌，特規劃訂定「星級旅館評鑑計畫」，參考國際通行的星級旅館分級制度，以反應其所提供服務之整體品質，同時區隔市場行銷，提供不同需求消費者選擇旅館的依據；另依該計畫擬訂「星級旅館評鑑作業要點（草案）」及「交通部觀光局辦理觀光旅館及旅館等級評鑑收費標準（草案）」，作為未來評鑑執行依據。
- (二) 為輔導民宿與國際接軌，將推動民宿認證制度，以提升民宿服務品質及接待能力，塑造民宿優質形象，並提供國內外消費者所需資訊。著手編製「民宿認證訓練課程教材、民宿評核標準及其操作手冊」，以作為後續辦理訓練、認證作業之依據。將鼓勵已有民宿登記證且無擴大經營範圍情事之民宿經營者自由報名參加，凡通過民宿認證者，將由本局頒發認證標章，並透過媒體廣為宣傳。



#### **IV. Designing the Eastern Taiwan Bikeway Demonstration Plan in Compliance with the Energy Conservation and Carbon Reduction Policy**

- A. Following the realization of global warming and the world-wide energy shortage, Taiwan's government has aggressively promoted an energy conservation and low carbon reduction. Promotion of Bicycle Tourism was one such measure taken. Following a meeting called on October 13, 2008 by the Ministry of Transportation and Communications Provincial Highway No. 9 and Provincial Highway No.11 (Hualien-Taitong sections) into the Scenic Highway Special Element Project, the Tourism Bureau decided that the Scenic Highway Special Element should include bikeways and walking paths. Therefore, the eastern part of Taiwan, (including the Hualien-Taitung Rift Valley coastline, plus key points of the Northeast and Yilan Coast National Scenic Area) was used as a model to implement "Designing Eastern Taiwan Bikeway Demonstration Plan in Compliance with the Energy conservation and Carbon Reduction Policy." The Taiwan Tourism Bureau will execute the plan and invest NT\$421.4 million from 2009-2012.
- B. The above plan will utilize the abundant natural sceneries in eastern Taiwan to develop the Eastern Taiwan Bikeway Demonstration Area, combining bicycles with the railroad, highways, and public transportation systems to create a brand-new travel concept and a cultural tourist lifestyle. Moreover, extensive marketing strategies will be used to promote this brand-new concept in international tourism. Facilities will be enhanced to satisfy the needs of bicycle tourism. Regardless of renting or owning their own bicycles, whether the tourists wish to take the railroad services, ride buses, drive, or ride bicycle for the entire trip, the journey will be fun and smooth, with all the necessary information and facilities nearby. The plan not only creates an innovative travel choice, but also works to promote energy conservation and provide low-carbon green transportation services.

#### **V. Planning and Promotion of the Hotel Star Rating System and Homestay Certification System, Improving International Competitiveness**

- A. To help existing tourist hotels and standard hotels to link with international standards, the Taiwan Tourism Bureau has stipulated a special star hotel star rating plan by referring to international rating systems to reflect the quality of a hotel's services. The system categorizes the hotels into different segments to provide different consumers with a reference to follow to fulfill their needs. With the plan as the basis, the "Hotel Star Rating System Operational Key Points" and "Standards of Fees for Rating of Tourist Hotels and Standard Hotels" are being drafted as the groundwork of executing the plan.
- B. To help homestays to rise to international standards, the Tourism Bureau works to promote the homestay certification system to elevate homestay service quality and hospitality skills for a high-quality image, while providing information for consumers. Training materials for homestay certification as well as homestay evaluation standards and operation manual have been compiled as a reference for the actual training programs and implementation of the certification process. The Tourism Bureau will encourage homestays, especially already registered homestays, to join in this certification program. Once certified, homestays will receive a certification label from the bureau and will be marketed through the media.



## 六、規劃推動「重要觀光景點建設中程計畫」，打造優質觀光景點新風貌

- (一) 為延續觀光客倍增計畫套裝旅遊線概念及作法，規劃推動「重要觀光景點建設中程計畫(97-100年)」，運用投資焦點建設、景點分級之觀念，整合 13 個國家風景區及 24 個地方政府之觀光資源，積極推動 13 個「國家風景區建設計畫」及「建構美麗臺灣—風華再現計畫(整備觀光遊憩設施建設)」，集中整備 5 大焦點建設，並建設具代表性之 80 處重要觀光景點遊憩服務設施(含 36 處國際景點及 44 處國內景點)，期能整合零星景點為遊憩型景點，將具國際潛力之國內景點轉型成國際景點，以逐步提升景點服務能量，營造優質友善旅遊環境，吸引國際遊客參訪，創造觀光收入。
- (二) 在 13 個國家風景區重要景點建設方面，97 年共投資 39.6 億元完成 235 件重要景點之遊憩據點整建、興建、改善工程，包括舊草嶺隧道設施、向山行政中心、大鵬灣環灣道路工程、新威大橋新建工程、北觀處行政空間及展示設施等 12 處國際景點，及谷關溫泉區街景人行步道改善、鄒族地區吊橋等遊憩服務設施改善、寶來地區休憩空間改善、三芝淺水灣及週邊環境景觀、北門遊客服務中心整建等 5 處國內重要景點建設。
- (三) 在 24 個地方政府重要景點風華再現部分，97 年度共投資 6 億元推動 93 件風景區公共設施整建及興建工程，包括七星潭風景區遊客中心、億載金城週遭景觀改善、知本大街建築立面及公共空間改善等 3 處國際景點，及慈湖遊客中心及後慈湖空間活化、后里馬場風華再現休憩設施、恆春古城觀光地區風華再現、冬山河森林公園等 17 處國內重要景點建設。
- (四) 另為加強溫泉區之整建及開發工作，97 年度投資 8 仟 500 萬元進行烏來、礁溪、東埔、廬山及清泉等 5 處溫泉區環境品質整建及改善工作。更投資 1 仟萬元辦理「高雄第一港口跨港纜車週邊場域改善計畫」，進行高雄港旗津地區週邊景觀改善工作。





## VI. Implementation of the Medium-term Construction Plan for Major Tourist Sites (2008-2011) and Creation of a New Look For Tourist Areas

- A. To continue the results of “Doubling Tourist Arrivals” plan, the Executive Yuan approved the “Medium-term Construction Plan for Major Tourist Sites (2008-2011).” Using the concept of concentrated investments and the grading of tourist spots. The resources of 13 national scenic areas and 24 local tourism spots were integrated into the formulation of 13 national scenic area construction plans and the “Building a Beautiful Taiwan – the Restoration of Glory Plan (Development of Tourist and Recreation Facilities).” With a focus on five major areas of construction, service facilities were built for 80 key scenic areas (36 international scenic areas and 44 domestic scenic areas), with the aim of bringing together scattered scenic areas to create recreation areas and bringing domestic scenic spots with international potential up to international standards. Step by step efforts to upgrade the quality of the scenic areas were made to attract international tourists and generate tourist dollars.
- B. In the construction of 13 important domestic scenic tourist areas, the Tourism Bureau invested NT\$3.96 billion on 235 important reconstruction, construction, and improvement projects, including “Old Caoling Tunnel Facilities”, “Xiangshan Administrative Center”, Dapeng Bay Cross-Bay roadway construction, Xinwei Bridge construction, and Administrative and Exhibition Space at the North Coast and Guanyinshan National Scenic Area, as well as work on the Guguan Hot Springs Sidewalk renovation, suspension bridges in the Tsou tribal area, tourist service area renovation, Improvement of Leisure Space in the Baolai Area, Qianshui Bay at Sanzhi and surrounding scenic environment, and renovation of the Beimen Visitor Center.
- C. Efforts were also carried out to assist local governments in the 24 important scenic areas targeted for restoration. In 2008, an investment of NT\$600 million was made for renovation and construction in 93 scenic areas. This included the Qixingtian Scenic Area Visitor Center, Improvement of Eternal Fortress and the surrounding area, restoration at buildings on Zhiben's main street and renovation of public space. It also included 17 important scenic areas including transformation and renovation of the Cihu Visitor Center and Back Cihu area, reactivation and renovation of Houli Horse Farm and Hengchun Old Town Tourist Area, along with Dongshan River Forest Park, and more.
- D. In 2008, to reinforce the renovation of hot-spring areas, NT\$85 million was invested to improve the environment of Wulai, Jiaoxi, Dongpu, Lushan, and Qingquan. In addition, an investment of NT\$10 million was made to carry out improvement in the area surrounding the cross-harbor cable car at Kaohsiung First Harbor and in the area around Qijin.





# Style ~Taiwan

萬象之美 盡在臺灣











## Chapter 1

# Tourism Market

## 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

依世界觀光組織（World Tourism Organization：UNWTO）發佈的資料顯示，97 年全球國際觀光客人次為 9 億 2 千 4 百萬人次，較 96 年成長約 2%，其中上半年成長率 5%，下半年則因國際經濟環境走壞，轉為負成長 1%，其中主要是受歐洲及亞太地區下半年負成長 3% 所影響。就全年而言，除歐洲停滯成長外，其他地區仍維持正成長，其中以中東地區成長 11% 居全球之冠，非洲地區成長 5%，美洲地區成長 4%，至亞太地區則成長 2%，但相較於 96 年成長 11%，成長大幅減緩。

綜觀 97 年，影響觀光發展的因素相當紛雜，上半年油價攀升造成物價高漲，金融海嘯襲捲全球，景氣持續低迷，觀光需求顯著降低，部分地區亦受地震、颶風及恐怖事件帶來負面衝擊。世界觀光組織進一步預測，在最近的未來，全球觀光發展仍受全球金融海嘯及經濟情勢不佳左右，將停滯成長，預估 98 年全球觀光發展最佳情況僅能維持與 97 年相同水準。

依據亞太旅遊協會（Pacific Asia Travel Association; PATA）所公佈的最新資料顯示，亞太地區 2008 年到訪的國際旅客人次約為 3 億 7,719 萬人次，與 2007 年相較僅成長 0.3%，其中東北亞為負成長 2%，南亞成長 3.2%，東南亞成長 3.3%，主要鄰國中，以印尼成長 13.2% 最高，韓國成長 6.9%，馬來西亞及香港分別成長 5.1% 及 4.7%，日本勉強維持 2007 年水準，中國大陸及新加坡呈負成長，分別為 -1.6% 及 -1.4%，臺灣則成長 3.5%。



## I. Global Travel Market

### 1. The Global Tourism Industry

The latest statistics released by the World Tourism Organization (UNWTO) show that in 2008 the environment of global growth the number of visitor arrivals worldwide was 924 million, achieving a growth of 2%. In the first half of 2008, there was an increase of 5%. In the second half of the year, because the global economy had worsened, the number dropped by 1%. This was mainly affected by the situation in Europe and the Asia Pacific area, as these two areas in the second part of the year decreased by 3%. Despite Europe's stagnation, the whole year overall in other areas grew normally, especially in the Middle East, which increased 11%, the best growth in the world. Africa increased 5% and America increased 4%, while Asia Pacific only increased 2%, a very slow growth compared to the 11% in 2007.

After reviewing all of 2008, it's clear to see that the tourism industry was influenced by many complicated elements. The first half of the year, oil prices climbed to a high and caused all of the necessities to become very expensive. Financial crisis spread throughout the world. The economic environment kept sinking lower and so the demand for travel plummeted as well. Some areas were influenced by earthquakes, hurricanes and terrorism. The UNWTO predicted that in the near future, global tourism development will still be affected by global financial troubles, and the future prospect remains grim. They predicted in 2009 that the best situation for tourism is to maintain the same level as 2008.

The latest data published by the Pacific Asia Travel Association (PATA) indicates that visitor arrivals in Asia-Pacific region in 2008 reached approximately 377.19 million, a very small growth of 0.3% over the year before. Of this total, the Northeast Asia dropped 2%, South Asian grew by 3.2%, and Southeast Asia grew by 3.3%. Of the major Asian countries, Indonesia had the highest growth rate of 13.2%, followed by Korea with 6.9%, Malaysia with 5.1% and Hong Kong with 4.7%. China and Singapore showed negative growth rate of -1.6% and -1.4% respectively, while in Taiwan the increase was 3.5%.



## 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  
<http://www.jnto.go.jp/jpn>）

97 年日本出國人數累積估計數為 1,598 萬 7,000 人次，較 2007 年負成長 7.6%；同期入境日本之旅客累積估計數約為 835 萬 1,600 人次，與 96 年比較成長 0.1%，赴日主要客源國家（地區）人次依序為韓國（238 萬 2,397 人次）、臺灣（139 萬 228 人次）、中國大陸（100 萬 416 人次）、美國（76 萬 8,345 人次）、及香港（55 萬 192 人次）；以成長率分析，則以香港 27.3% 最高，其次為西班牙（22.0%）及泰國（14.6%），臺灣為 0.4%。

### （二）香港觀光市場

（資料來源：香港旅遊發展局 <http://partnernet.hktb.com/b5/index.html>）

97 年香港居民出境人數為 8,191 萬 703 人次，與 96 年比較成長 1.5%。同期入境香港旅客為 2,950 萬 6,616 人次，與 96 年比較成長 4.7%，扣除來自中國大陸旅客（1,686 萬 2,003 人次）則為 1,264 萬 4,613 人次，負成長 0.3%。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（1,686 萬 2,003 人次）、臺灣（224 萬 481 人次）及日本（132 萬 4,797 人次）；以成長率分析，以印度（10.4%）最高，其次為泰國（4.2%）及菲律賓（2.8%），臺灣為 0.1%。

### （三）南韓觀光市場

（資料來源：韓國觀光公社 <http://www.visitkorea.or.kr/intro.html>）

97 年入境南韓旅客為 689 萬 841 人次，與 96 年比較成長 6.86%。主要客源國家（地區）依序為日本（237 萬 8,102 人次）、中國大陸（84 萬 8,500 人次）及美國（61 萬 83 人次），臺灣為 32 萬 244 人次，排名第 4 名；以成長率分析，以芬蘭 77.78% 成長最多、其次為斯里蘭卡（66.89%）及尼泊爾（47.18%），臺灣為 -4.4%。

### （四）新加坡觀光市場

（資料來源：新加坡旅遊局 <http://app.stb.gov.sg/ASP/index.asp?>）

97 年赴新加坡旅客為 1,011 萬 5,638 人次，與 96 年比較負成長 1.6%；赴新加坡主要客源國家（地區）依序為印尼（176 萬 5,404 人次）、中國大陸（107 萬 8,637 人次）及澳洲（83 萬 3,146 人次），臺灣為 17 萬 5,920 人次；以成長率觀察，以伊朗（34.1%）最高，其次為俄羅斯（28.5%）及阿拉伯聯合大公國（24.6%），臺灣為 -15.5%。





## 2. The Asian Tourism Market

### (1) Japan

(Source: Japan National Tourist Organization  
Website: <http://www.jnto.go.jp/jpn>)

In 2008, outbound visitors from Japan amounted to 15,987,000, showing a decrease of 7.6% compared to 2007. During 2008, number of travelers arriving Japan reached a total of 8,351,600 with an increase of 0.1% from 2007. The major sources of countries (or area) were South Korea (2,382,397), Taiwan (1,390,228), Mainland China (1,000,416), America (768,345) and Hong Kong (550,192). In terms of growth, Hong Kong was 27.3 %, the highest, Spain at 22.0%, followed by Thailand (14.6%). For Taiwan, the number of arrivals grew by 0.4%.

### (2) Hong Kong

(Source: Hong Kong Tourism Board Website: <http://partnernet.hktb.com/b5/index.html>)

Hong Kong residents made a total of 81,910,703 trips abroad in 2008, for an increase of 1.5% over 2007. During 2008, a total of 29,506,616 visitors arrived in Hong Kong, showing an increase of 4.7% in comparison to the figure in 2007. Excluding those from Mainland Chinese (16,862,003), arrivals decrease of 0.3%, to 12,644,613. By country (or area) of residence, the main sources of the visitors were Mainland China (16,862,003), Taiwan (2,240,481) and Japan (1,324,797). In terms of growth, the first was India (10.4 %) and second Thailand (4.2%) and followed by the Philippines (2.8%). Arrivals from Taiwan grew only by 0.1%.

### (3) South Korea

(Source: Korean Tourism Organization Website: <http://www.visitkorea.or.kr/intro.html>)

Visitor arrival to South Korea numbered 6,890,841 in 2008, up 6.86% from the year before. The main nationalities of visitor were Japan (2,378,102), Mainland China (848,500), America (610,083) and Taiwan (320,244). In terms of growth, Finland grew by 77.78% with the greatest growth among all the countries, followed by Sri Lanka (66.89%) and Nepal (47.18%). Visitors from Taiwan to South Korea decreased by 4.4% from the previous year.

### (4) Singapore

(Source: Singapore Tourism Board Website: <http://app.stb.gov.sg/ASP/index.asp>)

International arrivals to Singapore reached 10,115,638 in 2008, a decrease of 1.6% from 2007. The main source countries (or areas) were Indonesia (1,765,404), Mainland China (1,078,637), Australia (833,146), Taiwan (175,920). In terms of growth, the country with largest growth was Iran (34.1%) and Russia (28.5%), followed by the United Arab Emirates (24.6%). Arrivals from Taiwan decreased by 15.5%.



## （五）馬來西亞觀光市場

（資料來源：馬來西亞觀光局

[http://www.tourismmalaysia.gov.my/corporate/research.asp?page=facts\\_figures](http://www.tourismmalaysia.gov.my/corporate/research.asp?page=facts_figures)）

97 年赴馬來西亞旅客為 2,205 萬 2,488 人次，較 96 年成長 5.1%。赴馬來西亞主要客源國家（地區）依序為新加坡（1,100 萬 3,492 人次）、泰國（149 萬 3,789 人次）及印尼（242 萬 8,605 人次），臺灣為 19 萬 979 人次；以成長率觀察，以伊朗（132.1%）最高，其次為加拿大（65.6%）及荷蘭（63.3%），臺灣為 -5.1%。

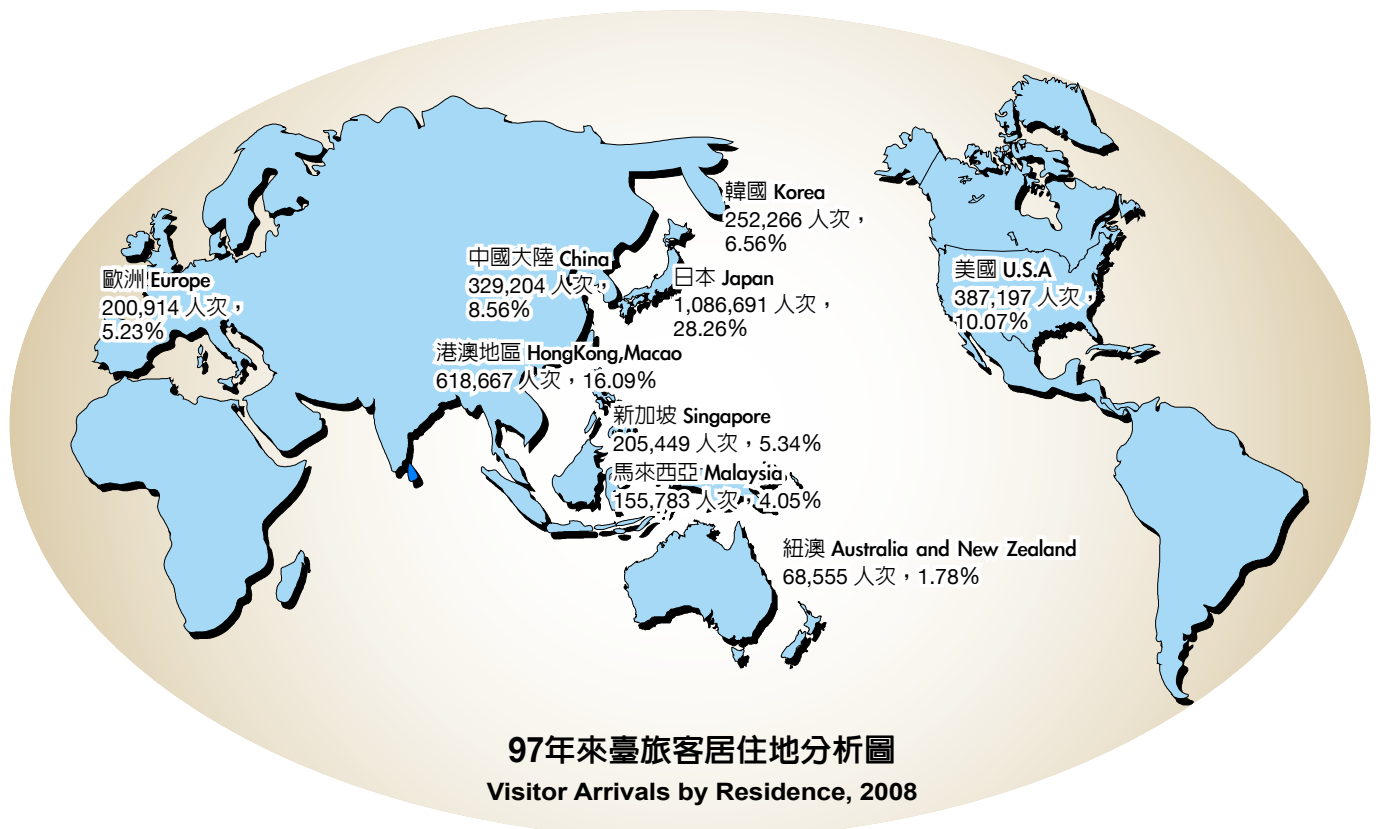
## （六）中國大陸觀光市場

（資料來源：中國旅遊網 <http://www.cnta.gov.cn/>）

97 年到訪中國大陸旅客計 1 億 3,002 萬 7,393 人次，較 96 年負成長 1.40%；外籍旅客 2,432 萬 5,337 人次，負成長 6.83%。就國別（地區）分析，以香港 7,835 萬 129 人次居首位，其次為澳門（2,296 萬 6,336 人次）及臺灣（438 萬 5,591 人次）；以成長率而言，以墨西哥 5.83% 最高，其次為俄羅斯（3.98%）及蒙古（3.42%），臺灣為 -5.24%。

## 第二節 來臺旅遊市場

97 年來臺旅客共計 384 萬 5,187 人次，與 96 年比較成長 3.47%；其中外籍旅客計 296 萬 2,536 人次，較 96 年減少 2 萬 6,279 人次（-0.88%），華僑旅客計 88 萬 2,651 人次，較 96 年增加 15 萬 5,403 人次（21.37%）。全年以港澳來臺表現最為突出，成長 25.89%，受到本局強力宣傳行銷及當地旅行業者積極參與推廣臺灣旅遊商品的帶動，有效提升港澳旅客的來臺意願，韓國、紐澳及馬來西亞等地來臺旅客均有 10% 以上的成長率。



## (5) Malaysia

(Source: Tourism Malaysia

Website: [http://www.tourismmalaysia.gov.my/corporate/research.asp?page=facts\\_figures](http://www.tourismmalaysia.gov.my/corporate/research.asp?page=facts_figures) )

Malaysia received a total of 22,052,488 foreign visitors in 2008, with an increase of 5.1% from 2007. The major sources of these visitors were Singapore (11,003,492), Thailand (1,493,789), Indonesia (2,428,605), and Taiwan (190,979). In terms of growth, the countries with greatest growth were Iran (132.1%), Canada (65.6%), and the Netherlands (63.3%). On the other hand, arrivals from Taiwan decreased by 5.1%.

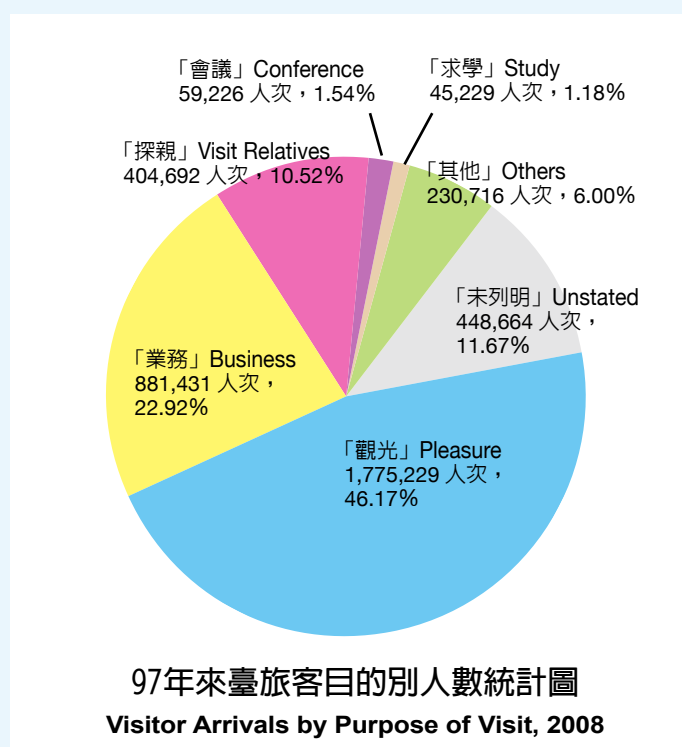
## (6) Mainland China

(Source: National Tourism Administration of the People's Republic of China Website: <http://www.cnta.gov.cn/> )

A total of 130,027,393 international visitors arrived in China in 2008, down 1.40% from the year before. Foreign nationals accounted for 24,325,337 of that total, for a decrease of 6.83%. Major sources of these visitors were Hong Kong (78,350,129), Macau (22,966,336) and Taiwan (4,385,591). In terms of growth, the countries with highest growth were Mexico (5.83%), Russia (3.98%), and Mongolia (3.42%). In 2008, the number of arrivals from Taiwan decreased by 5.24%.

## II. Taiwan's Inbound Market

A total of 3,845,187 international travelers visited Taiwan in 2008, a growth of 3.47% compared with the year before. Foreign nationals accounted for 2,962,536 of that number, down 26,279 (-0.88%); overseas Chinese tourists made up 882,651, up 155,403 (21.37%). Arrivals from Hong Kong and Macau exhibited the most outstanding performances for the year, with an increase of 25.89%, due in large part to the Tourism Bureau's strong advertising and promotion along with vigorous participation and promotion by local Hong Kong and Macau travel agencies substantially strengthening the willingness of tourists from Hong Kong and Macau to visit Taiwan. Arrivals from South Korea, New Zealand, Australia, and Malaysia also grew by more than 10%.





主要來臺市場以日本為第一大客源市場（1,086,691人次，占28.26%），與96年比較負成長6.83%；其次為港澳地區（618,667人次，占16.09%，成長25.89%）、美國（387,197人次，占10.07%，負成長2.71%）、中國大陸（329,204人次，占8.56%，成長7.31%）、韓國（252,266人次，占6.56%，成長11.71%）及新加坡（205,449人次，占5.34%，成長0.47%）。

以來臺目的分析，「觀光」目的177萬5,229人次最多，占市場目的別百分比四成六，為46.17%，是近10年來市場佔有率跳升最高的一年，其次為「業務」目的之88萬1,431人次，占22.92%；來臺旅客中有56.48%為男性，年齡則以30-39歲者最多，占23.26%，平均停留夜數為7.30夜。

另依據本局「中華民國 97 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」（46%）、「請旅行社安排住宿及代訂機票」（27%）及「參加旅行社規劃的行程，由旅行社包辦」（22%）為主；「風光景色」與「菜餚」為吸引旅客來臺觀光主因，而「購物」、「逛夜市」及「參觀古蹟」為旅客在臺主要活動；旅客在臺主要遊覽景點排名以「夜市」（每百人有 67 人次）居首位，其次依序為「臺北 101」（每百人有 50 人次）、「故宮博物院」（每百人有 39 人次）等，而「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 30%以上）；旅行社安排團體旅客購物次數以 3 ～ 4 次者最多（49%）、5 ～ 6 次者（24%）次之，對物品價格觀感以「實在」者（63%）為最多。

旅客對來臺經驗整體滿意度為 88%；對「旅行社及導遊服務」整體滿意度為 85%；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 80%；對「民宿」滿意度為 48%（普通占 51%）、「青年旅館、活動中心」滿意度為 71%。

97 年來臺旅客每人每日平均消費 211.46 美元（負成長 1.74%），在臺消費細項依序為旅館內消費（44%）、購物費（27%）、旅館外餐飲費（12%）、在臺境內交通費（8%）、娛樂費（7%）及雜費（2%）；推估全年觀光外匯收入達 59.36 億美元（成長 13.85%）。



The largest source of arrivals in Taiwan was Japan (1,086,691 visitors accounting for 28.26% of the total); this was a decrease of 6.83% over 2007. Hong Kong and Macau was second (618,667 visitors, accounting for 16.09%) and representing a growth of 25.89%. This was followed by the United States (387,197 tourists, 10.07% of the total), down 2.71%; Mainland China (329,204 tourists, accounting for 8.56%) an increase of 7.31%; South Korea (252,266, 6.56% of the total) up 11.71%; Singapore (205,449 tourists, 5.34% of the total) up 0.47%.

Analysis by purpose for visiting Taiwan shows that the largest number of arrivals came for tourism; these visitors numbered 1,775,229, making up 46.17% of the total—the highest percentage in 10 years. The second largest number came for business purposes: 881,431, accounting for 22.92% of the total. Males made up 56.48% of total arrivals. Those aged 30-39 accounted for the largest age group, with 23.26% of the total. The average length of stay was 7.30 nights.

According to the Tourism Bureau's "2008 Annual Survey Report on Visitors Expenditure and Trends in Taiwan," most of the visitors (46%) organized their own trips and did not use local travel agencies to arrange their activities. Tourists who needed hotel bookings and flight or train tickets accounted for 27% of the total. Those who came on package itineraries arranged by travel agencies made up 22% of the total. The main factors attracting visitors to Taiwan were beautiful scenery and cuisine, and their major activities on the island were shopping, visiting night markets, and observing historic sites. The most visited sites in Taiwan were night markets (with 67 out of each hundred partaking in this activity). The second favorite was Taipei 101 (with 50 out of each hundred partaking in this activity). Following, in order, were the National Palace Museum (39 out of 100), Taroko Gorge, Tian Xiang, Kending National Park, and Alishan as the most popular tourist spots. They represented about 30% of the total. Travel agencies arranged shopping for tourist groups for 3-4 trips (49%) and 5-6 trips (24%). They felt prices were fair (63%).

In the survey, the overall satisfaction rate for the visitors' experience in Taiwan was 88%. Overall satisfaction rate with "Travel agencies and Tour Guides Services" was 85%. The satisfaction rate with "Hotels" including international hotels and other tourist hotels was 80%. The degree of satisfaction with "Home stays" was 48%, (51% ranked the experience "fair") and the degree of satisfaction with "Youth hostel and Activity centers" was 71%.

Visitors to Taiwan in 2008 spent an average of US\$211.46 per day (a decrease of 1.74% over 2007). This amount was spent, in order, on hotels (44% of the total), shopping (27%), outside-hotel dining (12%), domestic travel (8%), entertainment (7%), and miscellaneous (2%). This resulted in estimated foreign-currency receipts for the year of US\$5.936 billion (a growth of 13.85%).

## 來臺旅遊市場重要指標值

### Major Inbound Tourism Indices

384.5 萬人次 3.845 million persons	來臺旅客人次，較上年成長 3.47% International arrivals, up 3.47%
59.36 億美元 (新臺幣 1,871 億元) US\$ 5.936 billion (NT\$ 187.1 billion)	觀光外匯收入，較上年成長 13.85% Foreign-Currency tourism receipts, up 13.85%
1,544 美元 US\$ 1,544	來臺旅客平均每人每次消費，較上年成長 10.05% Average per-person spending in Taiwan, up 10.05%
7.30 夜 7.30 nights	來臺旅客平均停留夜數，較上年增加 0.78 夜 Average length of stay, up 0.78 night
211.46 美元 US\$ 211.46	來臺旅客平均每人每日消費，較上年減少 1.74% Average spending in Taiwan per person per day, down 1.74%
178 萬人次 1.78 million tourists	觀光目的旅客人次，較上年成長 7.69% Travel for tourism purposes, up 7.69%
227.98 美元 US\$ 227.98	觀光目的旅客平均每人每日消費，較上年減少 7.13% Average daily spending by each tourist visitor, down 7.13%
88.1 萬人次 881,000 tourists	業務目的旅客人次，較上年減少 5.30% Traveling for business purposes, down 5.30%
232.08 美元 US\$ 232.08	業務目的旅客平均每人每日消費，較上年成長 13.32% Average daily spending by each business visitor, up 13.32%
88%	來臺旅客整體滿意度，較上年增加 2 個百分點 Overall satisfaction ratio for visitors to Taiwan, up 2%
49%	近 3 年旅客來臺重遊比率 Willingness of travelers to visit Taiwan again in the recent 3 years



大陸旅客在臺遊覽最喜歡的景點依序為「太魯閣、天祥」、「九份」、「阿里山」及「日月潭」等（喜歡比例均在 20% 以上）；「風光景色」及「臺灣民情風俗和文化」為吸引其來臺觀光主因；旅行社安排大陸旅客購物次數以 3～4 次者最多（44%），5～6 次者（30%）次之，對物品價格觀感以「實在」者（50%）為最多，「貴」者（40%）次之；大陸旅客對來臺經驗整體滿意度為 90%；對「旅行社及導遊服務」整體滿意度為 88%。

97 年大陸觀光團體旅客平均每人每日在臺消費為 295.00 美元，消費細項依序為購物費（占 45%）、旅館內消費（占 32%）、娛樂費（占 12%）、在臺境內交通費（占 8%）、旅館外餐飲費（占 3%）等。其中，每人每日平均購物費達 131.36 美元，居各客源市場之首，並以購買名特產（25.14%）及珠寶玉器（22.40%）最多。

### 第三節 國人出國市場

97 年國人出國共計 846 萬 5,172 人次，較 96 年減少 49 萬 8,540 人次，負成長率 5.56%。依出國目的地（班機首站抵達地）分析，以前往亞洲地區為最多，計 697 萬 3,043 人次（占 82.37%），其次為美洲地區 58 萬 983 人次（占 6.86%）、歐洲地區為 22 萬 5,023 人次（占 2.66%）、大洋洲地區 9 萬 3,221 人次（占 1.10%）、其他地區 59 萬 2,902 人次（占 7%）。

依國家（地區）分析，以赴港澳地區 377 萬 7,763 人次最多，其次依序為日本 130 萬 9,847 人次、美國 51 萬 5,590 人次、韓國 36 萬 3,122 人次及泰國 33 萬 2,997 人次。

另依據本局「中華民國 97 年國人旅遊狀況調查報告」結果顯示，97 年民衆從事出國旅遊以「觀光旅遊」為目的者最多（60%），其次依序為「商務」（26%）、探訪親友（13%）、短期遊學或求學（2%）；而觀光目的旅客出國主要原因為「親友邀約」、「好奇，體驗異國風情」、「離開國度，疏解壓力」等。

The most favorite spots for Mainland Chinese tourists traveling to Taiwan were Taroko Gorge, Tian Xiang, Jiu Fen, Alishan, and Sun Moon Lake, and the favorite ratings of each exceeded 20%. Scenery and Taiwan local customs and culture were the main attractions for them to come to Taiwan. For the Mainland Chinese visitors who chose to make their trip as a "Group tour arranged through a travel agency", 44% were arranged to make 3-4 shopping trips and 30% were arranged to make 5-6 shopping trips. 50% perceived the prices were "Fair" and 40% felt the prices were "Expensive". The overall degree of satisfaction of Mainland Chinese tourists in 2008 was 90%, and the overall degree of satisfaction with Travel agencies and Tour guide service was 88%.

In 2008, Average expenditure per person per day by Mainland Chinese tourist group was \$US 295.00. The list of expenditure includes shopping (45% of total), expenditure in hotel (32% of total), entertainments (12% of total), transportation (8% of total), and non-hotel dining (3% of total), among which, the average expenditure of shopping per person per day reached \$US 131.36, the highest among the other countries. Featured goods or special products (25.14%), jewelry and jade (22.40%) were their favorites.

### III. Taiwan's Outbound Market

Taiwan citizens made a total of 8,465,172 overseas trips in 2008; which was 498,540 fewer tourists than the year before, for a decline of 5.56%. Their top area of destination (based on the first stop of their flights) was Asia, with 6,973,043 trips (accounting for 82.37% of the total). The American area followed with 580,983 trips (accounting for 6.86%); Europe was third with 225,023 trips (making up 2.66%); and Oceania was fourth with 93,221 (1.10% of total). Other areas accounted for 592,902 trips (7% of total).

Ranked by country or area, the most popular destination for Taiwan's outbound travelers was Hong Kong and Macau with 3,777,763 arrivals, followed by Japan with 1,309,847 travelers, the United States with 515,590 tourists, then South Korea with 363,122 and Thailand with 332,997.

According to the "2008 Survey of Travel by R.O.C. Citizens," most of Taiwan's outbound travelers in 2008 traveled for tourism purposes (accounting for 60% of the total), followed, in order, by business (26%), visiting friends and relatives (13%), and overseas study or short-term study tours or short-study programs (2%). Those

## 國人出國旅遊重要指標統計表

### Major Outbound Tourism Indices

項 目 Index	97 年 2008	96 年 2007	97 與 96 年比較 Change
國人出國率 Ratio of Overseas Travel	19.6%	19.4%	持平 No change
國人出國總人次 (含 12 歲以下國民) Total Outbound Trips (Including Those Under 12)	8,465,172 人次 8,465,172 trips	8,963,712 人次 8,963,712 trips	負成長 5.6% -5.6%
平均每人出國次數 (含 12 歲以下國民) Average Number of Overseas Trips Per Person (Including Those Under 12)	0.37 次 0.37 trip	0.39 次 0.39 trip	持平 No change
平均停留夜數 Average Length of Stay	9.7 夜 9.7 nights	9.8 夜 9.8 nights	持平 No change
平均每人每次旅遊花費 Average Spending Per Person Per Trip	新臺幣 48,834 元 (美金 1,547 元) NT\$48,834 (US\$1,547)	新臺幣 48,227 元 (美金 1,466 元) NT\$48,227 (US\$1,466)	新臺幣：持平 (美金：成長 5.5%) NT\$: no change US\$: +5.5%
出國觀光總金額 Total Spending on Overseas Travel	新臺幣 4,134 億元 (美金 131.39 億元) NT\$413.4 billion (US\$131.39 billion)	新臺幣 4,323 億元 (美金 131.42 億元) NT\$432.3 billion (US\$131.42 billion)	新臺幣：負成長 4.4% (美金：持平) NT\$: --4.4% US\$: no change

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 T 檢定後無顯著差異。

3. 國人出國率：至少曾出國旅遊乙次人口數占總人口數之百分比。

Notes: 1. Source: “Total Outbound Trips” and “Average Length of Stay” statistics are from the Department of Transportation's Taiwan Tourist Bureau's monthly tabulations.

2. “No change” means that the amount is under 5% and therefore unremarkable as it is not a large difference.

3. “Ratio of Overseas Travel” refers to the percentage of persons in the total population who traveled overseas at least once during the year.





97 年國人出國以到訪中國大陸者 (36%) 為最多，其次依序為日本 (21%)、香港 (9%)、美國 (5%) 及韓國 (5%) 等；全年出國的旅次中，旅遊安排以「參加團體旅遊、獎勵或招待旅遊」(38%) 最多，其次依序為「委託旅行社代辦部分出國事項」(36%)、「購買自由行或參加機加酒行程」(17%)、「未委託旅行社代辦，全部自行安排」(10%)。

97 年國人出國每人每次平均花費為新臺幣 48,834 元 (與 96 年相當)，推估全年出國旅遊總支出為新臺幣 4,134 億元 (負成長 4.4%)。

## 第四節 國民旅遊市場

97 年臺閩地區 297 處觀光遊憩區遊客共計 1 億 4,822 萬 2,806 人次，其各類型遊憩區遊客人數前 5 名之排名分別如下：

### 臺閩地區主要觀光遊憩區遊客人次

Visitors to Major Tourist Sites in Taiwan in 2008

類型 Class	觀光遊憩區 Scenic Spots	遊客人次排名前 5 名 Number of Visitors
森林遊樂區 Forest Recreation Areas	溪頭森林遊樂區 Xitou Forest Recreation Area	102 萬 7,015 人次 1,027,015 Visitors
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	90 萬 8,513 人次 908,513 Visitors
	太平山國家森林遊樂區 National Mt. Taiping Forest Recreation Area	33 萬 7,160 人次 337,160 Visitors
	藤枝國家森林遊樂區 Ting-zhi National Forest Recreation Area	25 萬 2,922 人次 252,922 Visitors
	墾丁國家森林遊樂區 Kending National Forest Recreation Area	23 萬 3,848 人次 233,848 Visitors
海水浴場 Beaches	旗津海水浴場 Qijin Beach	84 萬 9,000 人次 849,000 Visitors
	福隆蔚藍海岸 Fulong Beach	63 萬 2,747 人次 632,747 Visitors
	翡翠灣濱海遊樂區 Greenbay Beach	15 萬 6,075 人次 156,075 Visitors
	通霄海水浴場 Tongxiao Beach	5 萬 1,793 人次 51,793 Visitors
	墾丁海水浴場 Kending Beach	3 萬 3,850 人次 33,850 Visitors
民營觀光區 Amusement Theme Sites	劍湖山世界 Jianhushan Fancyworld	123 萬 7,413 人次 1,237,413 Visitors
	臺北 101 觀景臺 Taipei 101 Observatory	109 萬 1,069 人次 1,091,069 Visitors
	六福村主題遊樂園 Liufu Village Theme Park	94 萬 7,217 人次 947,217 Visitors
	九族文化村 Formosan Aboriginal Culture Village	80 萬 4,609 人次 804,609 Visitors
	月眉育樂世界 Yamay Resort	78 萬 2,544 人次 782,544 Visitors

traveling for tourism purposes did so mainly in response to invitations by friends and relatives, curiosity about things foreign, and leaving the country to find relief from pressure.

The most of Taiwan's outbound travelers in 2008 visited Mainland China (36%), Japan (21%), Hong Kong (9%), America (5%), and South Korea (5%). The largest portion of this outbound travel was from group tours, incentive tours, or hosted tours (38%), followed by partial arrangement by travel agencies for the outbound processes (36%), free individual travel or air ticket plus hotel itineraries (17%), and completely self-arranged travel (10%).

Each outbound traveler in 2008 spent an average of NT\$ 48,834 (same as 2007), resulting in estimated total spending on outbound travel of NT\$ 413.4 billion (down 4.4%).

## IV. Taiwan's Domestic Travel Market

A total of 148,222,806 travelers visited 297 tourist and recreation spots in Taiwan in 2008. The top five most-visited destinations in each category of destination are shown below:

類型 Class	觀光遊憩區 Scenic Spots	遊客人次排名前 5 名 Number of Visitors
寺廟、古蹟、歷史建物及其他 Temples, Historic Sites, and Other Areas	南鯤鯓代天府 Daitianfu Temple at Nankunshen	1,083 萬 4,700 人次 10,834,700 Visitors
	北港朝天宮 Chaotian Temple at Beigang	611 萬 8,500 人次 6,118,500 Visitors
	麻豆代天府 Daitianfu Temple at Madou	289 萬 3,032 人次 2,893,032 Visitors
	淡水金色水岸 Golden Shore at Danshui	280 萬 6,900 人次 2,806,900 Visitors
	八里左岸公園 Left Bank Park at Bali	251 萬 4,800 人次 2,514,800 Visitors
國家級風景區內觀光遊憩區 National Scenic and Recreation Areas	獅頭山風景區 Lion's Head Mountain Scenic Area	424 萬 3,414 人次 4,243,414 Visitors
	八卦山風景區 Mt. Bagua Scenic Area	311 萬 4,019 人次 3,114,019 Visitors
	日月潭風景區 Sun Moon Lake Scenic Area	128 萬 8,755 人次 1,288,755 Visitors
	鯉魚潭風景特定區 Liyu Lake Scenic Area	96 萬 7,347 人次 967,347 Visitors
國家公園區內觀光遊憩區 Tourism and Recreation Areas in National Parks	臺九線沿線景觀區 The Provincial Highway 9 Scenic Areas	253 萬 9,212 人次 2,539,212 Visitors
	臺八線沿線景觀區 The Provincial Highway 8 Scenic Areas	188 萬 3,276 人次 1,883,276 Visitors
	陽明公園 Yangmingshan National Park	170 萬 8,000 人次 1,708,000 Visitors
	國立海洋生物博物館 National Museum of Marine Biology and Aquarium	133 萬 9,520 人次 1,339,520 Visitors
	梅山遊客中心 Meishan Visitor Center	74 萬 5,202 人次 745,202 Visitors
公營觀光區 Government Sites	市立動物園 Taipei City Zoo	328 萬 5,012 人次 3,285,012 Visitors
	國立自然科學博物館 National Museum of Natural Science	289 萬 1,783 人次 2,891,783 Visitors
	國立臺灣民主紀念館 (國立中正紀念館) National Taiwan Democracy Memorial Hall (National Chiang Kai -Shek Memorial Hall)	274 萬 206 人次 2,740,206 Visitors
	淡水漁人碼頭 Danshui Fishman's Wharf	257 萬 5,050 人次 2,575,050 Visitors
	國立故宮博物院 National Palace Museum	224 萬 4,284 人次 2,244,284 Visitors



類型 Class	觀光遊憩區 Scenic Spots	遊客人次排名前 5 名 Number of Visitors
縣市級風景特定區 County / City Scenic Areas	內灣風景區 Neiwan Scenic Area	187 萬 3,458 人次 1,873,458 Visitors
	五峰旗瀑布 Wufongqi Waterfall	141 萬 3,893 人次 1,413,893 Visitors
	七星潭風景區 Qixingtán Scenic Area	135 萬 1,744 人次 1,351,744 Visitors
	港南運河風景區 Gangnan Coastal Scenic Area	107 萬人次 1,070,000 Visitors
	蘭潭 Lantan (Orchid Lake)	72 萬 4,267 人次 724,267 Visitors

依據「中華民國97年國人旅遊狀況調查報告」結果顯示，97年國人平均每人國內旅遊次數為4.18次，推估97年12歲及以上國人國內旅遊總次數約為9,620萬個旅次(負成長12.7%)，主要係受國際原物料高漲及金融風暴之雙重影響，民衆消費意願轉趨保守。

國人多利用週末或星期日從事國內旅遊 (占 63%)，其次是利用平常日 (占 26%)、國定假日 (占 11%)；民衆在國內的旅遊方式大多數採「自行規劃行程旅遊」(占 87%)；選擇旅遊據點考慮因素以「景觀優美」居首，「探訪親友」及「交通便利」則並列第 2，「距離遠近、假期長短」居第 4；旅客對所到過的遊覽地區整體滿意度為 97%。

97 年國人國內旅遊每人每次平均花費為新臺幣 1,915 元 (負成長 3.7%)；花費細項依序為交通費 (占 27%)、餐飲費 (占 24%)、購物費 (占 22%)、住宿費 (占 17%)、娛樂費 (占 5%) 及其他費 (占 5%)；推估全年國人國內旅遊總消費計為新臺幣 1,842 億元 (負成長 16.0%)。

According to the "2008 Survey of Travel by R.O.C. Citizens," each Taiwan resident made an average of 4.18 domestic trips in 2008. The total number of domestic trips by all residents aged 12 and above is estimated at approximately 96.2 million, a decrease of 12.7% over the year before. The rise of prices for raw materials and the continuing financial downturn led to a more conservative attitude in spending money.

Most of this domestic travel (63%) was carried out on weekends, followed by ordinary weekdays (26%) and national holidays (11%). Most of the domestic trips (87%) were consisted of self-planned itineraries. The leading factor that influenced choices of destination was scenic beauty. Visiting friends and relatives and convenience of transportation both ranked second, followed by distance and length of holiday. The overall ratio of satisfaction with destinations visited was 97%.

The average spending per person per trip for domestic travelers in 2008 was NT\$1,915 (down 3.7%). In descending order, this spending was on transportation (27% of the total), dining (24%), shopping (22%), accommodation (17%), entertainment (5%), and others (5%). The total amount spent on domestic tourism for the year is estimated at NT\$184.2 billion (down 16.0%).

## 國人國內旅遊重要指標統計表

## Major Domestic Tourism Indices

項 目 Index	97 年 2008	96 年 2007	97 與 96 比較 Change
國人國內旅遊率 Domestic Travel Ratio	92.5%	90.7%	增加 1.8 個百分點 +1.8 percentage points
平均每人旅遊次數 Average Trips Per Person	4.81 次 4.81 trips	5.57 次 5.57 trips	減少 0.76 次 -0.76 trips
國人國內旅遊總旅次 Total Number of Domestic Trips	96,197,000 旅次 96.197 million	110,253,000 旅次 110.253 million	負成長 12.7% -12.7%
平均到訪據點數 Average No. of Destinations Visited	1.66 個 1.66 places	1.64 個 1.64 places	持平 No change
平均停留天數 Average Stay	1.51 天 1.51 days	1.52 天 1.52 days	持平 No change
假日旅遊比例 Ratio of Travel on Holidays	74.2%	75.5%	減少 1.3 個百分點 -1.3 percentage point
旅遊整體滿意度 Overall Satisfaction	97.2%	96.3%	增加 0.9 個百分點 +0.9%
平均每人每日旅遊花費 Average Daily Spending Per Per Person	新臺幣 1,268 元 (美金 40.17 元) NT\$1,268 (US\$40.17)	新臺幣 1,309 元 (美金 39.79 元) NT\$1,309 (US\$39.79)	新臺幣：負成長 3.1% (美金：持平) NT\$: -3.1% (US\$: no change)
平均每人每次旅遊花費 Average Spending Per Person Per Trip	新臺幣 1,915 元 (美金 60.67 元) NT\$1,915 (US\$60.67)	新臺幣 1,989 元 (美金 60.47 元) NT\$1,989 (US\$60.47)	新臺幣：負成長 3.7% (美金：持平) NT\$: -3.7% (US\$: no change)
國人國內旅遊總花費 Total Spending on Domestic Tourism	新臺幣 1,842 億元 (美金 58.36 億元) NT\$184.2 billion (US\$5.836 billion)	新臺幣 2,193 億元 (美金 66.67 億元) NT\$219.3 billion (US\$6.667 billion)	新臺幣：負成長 16.0% (美金：負成長 12.5%) NT\$: -16.0% (US\$: -12.5%)

註：1. 本調查對象為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. 國內旅遊率：至少曾從事國內旅遊乙次人口數占總人口數之百分比。

Notes: 1. Source: 2008 Survey of Travel by R.O.C. Citizens; limited to travelers age 12 and above

2. “No change” indicates no significant change, following T verification, within the significant statistical standard of 5%.

3. “Domestic Travel Ratio” refers to the percentage of domestic residents who traveled at least once during the year.



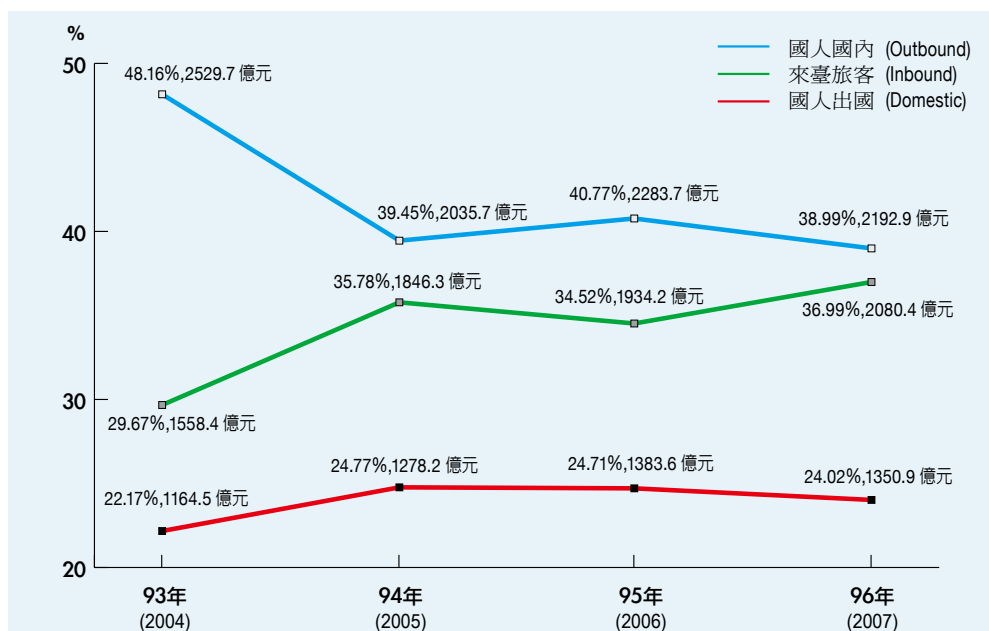
## 第五節 觀光對經濟之影響（觀光衛星帳）

由於世界觀光組織（World Tourism Organization：UNWTO）編製觀光衛星帳方法無重大改變，97 年編製觀光衛星帳計畫主要為依建構之架構編製 96 年帳表。觀光衛星帳中納入觀光支出帳表統計之商品包括：住宿、餐飲、交通、汽車出租、旅行服務、娛樂、購物與其他觀光商品等，並按國人出國、國人國內及來臺旅客等 3 類在臺支出分別估計於臺灣地區之觀光支出。依據觀光衛星帳的編算，96 年觀光支出達新臺幣 5,624.2 億元，其中以國人國內旅遊觀光支出最高，來臺旅客支出次之，國人出國支出最低。隨著來臺旅客人數增加，來臺旅客之消費支出創下新高，96 年達新臺幣 2,080.26 億元，較 95 年增加 146 億元，另 96 年國人國內旅遊與國人出國支出分別為 2,192.84 億元及 1,351.10 億元。96 年各觀光商品項目中，交通運輸仍為觀光支出之最大項目，佔 36%，次為購物及其他觀光商品佔 25%，餐飲佔 21%，住宿約佔 7%。96 年觀光 GDP 約新臺幣 2,726.5 億元，佔當年全國 GDP 之 2.16%，觀光活動所創造之全職員工人數為 26 萬 3,526 人，其中以餐飲業及陸上運輸業之觀光就業人數最多，住宿服務及旅行服務業次之。

## V. Effect of Tourism on the Economy (Tourism Satellite Account)

As the World Tourism Organization (UNWTO) was unable to alter the structure of the Tourist Satellite Account; therefore, for 2008, the structure for the Tourism Satellite Account was implemented with the accounting system for 2007. Tourism expenditure of the TSA encompasses accommodation, dining, transportation, car rentals, travel service, entertainment, shopping and others. The expenditures of outbound traveler, domestic traveler and inbound traveler were calculated to determine Taiwan's tourist revenue. As calculated by the Tourism Satellite Account, tourist expenditures in 2007 amounted to \$NT 562.42 billion dollars and the largest portion was contributed by domestic travelers, followed by inbound traveler and outbound traveler. Within inbound traveler increased, spending by inbound travelers in Taiwan hit a record high of \$NT 208.026 billion in 2007, an improvement of NT146 billion over 2006. Spending in Taiwan by domestic was \$NT 219.284 billion and outbound expenditure was \$NT 135.110 billion In 2007. The largest portion of all the tourism expenditures was on transportation (36%), followed by shopping and others (25%), dining (21%), accommodation (7%). The Taiwan's tourism GDP In 2007 amounted to approximately \$NT 27.265 billion, accounting for 2.16% of overall GDP. Full-time jobs creation by Tourism during the year was 263,526, and the largest portion of the jobs were provided by dining, land transportation, followed by accommodation and travel services.

93年至96年觀光支出統計表（類型比例）  
Tourism Expenditures for 2004-2007 (Ratio, by Type)



## 93年至96年觀光支出統計表

## Tourism Expenditures for 2004-2007

單位：新臺幣 億元  
Unit: NT\$ 100Million

年別 Year	93 年 2004	94 年 2005	95 年 2006	96 年 2007
住宿 Accommodation	394.78	392.96	438.45	419.95
餐飲 Dining	1,322.03	1,167.39	1,256.07	1,197.72
交通 Transportation	1,744.43	1,812.20	2,030.60	2,011.51
陸上運輸 Land Transport	680.67	630.39	744.58	725.74
航空運輸 Air Transport	1,063.76	1,181.81	1,286.02	1,285.76
汽車出租 Car Rental	77.65	82.21	93.35	99.07
旅行服務 Travel Services	144.69	153.67	169.77	180.92
娛樂服務 Entertainment	355.52	255.81	301.15	286.34
購物及其他觀光商品 Shopping and Others	1,213.54	1,295.97	1,312.14	1,428.69
觀光支出合計 Total Travel Spending	5,252.63	5,160.21	5,601.52	5,624.20
類型比例 Ratio, byType	國人出國 Outbound	22.17%	24.77%	24.71%
	國人國內 Domestic	48.16%	39.45%	40.77%
	來臺旅客 Inbound	29.67%	35.78%	34.52%

## 93年至96年觀光國內生產毛額(觀光GDP)

## Tourism GDP, 2004-2007

單位：新臺幣 億元  
Unit: NT\$ 100Million

年別 Year	觀光 Tourism GDP	觀光 GDP 成長率 (與前一年比較) Tourism GDP Growth (on previous year)	觀光 GDP 佔總 GDP 比例 Share of Tourism in Overall GDP
93 年 (2004)	2,651.97	19.56%	2.40%
94 年 (2005)	2,524.44	-4.81%	2.20%
95 年 (2006)	2,684.03	6.32%	2.26%
96 年 (2007)	2,726.50	1.58%	2.16%



## Chapter 2

# International Tourism Advertising and Promotion

## 第二章 國際觀光宣傳與推廣



### 第一節 主要客源市場宣傳計畫

以「多元開放、全球佈局」的施政思維，針對各市場特色分眾行銷，找出臺灣獨特觀光要素開發旅遊產品，向全世界推廣臺灣觀光。

#### 一、日本市場

（一）由日韓代言人 F4 主演的「這裡發現愛」在日本上映後，劇中景點已成為影迷們來臺朝聖必到之地，延續該劇熱潮，集合劇中及具國際知名度的臺灣偶像劇或電影景點，出版「跟著偶像遊臺灣」追星手冊，提供粉絲來臺追星參考。

（二）邀請 F4 及飛輪海雙代言日韓市場臺灣觀光大使，辦理臺灣地區日韓國際歌友會、拍攝臺灣觀光宣傳廣告片與製作周邊商品，吸引粉絲來臺追星觀光，提高觀光收益。

#### 二、東南亞市場

（一）新舊臺灣多面貌，各式旅遊任你玩：延續潮人（蔡依林）與達人（吳念真）宣傳兩種不同元素的臺灣魅力，持續以 Welcome 2 Taiwan 傳達多元風貌，並深耕自由行、重遊旅客、親子旅遊客群。同時，透過電視及平面廣告、網路活動及戶外媒體等宣傳，累積臺灣觀光品牌形象，配合 2008-2009 旅行臺灣年相關活動，創造來臺旅客人數創新高。



## I. Main Promotion Plans

Based on the core concept of “Multi-dimensional marketing, global exposure”, the Tourism Bureau has identified unique tourism elements in developing tourism products and advertising campaigns gearing toward the promotion of international tourism.

### 1. Japanese Market

- (1) After the pop drama “Wish to see you again” featuring F4 as the ambassadors for Taiwan’s tourism in Japan and Korea aired in Japan, the scenic spots where the show was shot had attracted many fans to Taiwan on pilgrimages to visit them. Continuing with this trend, the Tour Handbook “Travel in Taiwan with Pop Idols” published by the Tourism Bureau compiled the locations of scenes shot in that show, along with scenic spots featured in other well-known popular idol dramas and movies. This provides a good reference for those fans who visit Taiwan to “chase the stars”, and also increase the tourism revenue.
- (2) The Tourism Bureau invited popular idol groups “F4” and “Fahrenheit” to serve as Taiwan tourism ambassadors in the Japanese and Korean markets, held two international fan club meetings in Taiwan for Japanese and Koreans, filmed advertisements, and produced promotional brochures and posters to attract their fans to come to Taiwan and raise the revenue with Taiwan tourism.

### 2. Southeast Asian Market

- (1) The Old and the New - Many Faces of Taiwan : After the success of the promotional campaigns starring spokespersons from two different generations – pop superstar Jolin Tsai and well-known international film director Wu Nien-chen to show the many sides of Taiwan, the follow-up series of advertising continued with the same theme of “Welcome 2 Taiwan” and focused focusing on FIT travelers, repeat visitors, youth, and family travel groups. At the same time, promotions activities via TV, newspaper and magazine advertisements and Internet activity, as well as outdoor media, were utilized to further promote Taiwan and strengthening the brand image of Taiwan tourism. Along with the related events for the campaign “2008-2009 Tour Taiwan Years”, the number of inbound visitors hit a new record.



- (二) 宣傳手法年輕化，創造宣傳高效益：設計 2 位代言人的 Q 版 TVC，介紹旅行臺灣年產品與景點特色以及四季好禮，同時上傳至 Youtube 等搜尋網站，增加與主動搜尋消費群的接觸，延伸電視與平面媒體的觸角。另設計成珍珠奶茶杯蓋膠膜，透過消費者購買，宣傳臺灣觀光形象。

### 三、歐美市場

- (一) 積極開發銷售新通路，購買臺灣產品更容易：以擴展通路為主，於美國、德國、法國、英國與荷蘭地區委託公關公司辦理媒體宣傳與旅遊業者之開發，德國第 2、第 3 及第 4 大旅行社、英國前 10 大旅行社、法國前 4 大旅行社、澳洲前 10 大旅行社之一 Trade Travel 及美國地區增加 3 家主流旅行社均已販售臺灣行程，海外販售臺灣遊程旅行社達 543 家，有效提升臺灣的市場佔有率。
- (二) 掌握兩岸直航新契機，打造亞洲轉機新選擇：為吸引美國每年前往東南亞百萬旅客選擇臺灣做為過境轉機點，特整合國籍航空及國內飯店業者，推出「中停臺灣、住宿 1 夜美金 79 元」優惠房價，配合各媒體刊登廣告宣傳及航空公司之經銷商等通力販售，刺激美國地區來臺旅遊之消費力道與人次成長，由過去過境點轉型為旅遊目的地並增加在臺停留夜數及消費金額。

- (2) Creative promotion styles geared toward the younger generation created great promotional benefits: Animated versions of the two spokespersons on the TVC introduced the “2008-2009 Tour Taiwan Year” products, special scenic spots, as well as the gifts for four seasons. The clips were uploaded on to YouTube with extended TV and newspaper media coverage to reach out to the consumers. The cute animated TVC figures were also printed on bubble milk tea lids further promote Taiwan’s tourism image.

### 3. European and American Markets

- (1) Active promotion of new marketing channels for better access to Taiwan’s products. In America, Germany, France, England and The Netherlands, public relations firms were commissioned to manage media promotion and develop tourist business. Now in Germany, the second, third and fourth biggest tourist agencies, as well as top ten largest travel agencies in England, top four in France, top ten agencies in Australia including Tread Travel, and agencies in America, all provide tour packages to Taiwan. The 543 overseas travel agencies all over the world selling these tour packages have effectively expanded the market share of Taiwan’s tourism market.
- (2) Taking charge of the new opportunities with direct flights between both sides of the Taiwan Strait to propose a new choice for flight transfer in Asia. In order to attract the American tourists who travel to Southeast Asia every year to use Taiwan as a transfer travel hub, Taiwan’s airline companies and the hotel industry collaborate to offer the “Stop over in Taiwan for US\$79 per night” program featuring lower hotel rates. Through multiple forms of media advertisements, the tourism industry hopes to stimulate the American market to bring more tourists to Taiwan for longer stay with more shopping expenditure.



## 國際觀光宣傳策略

### Taiwan's International Tourism Promotion Strategy

區域 Area	對象 Target Audience	策略 Strategy
全球 Entire World	旅遊愛好者 Those who like to travel in Asia	<p>與大型國際媒體合作，增加國際知名度。 創意結合各式交通工具，宣傳臺灣觀光，強化觀光意象。 利用網路關鍵字與影音宣傳深入年輕社群。 舉辦特色大型公關活動，創造國際視聽與紀錄。</p> <p>Cooperation with internationally prominent media outlets and TV programs to increase Taiwan's awareness. The creative strategies combined all kind of transportation modes to promote Taiwan tourism and reinforce the image of Taiwan. Using Internet key words and images and sounds to promote and get deeply involved with the young generation and arrange a large PR event and create international interest and news reports.</p>
日韓 Japan and Korea	女性上班族 年輕女性 銀髮族 旅行愛好者 Female office workers Younger Female Senior citizens Travel aficionados	<p>以 F4 及飛輪海為日、韓地區代言人，「Wish to see you in Taiwan」為宣傳主軸，透過偶像劇在日本與韓國當地主要電視臺播出，並利用代言人在亞洲地區以偶像劇、記者會、歌友會、日本明星來臺演唱會等方式進行整合性行銷宣傳，營造「臺流」趨勢。</p> <p>Use of the F4 and Fahrenheit pop groups as spokespersons in Japan and South Korea and "Wish to see you in Taiwan" as the slogan in the show for airing on major TV channels in Japan and Korea. Also, the use of spokespersons in integrated marketing campaigns featuring pop shows, press conferences, fan meetings, and other such methods to create a "Taiwan fad".</p>
港星馬 Hong Kong, Singapore, Malaysia	20 ~ 34 歲 熱愛旅遊的年輕族群 35 ~ 49 歲 家庭親子旅遊者 20 to 34-year-old travel lovers 35 to 49-year-old family travelers	<p>蔡依林與吳念真持續擔任東南亞地區代言人，延續「Welcome 2 Taiwan」宣傳策略。 推出公關活動，辦理久久合歡婚紗攝影活動、至港星馬三地辦理「旅行臺灣年」嘉年華記者會及協助港星馬等地旅展現場活動，創造話題。 加強形象廣宣，以臺灣的四季主題形象稿，運用電視、平面、網路、地鐵、廣播、高速公路天橋等媒體，強力宣傳。 運用創新媒體，製作代言人 Q 版 TVC，同時隨旅遊雜誌包裝贈送；製作網站活動進行網站宣傳及以異業結盟方式製作珍珠奶茶杯膠膜，吸引年輕族群。</p> <p>Use of Jolin Tsai and Wu Nien-chen as spokespersons in Southeast Asian market, together with the new "Welcome 2 Taiwan" promotion strategy to present the fresh allure of Taiwan with both new and old features. Holding of the "Romance 99" activity, "Taiwan Tour Year" carnival press conferences in trade shows in Hong Kong, Singapore and Malaysia to create more media exposure. Production of publicity materials based on themes of the four seasons, and promotion using TV, print, Internet, subway, freeway, and other media. Use of new media forms to create animated TVC figures for the two spokespersons. Combine TVC with prominent travel magazines as a package. Use of Internet events for promotion, and collaboration with other industries for advertisements on bubble milk tea lids to highlight Taiwan's tourism.</p>
歐美 Europe and America	18 ~ 25 歲青年旅客 22 ~ 55 歲高知識、具影響力且經常旅行出差意見領袖 55 ~ 65 歲銀髮族 Young travelers aged 18-25 and 22-55 highly educated and influential ideal leaders. Senior citizens aged 55-65	<p>與捷安特異業結盟，透過歐洲2千家門市置放臺灣文宣品，並合作辦理網站活動，藉由雙品牌合作提升臺灣國際形象。 整合臺灣航空與旅館業，推出「79 美金優惠住房專案」，透過全美 80 家旅行社進行強力促銷。 以電視、平面、網路、燈箱、車體廣告等整合性行銷方式辦理宣傳，傳遞臺灣高質感產品訊息。</p> <p>Joined force with the Giant Bicycle company in Europe to distribute promotional materials in its 2,000 sales locations. Also worked with Giant Bicycle to hold joint Internet promotional events to enhance Taiwan's international image. Cooperation with airline companies and domestic hotels in introducing US\$79-per-night transit packages in Taiwan. Promote the special deal through 80 travel agencies in America to spread the news, carrying out of integrated promotional campaigns through TV, print media, the Internet, and light boxes to present the high quality of Taiwan's products.</p>



## 日本地區廣告宣傳辦理情形

### Advertising and Promotional Activities in Japan Area

宣傳方式 Method of Promotion	內容 Content of Promotion
電視廣告 TV Commercials	<p>以25-35歲年輕女性及50歲以上男性上班族為主要對象，搭配四季好禮產品及觀光代言人F4、飛輪海廣告，分別在名古屋電視台、新潟電視台、千葉電視台、栃木電視台、東京metropolitan電視台、神奈川電視台、埼玉電視台、群馬電視台等電視頻道播出台灣觀光形象廣告。</p> <p>The primary market was young women aged 25-35 and male office workers aged 50 and above. Taiwan image advertising was aired on Nagoya TV, Niigata TV, Chiba TV, Tochigi TV, Tokyo MX TV, Terebi Kanagawa, Television Saitama, Gunma TV in coordination with the seasonal giveaway activities and activities of the Taiwan tourism spokespersons F4 and Fahrenheit advertisings.</p>
電視牆廣告 Advertisement on large outdoor TV screen	<p>於成田機場、新宿車站東口、銀座三越百貨、渋谷車站、札幌市 susukino 交叉口、新千歲機場、大阪難波、廣島 NAVIA 電視牆播出飛輪海或台灣觀光形象廣告。</p> <p>Ads of pop group Fahrenheit and Taiwan image advertising were aired on large outdoor TV screens at Narita International Airport, east exit of Shinjuku train station, Ginza Mitsukoshi, Shibuya station, Susukino intersection in Sapporo, New Chitose Airport, Osaka Mamba, and Hiroshima NAVIA TV.</p>
車廂廣告 Train & Subway Advertising	<p>於JR山手線、東武東上線、京王線、小田急線、京急線、京成線、大阪地下鐵、福岡地下鐵、廣島電車車廂刊登台灣觀光形象廣告。</p> <p>於小松機場巴士刊登巴士車體廣告。</p> <p>Taiwan tourism image advertising was aired on the trains of JR Yamanote line, Tobu Tojo line, Keio Line, Odakyu Electrical Railway, Keikyu line, Keisei line, Osaka subway, Fukuoka subway, Hiroshima train carts. Ads were placed on the bodies of buses at Komatsu Airport</p>
平面廣告 Print Advertisement	<p>於日本經濟新聞、每日新聞、產經新聞、朝日新聞、讀賣新聞、日刊運動(體育)報、福島民報等25家地方報、觀光經濟新聞週報、Wing Travel Weekly、Travel Journal等業界雜誌，購買漫畫TIME、地球の歩き方等刊登平面廣告。</p> <p>關西地區以銀髮族為目標族群，分別於產經新聞、朝日新聞、中國新聞、北國新聞等數家報紙刊登平面廣告。</p> <p>Print advertisements on Nikkei, Mainichi Newspaper, Nikkei Business Daily, Asahi Shimbun, Yomiuri Shimbun, Nikkansports, 25 local newspapers such as Fukushima Minpo, travel-related publications such as Tourism Economy Weekly, Wing Travel Weekly and Travel Journal, and other publications such as Manga Times, Globe-Trotter Guidebook.</p> <p>Senior citizens were targeted in the Kansai area, with advertising in Nikkei Business Daily, Asahi Shimbun, Chugoku Shinbun, and Hokkoku Shimbun.</p>
網路廣告 Internet Advertisement	<p>於Travel Vision網站刊登台灣景點旅遊及優惠訊息。</p> <p>Internet ads were placed on Travel Vision website to promote Taiwan's scenic tours and special rates.</p>



## 韓國地區廣告宣傳辦理情形

### Advertising and Promotional Activities in Korean Area

宣傳方式 Method of Promotion	內容 Content of Promotion
電視廣告 TV Commercials	<p>以上班族為主要對象，分別於韓國KBS、MBC、SBS電視臺播出30秒電視廣告。</p> <p>30-second TV commercials were aired on Korea's KBS, MBC, and SBS stations with office workers as the major target.</p>
平面廣告 Print advertisement	<p>報紙類：朝鮮日報、中央日報、東亞日報、釜山日報、交通情報新聞、旅行新聞、交通新聞、旅行Media、Metro捷運報、City捷運報、Focus捷運報、am7捷運報 雜誌類：AB Road、Golf Guide、Top Golf、Travie、My LT、MODE、Traveler、life&amp;travel刊登臺灣旅遊廣告。</p> <p>Taiwan tourism advertisements were placed on Korea's major newspapers including Chosun Ilbo, JoongAng Ilbo, Donga Ilbo, Busan Ilbo, Transportation News, the Travel News, Korea Transportation Press, Travel Media, and subway newspapers such as Metro, City, Focus, am7. Advertisements were placed on magazines including AB Road, Golf Guide, Top Golf, Travie, My LT, MODE, Traveler, and life&amp;travel.</p>
電視牆 LED 廣告 Outdoor LED TV Wall Advertisement	<p>東和免稅店隔壁-Koreana Hotel外牆 明洞商圈-Nek York Bakery大樓外牆 三成洞商圈韓國世貿展場旁邊-Young Bo大樓外牆 江南大路CGV大樓 明洞商圈TABBY購物中心 三成洞映南化學大樓 東亞日報一民美術館</p> <p>Outdoor LED TV wall advertisements were placed on large walls of buildings such as Koreana Hotel, New Bakery building, Young Bo building, CGV building, TABBY shopping center, and other large building walls.</p>
地下鐵自動開門廣告 Advertisement on Subway Screen Doors	<p>釜山地下鐵：1號線32號位置、2號線A1位置 首爾地下鐵：驛三站7, 34號位置、市廳站19, 20號位置、弘大入口站5, 8號位置、首爾站22,24號位置。</p> <p>Ads were placed on the subway automatic screen doors at various locations at Pusan subway and Seoul subway.</p>
首爾公車廣告 Advertisement on Buses	<p>98年4月1日至5月31日：20輛公車廣告。 98年11月21日至99年1月20日：75輛公車廣告。</p> <p>Ads were placed on 20 buses from April 1 – May 31, 2009 and 75 buses from November 21, 2009 – January 20, 2010.</p>
TSB 旋轉燈箱廣告 TSB Lighting Boxes	<p>於首爾5處地鐵站刊登旋轉式燈箱廣告：乙支路入口站、忠武路站、蠶室站、高速Terminal站、三成站。</p> <p>TSB revolving light ads were installed at five Seoul subway stations with dense concentrations of people.</p>
電視報導 TV Reporting	<p>韓國KNN電視台自98年5月16日到18日以電子攝影方式赴台灣拍攝，為製作該公司創台紀念紀錄片[亞洲的夜市]。 韓國教育放送電視台（Korea Educational Broadcasting System / EBS）於6月26日至7月12日來台拍攝「世界主題紀行」，以台灣美食主題拍攝4集，1集40分於98年8月3日到6日播放。</p> <p>In May 16-18, production crew from KNN TV in Korea visited Taiwan to shoot digital footage as part of documentary "Night Markets in Asia" in conjunction with the celebration of the launch of the network. In June 26- July 12, Korea Educational Broadcasting System (EBS) shot videos for four episodes in Taiwan's fine food for the program "World Theme Traveler's Journal". These 40-minute episodes were aired in August 3-6.</p>
平面報導 Print Reporting	<p>提供相關資訊或行政協助給予平面媒體暨電子媒體，98年1月至8月間，共露出平面報導262次、電子媒體10次廣告98次合計370次報導臺灣旅遊訊息。</p> <p>Information or administrative assistance was provided to print media, resulting in 262 showings on print media, 10 on electronic media, and 98 on ads – in total, information about Taiwan's tourism appeared 370 times in 98 reportings.</p>



## 港星馬地區廣告宣傳辦理情形

### Hong Kong / Singapore / Malaysia Areas

宣傳方式 Method of Promotion	內容 Content of Promotion
電視廣告 TV Commercials	於新加坡Channel 8及Channel U及馬來西亞Astro、TV3、NTV7、8TV、香港TV-TVB Jade等電視播放廣告。 Commercials were aired on Singapore's Channel 8 and Channel U, Malaysia's Astro, TV3, NTV7, 8TV, and Hong Kong's TV-TVB Jade.
電視專輯 TV Serial Programs	與馬來西亞8TV電視台播3集「鐵定臺灣Welcome to Taiwan」旅遊專輯。 The Tourism Bureau cooperated with Malaysia's 8TV in producing a three-part "Welcome to Taiwan" series.
報紙與雜誌廣告 Newspaper and Magazine Advertising	於港星馬地區The Straits Times、TODAY、星報、星洲日報、中國報、Women's Weekly、New Icon For Him、東方日報、澳門日報、U Magazine、Travel Weekly等報紙、雜誌刊登本局4季主題平面廣告及廣編設計稿。 Print ads themed on the four seasons were placed in The Strait Times, Today, Sing Pao, Sing Chou Daily, China, Women's Weekly, New Icon For Him, Oriental Daily, Macau Daily, U Magazine, and Travel Weekly.
廣播廣告 Radio Advertising	於馬來西亞My FM、988電臺播放臺灣觀光形象廣告。 Taiwan tourism image commercials were broadcasted on the My FM and 988 stations in Malaysia.
網路廣告 Internet Advertising	於港星馬地區Yahoo、MSN、足跡刊登網路廣告宣傳活動 Internet ads were placed on Yahoo, MSN, and Zuji in Hong Kong / Singapore / Malaysia areas.
戶外廣告 Outdoor Advertising	<ol style="list-style-type: none"> <li>1. 於新加坡SMRT捷運車廂露出本局4季主題廣告。</li> <li>2. 於馬來西亞國道設置6處天橋廣告，宣傳臺灣形象廣告。</li> <li>3. 於香港旺角地鐵站露出本局4季主題廣告。</li> </ol> <ol style="list-style-type: none"> <li>1. Ads themed on the four seasons were installed in Singapore's SMRT system.</li> <li>2. Ads were installed at six overpasses on Malaysia's national highway to promote Taiwan's tourism image.</li> <li>3. Ads themed on the four seasons were installed in Hong Kong's Mongkok MTR station.</li> </ol>
創新媒體 Innovative Promotional Media	於港澳地區利用異業結盟，於珍珠奶茶杯蓋推廣臺灣觀光。 Innovative alliance with other industries to produce creative bubble tea lids to promote tourism in Taiwan.
公關推廣活動 Public Relations Activities	<ol style="list-style-type: none"> <li>1. 於港星馬地區舉辦「旅行台灣年」推廣會。</li> <li>2. 辦理「久久合歡」婚紗蜜月旅行活動推廣台灣婚紗拍攝景點及蜜月行程。</li> </ol> <ol style="list-style-type: none"> <li>1. Promotional activities on "Tour Taiwan Years" were held in Hong Kong, Singapore, and Malaysia.</li> <li>2. Activities on "Romance 99" bridal honeymoon travel event were held to promote the scenic spots for bridal photography and honeymoon tours in Taiwan.</li> </ol>



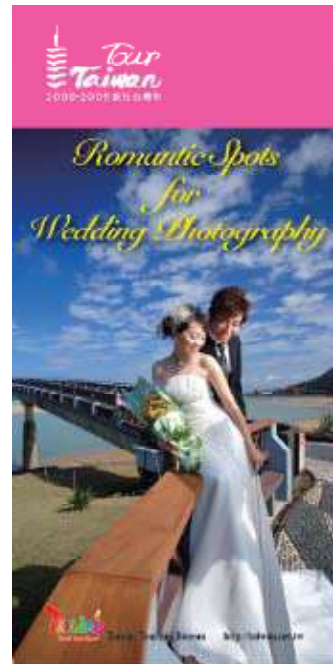
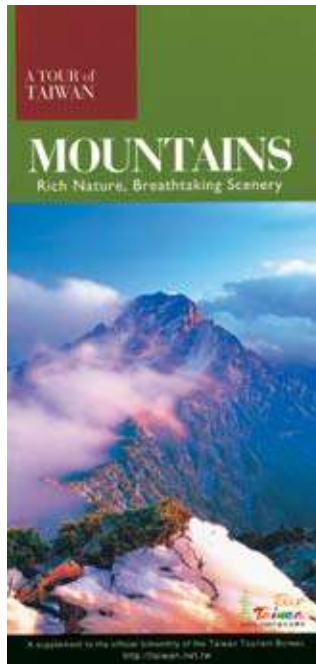
## 歐美地區廣告宣傳辦理情形

### Europe / America Areas

宣傳方式 Method of Promotion	內容 Content of Promotion
製作宣傳物 Production of Promotional Materials	美金79專案及旅遊簡式DM、屏風、桌上立牌。 Simple DM, screens, and table displays for the US\$79 stopover and simple travel programs were produced.
電視廣告 TV Commercials	美國CNN、英國BBC電視廣告。 Ads were placed on CNN in US and BBC in UK.
電視專輯 TV Serial Programs	與國際知名電視節目合作Discovery「世界最佳節慶」、National Geographic（國家地理頻道）節目合作。 Programs were produced in cooperation with Discovery Channel's "Fantastic Festivals of the World" program and with the National Geographic Channel.
平面廣告 Print Advertising	於美國Time、Travel Age West、Travel Weekly、USTOA、Conde Nast Traveler、Travel&Leisure等雜誌刊登宣傳廣告。 歐洲刊登旅遊同業雜誌，如Travel Talk、FVW、Touristik Aktuell、Trade Gazett、Travel One、Conde Nast Traveler、Sunday Times Traveler、La'Figaro、L'express及車體廣告如德國電車、巴士、倫敦計程車車體、地鐵車廂海報廣告等。 Promotional ads were placed on Time, Travel Age West, Travel Weekly, USTOA, Conde Nast Traveler, Travel&Leisure. Ads were placed in European travel media including Travel Talk, FVW, Touistik Alctuell, Trade Gazett, Travel one, Conde Nast Traveler, Sunday Times Traveler, La'Figaro, L'express as well as on vehicle bodies such as Germany's trolleys and buses, London's taxis and subway carts.
網路廣告 Internet Advertising	Business week.com、TravelAgeWest.com、Lastminute.com、TravelWeekly.com、Blog建置、Tour Operator List、Telegraph Online、Geo.de。 Internet ads were placed on Businessweek.com, TravelAgeWest.com, Lastminute.com, TravelWeekly.com, Blogs, Tour Operator List, Telegraph Online, and Geo.de.
交通廣告 Transportation Advertising	美國紐約甘迺迪機場、英國希斯洛機場、德國法蘭克福機場刊登機場燈箱廣告。 Airport light box ads were placed at Kennedy Airport in New York, Heathrow Airport in England, and Frankfurt Airport in Germany.
北美網站 North American Website	go2taiwan.net北美網站每月專文更新。 Special reports were updated monthly on the go2taiwana.net website in North America.
公關活動 Public Relations Activities	1. Travel Age West "美食活動饗宴" 2. Los Angeles Times Travel & Adventure Show、The New York Times Travel Show 3. 定期發布新聞稿、提供當地臺灣旅遊訊息媒體剪報、協助與業者間建立關係所需辦理之記者會、推廣會、促銷活動、協助主流記者/業者邀訪等相關宣傳推廣事項。 1. Participation was provided in Travel Age West culinary activities. 2. Participated in Los Angeles Times Travel & Adventure Show and the New York Times Travel Show. 3. Press releases were issued on a regular basis; press clippings were taken of Taiwan's travel coverage; press conferences, presentations, and marketing activities were held to help establish relationships with travel operators; and assistance was provided in arranging fam tours for mainstream reporters and travel operators.







## 第二節 創新宣傳手法，提高國際知名度

### 一、開發旅遊新產品，提高臺灣旅遊品質

- (一) 針對初遊者，提供來臺必看、必吃、必玩的重要元素，規劃成短天數、可自由組合之經典旅遊路線，提供旅行社包裝操作，並製作「大城小鎮」及「大街小食」手冊，提供讓遊客可體驗兼具現代摩登的玩樂與傳統在地的文化，以及隱身在各地的美味小吃，增添遊客更多美味的旅遊回憶。
- (二) 針對重遊及主題旅遊者，規劃 5 項創新產品及 6 項一般推廣產品：

#### 1、創新產品

- (1) 登山健行之旅：包裝自然生態、地質、古道探尋、人文景觀、原住民等元素，規劃成具國際吸引力登山行程。
- (2) 沙龍攝影與蜜月旅行：利用臺灣沙龍攝影場景多變化、造型時尚化、攝影技巧及價格優勢，推出臺灣 10 大婚紗景點（臺北老古蹟、紗帽山與陽明山地區、北海岸風景區、金瓜石、九份老街、日月潭風景區、清境農場、高雄愛河、墾丁、花蓮七星潭風景區、澎湖七美雙心石滬等），結合南島婚禮、阿里山神木下婚禮等活動，打造臺灣為沙龍攝影重地及蜜月島形象。
- (3) 懷舊旅遊：將臺灣日治時代遺跡整合包裝，規劃以樂活步調，結合懷舊、溫泉、美食，吸引銀髮族來臺旅遊。
- (4) 保健旅遊：與醫療國際化之行動，結合健檢、美容、牙科等低侵入性之產品，規劃觀光行程。



## II. Innovative Strategies to elevate International awareness

### 1. To develop new travel products and upgrade quality of tourism in Taiwan

- (1) For travelers visiting Taiwan for the first time, provide information on “must-see”, “must-eat”, and “must-play” elements. Create choices of short trips for them to personalize the vacation with these key elements and for travel agencies to create packages. Produce “Big City & Small Town Day Trips” and “Street Eats” handbooks for the tourists to experience both the modern pleasure and traditional culture and to discover that everywhere delicious food is hiding all over the island. Create wonderful memories for the journey with delightful tastes of local foods.
- (2) For repeat visitors and theme travelers, develop 5 new tourism products and 6 general promotion packages.
  - a. Innovative tourism products
    - (a) Mountain trekking tours – Combining elements of natural environment, topography, old trail explorations, historic and cultural scenery, aborigine cultures, etc. to plan high-quality mountain climbing trails and packages that attract international travelers.
    - (b) Salon photography and honeymoon tours – Leverage the advantages of Taiwan's wedding photography studios, the wide choices of backgrounds, modern makeup and fashionable styles, skillful photography techniques and low prices, to promote the top ten wedding photography sites, including Taiwan's old historical spots, Shamao Mountain and Yangmingshan area, the North Coast Scenic Area, Jinguashi, Jiufen old streets, Sun Moon Lake Scenic Area, Qingjing Farm, Kaohsiung Love River, Kending, Hualien, Qixingtian Scenic Area, Penghu Qimei TwinHeart stone weir, Along with Austronesian Ethnic Wedding, Wedding under the Sacred Tree, these activities promote Taiwan as the key place for wedding photography, and an island ideal for honeymoon.
    - (c) Nostalgia tours – Organizing historical relics from Japanese-occupation Period and leisure areas combined with nostalgia, hot spring, and cuisines to attract senior citizens to visit Taiwan.
    - (d) Medical and health tours – Connecting with international health care events, health exams, beauty treatments, dental work, and other minimally invasive medical wellness procedures.



- (5) 追星哈臺旅遊：臺灣偶像劇及華語流行音樂已在亞洲居領先地位，結合臺灣知名觀光景點、偶像劇拍攝地與演唱會等，包裝成旅遊產品並製作追星手冊，吸引追星族來臺旅遊。
- (6) 運動旅遊：配合「2009 聽障奧運」及「2009 世界運動會」在臺舉辦，整合亞洲盃棒球賽、馬拉松、自行車環臺賽等運動包裝成旅遊產品，並於日韓推廣冬天來臺打高爾夫旅遊產品。

## 2、一般推廣產品

- (1) 鐵道旅遊：結合高鐵、臺鐵蒸氣火車與周邊景點，設計鐵道旅遊產品，建構環島旅遊線。
- (2) 溫泉美食旅遊：以臺灣多種溫泉與知名美食，訴求現代旅客追求 LOHAS 型態生活，主打溫泉美食並辦理「溫泉美食嘉年華」活動。
- (3) 生態旅遊：結合臺灣地質及生態多樣化優勢，包裝賞鳥、賞鯨豚及地質旅遊，吸引生態旅遊消費群。
- (4) 農業觀光：近年來到臺灣體驗休閒農業的國際旅客人數以倍數快速成長，以住宿 1 晚以上旅客為計算標準，97 年造訪臺灣休閒農場旅客達 6 萬 3,739 人次，較 96 年成長 47.8%。為擴大推廣效益，協調臺灣休閒農業發展協會提供臺灣具國際接待品質的休閒農場，並結合 10 大經典農漁村製作成農業觀光摺頁，邀請海外媒體及業者來臺體驗，擴大農業觀光宣傳效益及產品包裝。
- (5) 文化之旅：結合文化研習活動，包裝華語學習、客家及原住民文化與節慶（如桐花季與豐年祭）、傳統民俗工藝及古蹟等深入旅遊行程，吸引文化愛好者來臺體驗。

## 二、以創意手法點、線、面佈局宣傳臺灣觀光，提高國際能見度

- (一) 創意結合各式交通工具，臺灣觀光宣傳處處見：在香港中環 Power Zone 車站與列車、新加坡捷運車廂、商業大樓 LCD 電視牆及公車車體、馬來西亞高速公路陸橋、英國計程車、德國長途巴士、電車、紐約時代廣場看板、日本公車等創意宣傳手段，宣傳臺灣觀光，強化觀光意象並帶動話題與來臺熱潮。



- (e) Star-chasing fan Tours – Taiwan's idol TV dramas and Chinese popular music is already leading the way in Asia. Celebrity Spotting Trips combined famous Taiwan tourist spots, idol TV dramas, scenic locations from the idol dramas, concerts and other activities to organize tour packages. Promote the packages as tourism products and produce "Celebrity Spotting" handbook to attract fans to visit Taiwan.
- (f) Sports Tours – Connecting with "Deaflympics 2009 in Taipei" and the "World Games 2009 in Kaohsiung", as well as "Asia Cup Baseball", marathons and "The Tour de Taiwan", all these sports events together to organize sports travel packages. In addition, promoted packages for tourists from South Korea and Japan to visit Taiwan to play golf in winter.

#### b. General Products

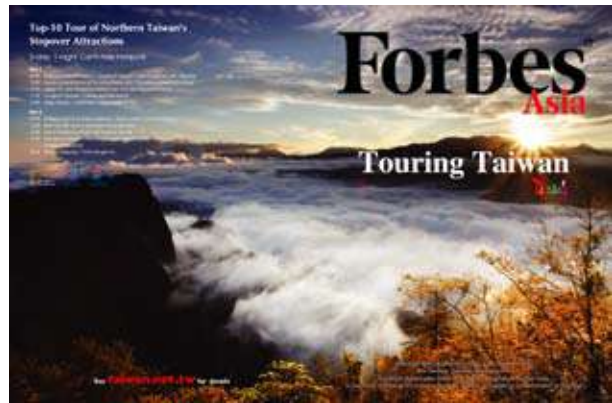
- (a) Railroad Tours – Linking up "Taiwan High-Speed Rail", "Steam Locomotive" and peripheral scenic areas, to design a railway travel product to promote the around-island travels.
- (b) Hot-spring culinary Tours – Focusing on Taiwan's various hot springs and their famous cuisine to attract modern travelers searching for the LOHAS lifestyle, highlighting hot spring cuisines. A "Taiwan Hot Spring Fine-Cuisine" was also organized.
- (c) Eco Tours – Connecting Taiwan's many topographical and ecological advantages to bird watching, whale watching and geo-travel as a whole package designed to attract eco-travelers.
- (d) Agricultural Tours – In recent years, the number of international tourists coming to Taiwan for an experience in leisure agriculture has risen rapidly. Calculating the number of visitors spending one or more nights at the agriculture farms, visitors for agriculture trips reached 63,739 in 2008, an increase of 47.8% from 2007. In order to bring more benefits to the tourists, Taiwan Tourism Bureau asked Taiwan Leisure Farming Development Association to recommend leisure farms in Taiwan with high quality accommodations. In addition, an agricultural tourism brochure was created to highlight ten leading fishing villages in Taiwan. The overseas media and representatives from tourism industry were invited to come to Taiwan to experience Taiwan's leisure agriculture. The event successfully promoted and raised the awareness of leisure agriculture.
- (e) Cultural Tours – Combining with cultural research and study events, including learning Mandarin Chinese, Hakka, and the aboriginal culture and festivals such as "Hakka Tung Blossom Festival" and "Harvest Festival", traditional handicrafts and touring historical sites for an in-depth understanding in Taiwan's culture, inspiring culture-lovers to come to Taiwan and experience this.

## 2. Imaginatively and comprehensively promote Taiwan's tourism from all aspects to increase international visibility.

- (1) Creatively consolidating all forms of transportation so advertisement for Taiwan's tourism appeared everywhere: In Hong Kong's Powerzone Station at Central and on subway carts, in Singapore's subway, on LCD screens on the skyscrapers, on TV walls and on buses, on Malaysia's on highway bridges, on taxis in England, on long-distance buses of Germany, on France's trains, on New York's Times Square billboards, and on buses in Japan. All the imaginative promotion styles worked together to improve Taiwan's tourism and to reinforce the image of tourism, encouraging people to come to Taiwan.







## （二）與大型國際媒體合作，增加國際知名度

- 1、與國際知名電視頻道如 National Geographic 進行雙品牌行銷，與國際知名專書如米其林、Lonely Planet、Insight Guide、Forbes、The Economist 合作編寫臺灣旅遊專書，邀請國際知名媒體如：Newsweek、Monocle、Forbes 及美國商會 Topics 雜誌等及作家訪臺報導，開闢旅遊專頁，成功提高臺灣在歐美地區能見度及打開旅遊新形象，歐洲地區來臺旅客穩定成長。
- 2、為擴大東南亞地區宣傳，與全球知名之紀實類影片播放頻道 Discovery 之旅遊生活頻道（Travel & Living）合作，量身訂製「The Most Fun Taiwan（最 Fun 瘋臺灣）」節目，以外國人的角度發掘與介紹臺灣最好玩的景點與主題，在臺灣、東南亞及紐澳地區播出後，獲得熱烈回響並加深對臺灣的印象，有效擴大臺灣觀光國際宣傳及增加曝光率。
- 3、透過關鍵人物推薦臺灣，傳遞訊息予該品牌客群：媒體規劃首重設定「目標群眾」，成功的關鍵有助於廣告的勝出，首次與國際知名設計雜誌 Monocle 創辦人 Tyler Brûlé 合作，將臺灣豐富文化內涵與優質旅行形象傳遞給常年旅行且具決策影響力之意見領袖，引發媒體宣傳效益及市場詢問熱度，提高臺灣在旅遊市場的口碑及好感度，並輔以「插畫式」系列專題方式製作臺灣觀光宣傳廣告，營造令人耳目一新的臺灣形象，期透過該雜誌獨特品牌定位，吸引高消費族群來臺旅遊。

（三）利用網路關鍵字與影音宣傳，深入年輕社群：運用網路資訊無國界、無時差、普及性及快速性，將臺灣觀光 Banner 及關鍵字置於國際知名搜尋引擎，強化臺灣觀光網站實用資訊與正確性。

## 三、舉辦特色大型公關活動，創造國際視聽與紀錄

- （一）臺北 101 金融大樓跨年牆面廣告：臺北 101 大樓跨年煙火是讓全世界看見臺灣的最佳利器，為宣傳「2008-2009 旅行臺灣年」，1 月 1 日至 15 日每晚 6 時至 10 時，於臺北 101 金融大樓牆面進行點燈廣告。1 月 1 日跨年夜凌晨搭配施放 188 秒煙火的片段，共獲 26 國 75 家電視臺直播及轉播，媒體露出價值達新臺幣 6,377 萬，成功提高臺灣國際知名度。
- （二）久久合歡：本活動業於 5 月 7 日假南投清境農場辦理，港星馬日韓地區共 99 對佳偶參與，並結合海內外臺灣旅行業者、國內婚紗業者、農場住宿業者及相關交通運輸業等力量共同推廣，大力提升臺灣浪漫婚紗特色的曝光與能見度，並吸引國內外 13 家媒體採訪報導。
- （三）平溪線蒸汽火車 CK124 活動：於 4 月 18 日、5 月 16 日及 6 月 20 日舉辦三梯次活動，共計約 700 名日本旅客搭乘體驗，吸引日本專業鐵道作家、鐵道旅遊雜誌、JIC 衛星有線電視臺、NHK、產經新聞、朝日電視臺及西日本新聞等國內外媒體報導，有助於推動臺灣鐵道旅遊產品。

(2) Worked with large international media to increase international awareness.

- a. Working with internationally famous TV channels such as National Geographic in duo brand marketing. Tourism Bureau worked with internationally well-known travel guide books such as Michelin, Lonely Planet, Inside Guides, and business magazines such as Forbes and The Economist to publish a book on traveling to Taiwan. Tourism Bureau also invited editors from famous international media like "Newsweek" magazine, "Monocle" magazine, "Forbes", and American Chamber of Commerce's "Topics" magazine to visit Taiwan, talk about the Taiwan, start special columns about tourism in Taiwan, to elevate Taiwan in European traveler's eyes, to create a new tourist image for them so travelers from Europe will visit Taiwan in steadily increasing numbers.
- b. To further promote tourism in Taiwan to the Southeast Asian market, Tourism Bureau worked with Discovery's Travel and Living channel to produce the program "Fun Taiwan", introducing the most interesting places in Taiwan and other topics from the perspective of non-natives. This show was aired in Taiwan, Southeast Asia, Australia and New Zealand and received incredibly positive feedback, successfully giving the audience a deep and positive impression of Taiwan. The program also successfully expanded international tourism and made people think of Taiwan more often.
- c. Key persons were invited to introduce Taiwan to transmit the message to target consumers: Accurate identification of target audience was the key to the success of the promotional advertisements. For the first time, Taiwan worked with "Monocle" magazine and the magazine's creator Tyler Brule to convey the rich culture and high quality travel image to opinion leaders who constantly travel and have an impact on decision making. The promotional effect and high degree of inquiry from the success of the advertisement further elevated Taiwan's visibility. A secondary promotional series featured an "illustration style" to the advertisement, creating a new and fresh image of Taiwan. Hopefully, the collaboration with a magazine of unique market position would attract more high income tourists to come to Taiwan.

(3). Promotion through key search words and images on Internet to reach a younger audience. The Internet is not restricted by time zones and national boundaries. It's easy to access, and it's fast. Placing banners and key words to promote tourism in Taiwan on major international search engines would reinforce the accuracy and practicality of the data on Taiwan's tourism websites.

### 3. Large-scale PR events to create international visibility and generate media coverage

(1) Taipei 101 "I Love Taiwan" New Year's Eve Count Down TV Wall Advertisement: Taipei 101's New Year's Eve firework show is the best way to let the whole world to see Taiwan. To promote the "2008-2009 Tour Taiwan Years", from January 1~15, every night from 6-10 pm, Taipei 101 Financial Building's TV screens displayed tourism advertisements. On New Year's Day, Taiwan Tourism Bureau worked with Taipei 101 again to prepare the show with 188 seconds of fireworks. 26 countries and 75 TV stations directly or indirectly covered the event. The media value of this news reached NT\$637,710,000, successfully making Taiwan's tourism more visible.

(2) Jiu Jiu Hehuan (Romance 99) Wedding Photography event was held at Nantou Qingjing Farm on May 7. In total, 99 couples from Hong Kong, Singapore, Malaysia, Japan and South Korea participated. The event was the joint collaboration of tourism industry, wedding service industry, leisure agriculture industry and transportation industry. It was successful in showcasing the unique and romantic elements in Taiwan's wedding photography. The event also attracted media reports by 13 international and domestic media.

(3) Pingxi Line Steam Locomotive CK124 Activity: In the 3-day-event, on April 18, May 16 and June 20, approximately 700 Japanese travelers took the steam train, including Japanese professional railway writers, and editors and representatives from railway travel magazines, JIC Network, NHK, the Sankei Shimbun, TV Asahi Corporation, and the Nishinippon Shimbun. The event had aided in the promotion of Taiwan's railway travel product.







- (四) 2008 千人足健體驗活動：邀請日韓、港星馬及歐美地區愛好足部健康療法國際旅客參與 7 月 1 日舉辦「千人足健體驗活動」，活動及媒體宣傳效益達新臺幣 7,000 萬元，並成功創造 2 項金氏世界紀錄：成功締造「最多人（1,008 組、2,016 人）同時體驗足部反射療法」金氏世界紀錄及突破最多人（1,217 人）同時進行頭兒肩膀膝腳趾世界紀錄。
- (五) 邀請韓國首位征服珠穆朗瑪峰登山家嚴弘吉來臺代言登山旅遊：為推廣臺灣登山健行遊程，邀請韓國登山專家嚴弘吉於 5 月 10 日至 14 日攀登玉山，並舉辦「邀請嚴弘吉先生擔任玉山宣傳大使記者會」，將臺灣登山健行之產品成功宣傳至韓國，吸引更多國外登山人士來臺旅遊。
- (六) 臺灣美食高峰會：於 8 月舉辦臺灣美食展期間，邀請日、韓、港、星、德、法等國美食專家來臺舉辦臺灣美食高峰會，透過國內外美食專家、媒體，萃取出可行銷全球的「臺灣菜餚」及「小吃、甜點」，型塑為「臺灣美食」代表，開創「臺灣美食」國際形象，並提供包裝、經營及行銷建言，將臺灣美食推上國際舞臺，打響世界知名度，達到以美食吸引外國旅客來臺觀光之目的。

#### 四、異業結盟

與推動臺灣單車文化不遺餘力且為全球知名品牌之捷安特合作，將臺灣觀光及單車旅遊資訊透過其在歐洲英、德、法、荷 4 國共計 2,000 家的實體店面傳遞出去，並利用該公司全球網路平台規劃網站活動，吸引消費者上網分享單車旅遊故事，同時搭配贈送捷安特精美禮品及臺灣優質旅遊行程獎項。經由捷安特海外通路廣度及知名度傳遞臺灣旅遊資訊，進一步提升臺灣在歐美人士心中印象，以利驅動來臺旅遊行動力。

### 第三節 開發新興市場，開拓潛在客源

#### 一、東南亞新興市場

- (一) 東南亞新興市場旅客觀光消費力日漸受到重視，為提高臺灣在該區的市場佔有率，積極邀請當地重要旅遊業者、印尼 Trans 電子媒體 Koper Selebriti、泰國 True Visions 電子媒體 One Pluz、越南胡志明市電視臺記者等媒體來臺採訪，及菲律賓、澳洲、新加坡、夏威夷、馬來西亞、印尼地區旅行社業者來臺進行熟悉之旅，協助開發臺灣旅遊產品。

- (4) The 2008 “Thousand People Foot Reflexology Experience Event.” : Foot massage lovers from Japan, South Korea, Hong Kong, Singapore, Malaysia and Europe and international visitors were invited to this event for alternative healing – “Thousand People Foot Reflexology Experience Event” on July 1. The promotional and media value of the event reached NT\$ 70 million. In addition, it successfully created two Guinness World Records (1,008 groups with 2,016 people, highest number of people) and the highest number of people singing “Head, Shoulder, Knees and Toes” with massage at the same time (1,217 people).
- (5) Invited the first Korean to conquer Mount Everest, Yen Hong Ji, to come to Taiwan to act as spokesman for mountain-climbing tourism : The Taiwan Tourism Bureau, to promote mountain climbing package tours, had invited professional mountain climber Yen Hong-Ji to climb Jade Mountain from May 10~14. Mr. Yen Hong-Ji was also invited to be the goodwill ambassador for Jade Mountain. An official press conference was held for the appointment ceremony. The aim of the event was to promote Taiwan's hiking and mountain-climbing products to Korea, and to attract more visitors from South Korea to visit Taiwan.
- (6) Taiwan Culinary Summit : In August, a Taiwan Culinary Exhibition was held, inviting culinary experts from Japan, South Korea, Hong Kong, Singapore, Germany and France to participate in this summit. International and domestic culinary experts and media jointly selected the cuisines that best represent Taiwan's cuisines, snacks and deserts and to establish Taiwan's reputation for fine food. The event also provided recommendations on packaging, managing and marketing of Taiwan's cuisines. It also took Taiwan's cuisines on to the world stage, reaching the world through gourmet food to attract overseas visitors to Taiwan.

#### 4. Cross-Industry Alliance

Taiwan Tourism Bureau worked closely with Giant Bicycle Company, a brand that has endeavored in promoting Taiwan's bicycling culture, to promote tourism in Taiwan. At Giant's 2,000 sales locations in England, Germany, France and the Netherlands, Taiwan tourism and bicycling travel package brochures were available for the customers. Online events on the company's global website were organized to attract consumers to share their favorite bicycling traveling stories. These events also provided high quality gifts and travel-related packages. The use of Giant's overseas distribution channels to promote Taiwan's tourism further enhanced Taiwan's image to Europeans and to inspire them to visit Taiwan.

### III. Development of Emerging Markets and Potential Tourist Sources

#### 1. Emerging markets in Southeast Asia

- (1). The consumption power in tourism of emerging Southeast Asian markets is receiving increasing attention, and the Tourism Bureau has strengthened its cooperation with the leading travel operators there, actively inviting major media and travel agency representatives to visit Taiwan, including travelling program “Koper Selebrity” on Trans network in Indonesia, “One Pluz” program from True Visions network in Thailand, reporters from Ho Chi Min City TV in Vietnam, and travel agencies from the Philippines, Australia, Singapore, Hawaii, Malaysia, and Indonesia, to visit Taiwan to experience the country and help promote Taiwan travel products.







- (二) 為進一步爭取印度、泰國、菲律賓、越南及印尼等 5 國高所得、高消費旅客來臺觀光，自 12 月 1 日起開放持有美國或加拿大永久居留證之上述 5 國國民開放免簽證；98 年 3 月 1 日起對已持有前往美、加、日、歐盟、澳、紐等先進國家簽證、機票之印度等 5 國過境旅客開放免簽證。
- (三) 為擴大旅遊市場通路及宣傳效益，與業者分攤廣告並組團參加泰國旅展、印尼旅遊交易會、菲律賓旅遊交易會，宣傳推廣臺灣觀光及增加業者交流。

## 二、印度市場

- (一) 近年來印度經濟崛起，使得印度人民出國觀光旅遊人次增加，為開發印度旅遊市場，本局委託印度公關公司協助辦理執行各項臺灣觀光宣傳案並參加印度出境旅遊展（Outbound Travel Mart），實際瞭解印度出境旅遊狀況，直接與當地業者及消費者接觸，作為擬訂印度觀光推廣策略參考。
- (二) 為使印度民衆更瞭解臺灣旅遊環境，本局與新聞局駐印度辦事處共同合作，邀請印度 Trav Talk 旅遊月刊來臺採訪，並於雜誌中刊登臺灣對印度觀光開發之專訪報導，期提高印度觀光業界、媒體及民衆對臺灣的興趣，進而來臺旅遊。

## 三、大陸市場

- (一) 為因應開放大陸觀光客每日 3,000 人來臺及週末包機直航 7 月首航，促進兩岸觀光旅遊之交流推廣與合作關係，於 6 月 16 日至 25 日邀請大陸海峽兩岸旅遊交流協會（海旅會）及辦理大陸居民來臺觀光之旅行社業者 37 人來臺進行 11 天 10 夜之深度考察，實地走訪臺灣重要旅遊景點，安排 9 場次旅館考察及 13 場次業者交流，並辦理座談會提供良好交流平台，向大陸組團社完整介紹臺灣豐富觀光資源。





- (2) In order to attract more visitors from India, Thailand, the Philippines, Vietnam and Indonesia, starting from December 1, citizens of the above countries holding permanent residence or citizenship of United States or Canada may visit Taiwan without visa. Starting on March 1, nationals from the above countries with visas and tickets to United States, Canada, Japan, European Union, Australia, and New Zealand who were transferring at Taiwan may visit Taiwan without visa.
- (3) To expand tourism market and to promote tourism in Taiwan, the Tourism Bureau shared the cost for advertisements with the travel industry and organized delegations to participate trade shows such as the Thailand Travel Fair, the Indonesian Travel Mart, and the Philippine Travel Exchange (PHITEX) to promote Taiwan's tourism and increase industry interaction.

## 2. India Market

- (1) In recent years, India has enjoyed a thriving economy and Indian citizens are traveling more. To open to this market, the Taiwan Tourism Bureau has commissioned an Indian PR firm to organize multiple promotional campaigns. The bureau also attended the Outboard Travel Mart of India (OTM) to gain firsthand understanding of the Indian outbound travel market and communicate directly with local business consumers to help make feasible promotional strategies.
- (2) To help Indian people understand more about Taiwan's travel environment, Taiwan Tourism Bureau worked with the GIO's Indian branch office to invite "Travel Talk", a monthly travel magazine in India to visit Taiwan for interviews and published a report on Taiwan's tourism in the magazine to spark interests in the Indian tourism industry, the media and Indian citizens to visit Taiwan.

## 3. Mainland China Market

- (1) In response to the policies of allowing 3,000 visitors from Mainland china to visit Taiwan daily, and the cross-straits weekend charter flights to begin in July, the Tourism Bureau invited a delegation of 37 people, consisting of officials from Cross-Strait Tourism Exchange Association and travel agencies in charge of organizing tour packages in China, to visit Taiwan in June 16~25. The delegation spent 11 days and 10 nights to visit the key tourist areas. The bureau also arranged 9 visits to the hotels, 13 meetings with Taiwan's service providers, and seminars for exchange ideas with Taiwan's local tourism industry to provide comprehensive information to tourism in Taiwan.





- (二) 7月4日揭開兩岸週末包機直航序幕，當日於臺灣桃園機場及臺北松山機場兩直航機場安排迎賓節目、晚宴及晚會，提供包括醒獅團、朱宗慶打擊樂團、原鄉禮讚、應景民俗串演及華語歌手等深具臺灣文化特色表演節目，展現臺灣熱情好客，給予 753 位首次來臺大陸旅客難忘的臺灣旅遊經驗。
- (三) 為爭取大陸觀光客來臺、加強大陸業者對臺灣觀光資源及旅遊注意事項瞭解，於 10 月 14 日至 16 日由本局與國內各觀光相關公會、品保購物認證商店成員及 63 家接待大陸旅客旅行社代表，計約 150 人前往北京與南京辦理「大陸地區旅行業者說明會」，並邀請國內文化表演團體隨團演出，展現臺灣多元文化特色，促使兩岸業者良性互動交流。2 場說明會共吸引 450 餘名大陸北京、天津、南京、江蘇等地區主要出境旅行業者與會，超過百名大陸主流平面及電子媒體出席，如中央電視臺、天津電視臺、江蘇電視臺、南京電視臺、新華社等大陸主要媒體於重要時段或顯著版面露出，經由 Google 關鍵字搜尋，計有 18 萬 4,200 則臺灣觀光旅遊說明會訊息披露。此主動出擊已引起廣大迴響，宣傳效益實已超過投入經費成本，達到協助旅行業者尋求商機最大化之效益。
- (四) 2008 中國（上海）國際旅遊交易會（CITM）於 11 月 20 日至 23 日於上海舉行，計有 106 國 4,112 單位參展，參觀人次達 9 萬人次，臺灣方面由財團法人臺灣觀光協會等 56 個觀光相關單位 311 位代表共同組團前往推廣及辦理「海峽兩岸旅遊之夜」活動，邀請臺灣代表團、大陸各省市旅遊局代表、組團社與旅遊相關單位代表計 500 位出席，雙方聯誼融洽，活動圓滿，效益良好。

#### 第四節 優惠措施大放送，來臺旅遊獎不完

##### 一、旅行臺灣年，4 季好禮大相送：

- (一) 第 1 季：臺北捷運票或高雄愛河船票，共發送 7 萬 4,114 張臺北捷運票及 3,822 張愛河觀光船票。
- (二) 第 2 季：遊樂園優惠票，共發送 1 萬 935 張。
- (三) 第 3 季：農特產品兌換券，共發送 20 萬 9,597 張。
- (四) 第 4 季：溫泉抵用券，共發送 5 萬 7,076 張。



- (2) On July 4 marked the beginning of direct cross-strights flights with weekend charter flights. Taiwan Taoyuan International Airport and Taipei Songshan Airport worked together to organize welcome parties and official welcome program, including a banquet, lion dance Troupe, performance by the Ju Percussion Group, aboriginal dance, local cultural performance and performance by pop singers, all to show Taiwan's unique personalities and passionate hospitality, giving the first 753 Mainland Chinese travelers to Taiwan an unforgettable experience.
- (3) To attract Mainland Chinese tourists to come to Taiwan, to help China's tourism industry better understand Taiwan's tourism resources, and to provide key information on traveling to Taiwan, in Oct. 14~16, the Taiwan Tourism Bureau organized a delegation with domestic tourism-related associations, representatives of shops joining Quality Assurance program and 63 travel agency representatives, 150 people in all, to visit Beijing and Nanjing to hold seminars for Mainland China tourism operators. In addition, the Taiwan cultural performance groups were invited to perform to showcase Taiwan's multi-cultural background. The two seminars attracted over 450 business representatives in outbound travel industry from Beijing, Tianjin, Nanjing and Jiangsu and more than 100 Mainland Chinese mainstream media attended, including China Central Television (CCTV)", Tienjing Television (TJTV), Jiangsu Television (JSTV), Nanjing Television (NJTV), and Xinhua News Agency, all aired this news at prime time or provided prominent coverage. Searching on Google with key words found 184,200 entries on the seminars. This event made a big splash and promotional benefits already surpassed the fees, succeeding in helping the travel industry find excellent business opportunities.
- (4) "2008 China Shanghai International Travel Mart (CITM)" was held in Shanghai in Nov. 20~23, with a total of 106 countries with 4,112 booths and more than 90,000 visitors. Taiwan Visitors Association and 56 tourist related companies with 311 representatives in all joined this exhibition to promote Taiwan tourism and held the event "Cross-Strait Tourism Night", inviting 500 representatives of travel-related companies, organizations, tour guides and agents from Taiwan and Mainland China, 500 in all. Everybody had a good rapport and the results were impressive.

## IV. Great Deals, Better Prices with Special Giveaways

### 1. Tour Taiwan Year: Four Seasons Giveaway

- (1) Season One: Taipei MRT ticket (EASYCARD) or Kaohsiung Love River Cruise tickets. Total of 74,114 Taipei Metro passes and 3,822 Kaohsiung Love River Cruise tickets were given away
- (2) Season Two: Theme Park entrance tickets. Total of 10,935 tickets were given away.
- (3) Season Three: Vouchers to exchange for agricultural products. Total of 209,597 vouchers were given away.
- (4) Season Four: Vouchers for hot-spring baths. Total of 57,076 vouchers were given away.





**二、百萬幸運兒，獎金大放送：**於4月5日、7月10日及10月15日分別迎接第100萬、200萬、300萬幸運旅客，分別贈送新臺幣10萬、20萬及30萬額度之刷卡金與紀念品。

**三、過境到臺灣，送你免費遊：**共提供8,006人次。

**四、包機補助：**共補助148架包機、1萬7,544人次。

**五、郵輪迎賓補助：**共補助來臺灣靠迎賓禮36艘次、4萬3,640人次。

**六、獎勵旅遊補助：**共補助169個單位、2萬5,833人次、136場次文化表演節目。

**七、接待修學旅行學校獎助：**共獎助107所學校、8,609名師生。

## 第五節 積極參加國際活動，打開國際旅遊版圖

由本局、駐外辦事處、臺灣觀光協會及各部會駐外館處，共同執行觀光推廣計畫，積極組團參加東京世界旅遊博覽會(JATA)、大阪國際旅展( TOUR EXPO)、韓國旅展(KOTFA)、泰國國際旅展(TTAA)、釜山國際旅展(BITF)、香港國際旅展(ITE)、春／秋季新加坡國際旅展(NATAS)、春／秋季馬來西亞國際旅展(MATTA)、馬來西亞檳城國際旅展(MATTA)、柏林國際旅展(ITB)及倫敦世界旅展(WTM)、亞太獎勵旅遊及會議展(AIME)、國際獎勵旅遊及會議展(IMEX)、亞洲獎勵旅遊暨會議展(IT&CMA)及歐洲獎勵旅遊暨會議展(EIBTM)，及日本北海道 YOSAKOI SORAN 街舞、日本東北地區郡山 UNEME、盛岡 SANSO 暨仙臺七夕節慶、三重縣安濃津 YOSAKOI SORAN 街舞、福岡亞洲太平洋季、印尼、印度、菲律賓、北美地區等觀光推廣活動，主動對重要買家、國際社團、旅行業者及一般消費大眾促銷臺灣旅遊產品，打開臺灣觀光國際版圖，打通不同層面客源，同時辦理觀光說明會、專案推廣活動及街頭表演，藉由不同的方式，全方位行銷臺灣觀光新產品。



2. **Prizes for One to Three Millionth visitors:** on April 5, July 10, Oct 15 On these three days, the one-, two-, and three-millionth lucky tourist arriving in Taiwan would be awarded a credit card with limit of NT\$ 100,000, NT\$ 200,000, and NT\$ 300,000 respectively for shopping in Taiwan.
3. **Free Half-day tours for transit passengers:** Total of 8,006 passengers.
4. **Incentive programs for chartered flights:** Total of 148 flights carrying 17,544 passengers.
5. **Incentive programs for cruise ships:** Total of 36 cruise ships carrying 43,640 passengers called at Taiwan.
6. **Encourage Travel Related Events:** Subsidized 169 institutes, 25,833 travelers and 136 cultural performance programs.
7. **Special programs to help tourists come to Taiwan for travel and study:** Supported 107 schools and 8,609 students and teachers.

## V. Actively Participate International Activities to Expand Tourism Market

The Taiwan Tourism Bureau collaborated closely with the overseas branch offices, the Taiwan Visitors Association and other government overseas offices to execute tourism promotion plan, actively organizing delegations to participate in trade shows such as “JATA World Travel Fair (JATA)”, Okinawa International Tour Exhibition (TOUR EXPO), “Korean World Travel Fair (KOTFA)”, “Thai International Travel Fair 2008” (TTNA), “Busan International Travel Fair” (BITF), “International Travel Expo Hong Kong”(ITE) and “Singapore International Spring/ Autumn Travel Fair” (NATAS), “Malaysian International Spring / Autumn International Travel Fair” (MATTA), “MATTA Fair Penang” (MATTA), “ITB Berlin” (ITB), “World Travel Market Excel London” (WTM), “Asia Pacific Incentives & Meeting Expo” (AIME), “International Incentives & Meeting Expo” (IMEX), “IT&CMA”, “European Incentive Business Travel & Meeting Exhibition” (EIBTM), and Japan Hokkaido “YOSAKOI SORAN Festival”, “Festival for the Consolation of Uneme” in Japan, “Morioka SANSO-Odori” and “Sendai Tanabata Matsuri”, “ANOUTSU YOSAKOI SORAN Festival” in Mieken, “Asian Pacific Festival Fukuoka”, and tourism promotion activities in Indonesian, India, the Philippines, North America. The main objectives are to promote Taiwan travel package to important buyers, international groups, travel operators and regular consumers, to promote Taiwan tourism products, to expand Taiwan tourism market, to reach different types of clients. In addition to major travel shows, the Tourism Bureau also participated in tourism seminars, special promotional activities, and street performances in various places around the world to market Taiwan's new tourism products.





A scenic landscape photograph showing a deep valley covered in dense green forest. A river flows through the bottom of the valley, reflecting the surrounding greenery and the blue sky above. The sky is a vibrant blue with wispy white clouds. In the distance, more forested mountains are visible. The overall atmosphere is peaceful and natural.

# Beauty~Taiwan

人文 自然 風情萬種







## Chapter 3

# Domestic Travel

## 第三章 國民旅遊





## 第一節 推動大型節慶活動

臺灣具有豐富的自然景觀、傳統文化、民俗節慶、美食小吃及地方特產等珍貴的觀光資源，可做為辦理大型觀光節慶活動的重要主題及內容素材，據以行銷宣傳以吸引國際觀光客來臺灣旅遊，進而形塑臺灣特色，創造永續發展的臺灣觀光榮景。

### 一、推動辦理成效

本局輔導辦理之「2008臺灣大型觀光節慶活動」計有臺灣燈會、臺北燈節、高雄燈會旗鼓嘉年華、臺北縣平溪天燈節、臺南鹽水蜂炮、苗栗烤龍、臺東元宵民俗嘉年華會、臺中縣媽祖國際觀光文化節、高雄內門宋江陣活動、宜蘭綠色博覽會、鹿港慶端陽龍舟賽、宜蘭國際蘭雨節、原住民聯合豐年祭、南島文化節、三義木雕藝術節、臺灣美食展、雞籠中元祭、鶯歌國際陶瓷嘉年華等18項大型觀光節慶活動。經彙整各主辦單位所提供資料，「2008臺灣大型觀光節慶活動」總參觀人數約為2,735萬人次，總收益約達新臺幣62億5,100萬元。

## I. Promotion of Major Festival Activities

Taiwan has abundant natural scenic beauty, traditional culture, local festivals, gourmet cuisine and local products. All of these are important resources for organizing large tourism festival events as themes as well as promotional campaigns to attract international tourists to travel to Taiwan. Furthermore, these are Taiwan's special characteristics that will continue to thrive in the future for tourism.

### 1. Results of Promotional Activities

The Taiwan Tourism Bureau helped to organized "2008 Major Festival Activities", including the Taiwan Lantern Festival, Taipei Lantern Festival, Kaohsiung Lantern Festival Flags and Drums Carnival, Pingxi International Lantern Festival, Beehive Rockets at Yenshui, Miaoli Bombing the Dragon, Taidong Lantern Carnival, Taichung County Mazu International Festival at Dajia, Neimen Song-Jiang Battle Array Festival in Kaohsiung County, Yilan Green Expo, Lukang Dragon Boat Festival, Yilan International Rain Festival, Aboriginal Harvest Festival, Festival of Austronesian Culture in Taidong, Sanyi Wood Carving Festival, Taiwan Culinary Exhibition, Keelung Ghost Festival, and Yingge International Ceramics Carnival, 18 tourist festival events in all. Over all, according to the figures provided by the organizers, a total of 27.35 million people participated in these events, generating an income of NT\$ 6,251 billion.



## 二、附加價值及效益

- (一) 吸引大量人潮，增加地方觀光產業及經濟收益。
- (二) 增加平面及電子媒體的刊登與報導之曝光度，而廣開知名度。
- (三) 促進地方觀光產業的優質化及產品化。
- (四) 加強民衆認識臺灣固有民俗文化。
- (五) 刺激地方產業研發特色商品。
- (六) 有助於地方形象提升及連帶週邊環境整治等。

## 三、未來工作重點

- (一) 豐富節慶活動內容，增加吸引遊客誘因。
- (二) 串聯周邊旅遊景點，規劃套裝遊程，為地方創造商機。
- (三) 加強國際宣傳，提升節慶活動之國際化。

## 第二節 友善旅遊環境措施

為使國內外觀光客能便捷的取得各類觀光旅遊資訊及協助、深入瞭解國內各重要觀光景點並解決旅遊時所需之交通問題，以創造優質、友善之國際觀光旅遊環境，提升國際形象。其具體做法如下：

### 一、建置旅遊服務中心

- (一) 強化現有桃園及高雄國際機場遊客服務中心功能，加強服務國際旅客。
- (二) 依建立之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、國際旅客往返頻繁之大都市、套裝路線主要出入門戶及風景景點設置旅遊服務中心及遊客中心。



## 2. Added Value and Benefits

- (1) Attracted massive number of people, increasing local tourist business and economic benefits as the result.
- (2) Increased exposures on newspaper, magazine, TV, and Internet websites with coverage on news of tourist events helped to increase the visibility of Taiwan's tourism.
- (3) Stimulated local tourism business, improved the quality of tourism, and generated more travel products.
- (4) Enhanced people's understanding and recognition of traditional Taiwanese customs and culture.
- (5) Stimulated local business to develop special local products.
- (6) Helped to elevate the local image and also improve the surrounding environment.

## 3. Future Focal Points

- (1) Create more substance and values to make the festival events more attractive to tourists.
- (2) Consolidate surrounding scenic areas to organize packaged tourist events to bring more values to local business.
- (3) Emphasize international promotion to elevate festival events to become more international.



## II. Measures to Create a Friendly Travel Environment

The Tourism Bureau worked to make it easier for domestic and international travelers to obtain all kinds of travel information and assistance, to gain a deep understanding of major domestic tourist sites and resolve transportation problems while traveling, and thus to create a high-quality and friendly tourism environment and enhance Taiwan's international image. The concrete efforts undertaken to this end are as follows:

### 1. Establishment of Travel Service Centers

- (1) The functions of the existing Visitor Information Centers at Taoyuan and Kaohsiung International airports were enhanced to reinforce service quality for international travelers.
- (2) A corporate identity system (CIS) for Visitor Information centers was established and assistance was provided to local governments for setting up new Visitor Information centers or visitor centers at major domestic transportation hubs, major cities with large numbers of tourists, major gateways to package tour routes, and scenic areas.





(三) 輔導地方政府辦理各旅遊服務中心營運管理事宜。

(四) 辦理服務人員教育訓練作業。

(五) 辦理旅遊服務中心督導考核，提升服務品質。

## 二、建置觀光導覽地圖牌

97 年度輔導高雄市政府、基隆市政府、新竹市政府、南投縣政府（埔里鎮）、嘉義縣政府（新港鄉）、彰化縣政府（鹿港鎮）建置完成共 77 面觀光導覽地圖牌座。

## 三、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（CALL CENTER）0800-011-765，由熟悉中、英、日、韓之服務人員，提供即時專人專件之旅遊諮詢服務，提供全國境內之國外旅客交通、旅遊及緊急聯絡電話等相關資訊之諮詢服務。至 97 年累計服務人次已達 10 萬人次，其中 26% 為外語服務人次。



## 四、建置「臺灣觀光巴士」系統

(一) 輔導旅行業者，建置具備服務品質、操作標準及品牌形象的觀光巴士旅遊產品，目前全臺灣北、中、南及東共計 33 條路線，97 年度國外旅客計 5 萬 3,000 多人次，國內旅客計 4 萬 6,000 多人次，總旅客量計 9 萬 9,100 多人次，直接觀光收益計達 1 億 1,300 萬餘元；自 93 年度開辦至今，總旅客量超過 45 萬人次，其中國外旅客 20 萬多人次（約佔總數 44%），國內旅客 25 萬多人次（約佔總數 56%），直接觀光收益計達 4 億 7,500 萬餘元。

(二) 執行「交通部觀光局補助臺灣觀光巴士宣傳行銷暨提升服務品質要點」，以落實輔導業者之工作。

(三) 建立「臺灣觀光巴士」統一形象識別系統，製作「臺灣觀光巴士」專屬網站（中、英、日及韓文版）、產品手冊（中、英及日文版）、海報（中、英文）、巴士形象貼紙及服務人員背心，以加強行銷並塑造臺灣觀光巴士品牌形象。

(四) 與政府相關機關、電視臺、電影、網路、報紙、雜誌、廣播電臺等媒體及各民間企業團體合作加強宣傳。

(五) 配合相關活動、鼓勵業者參加國內外旅展辦理臺灣觀光巴士促銷工作。

(六) 辦理「臺灣觀光巴士」服務人員訓練及製作多語影音導覽資料庫，提升服務品質。

(七) 因應電影「海角七號」之熱潮，特別辦理「搭觀巴遊海角 - 最浪漫的迴響」網路徵文活動，並製作臺灣觀光巴士版之「海角七號追星手冊」，除提供臺灣觀光巴士「海角七號」行程之相關追星景點介紹、墾丁地區旅遊、住宿優惠資訊外，並刊載電影授權劇照，首版限量 4 千份，深獲海角迷青睞。



- (3) Assistance was provided to local governments operating and managing Visitor Information centers.
- (4) Training was provided for service personnel.
- (5) Supervision and monitoring of Visitor Information centers was strengthened in order to enhance service quality.

## 2. Installation of Tourist Guide Map Signs

In 2008, assistance was provided to Kaohsiung City, Jilong City, Xinchu City, Nantou County (Puli Town), Jiayi County (Xingang Township), and Changhua County (Lugang Town) in planning and installation of 77 street guide map signs in locations with dense concentrations of tourists.

## 3. Establishment of a Travel Information Call Center

The 24-hour toll-free Travel Information Call Center (0800-011-765) was manned by service personnel fluent in Chinese, English, Japanese, and Korean offering immediate professional travel information services. The Call Center provided information on transportation, travel and emergency contact telephone service, as well as other related matters, to domestic and foreign travelers throughout Taiwan. Up until 2008, the Call Center served 100,000 persons in total, out of which 26% were non-natives.

## 4. Establishment of the Taiwan Tour Bus System

- (1) Operators were given assistance in developing Taiwan Tour Bus products featuring service quality, operating standards, and brand image. The system currently includes a total of 33 routes in northern, central, southern, and eastern Taiwan. More than 53,000 foreign tourists and 46,000 domestic travelers - over 99,100 in all - utilized the system in 2008, generating direct tourism receipts in excess of NT\$101.3 million. From its inauguration in 2004 the system has served more than 450,000 travelers, of which more than 200,000 were foreigners (approximately 44% of the total) and over 250,000 were locals (about 56%), and has generated more than NT\$475 million in tourism receipts.
- (2) The 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 operators.
- (3) A unified corporate identity system for the Taiwan Tour Bus was established, a Taiwan Tour Bus website (in Chinese, English, Japanese and Korean) (<http://taiwantourbus.com.tw>) was set up, and a product manual (in Chinese, English and Japanese), posters (in Chinese, and English), bus image stickers, and service personnel vests were produced so as to strengthen marketing and mold the Taiwan Tour Bus brand image.
- (4) Promotion was strengthened in cooperation with government agencies, TV stations, the Internet, newspapers, magazines, radio stations, and other media.
- (5) Travel operators were encouraged to participate the marketing of the Taiwan Tour Bus program at domestic and overseas travel fairs.
- (6) Taiwan Tour Bus service personnel training was carried out and a multi-language audiovisual guide information databank was established in order to enhance service quality
- (7) Following the success of the movie "Cape No. 7", an online writing competition "Take the Tour Bus to Travel to the Cape, A Romantic Reflection" was carried out. A Taiwan tour bus version of "Cape No. 7 Celebrity Tour Handbook" was produced, providing detailed information of "Cape No. 7" tour program with scenic spots from the movie to "chase the stars", scenic spots in Kending, hotel discount packages, and special authorized photos from the movie. The first edition of the handbook, limited to 4,000 copies, was very popular among fans of the movie.



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## 五、春節期間辦理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) 針對歷年春節易發生聯外道路壅塞及停車問題之觀光地區，協調中央、地方政府各相關單位，共同辦理疏運工作。
- (二) 重點觀光遊樂地區開闢行駛景點間接駁專車，並配套辦理交通管理措施。
- (三) 印發「臺灣觀光交通路網圖」摺頁、區域性「北、中、南、東臺灣觀光地圖」摺頁並由各管理處依需求企劃製作轄內疏運宣導資料計 16 種，並於相關旅遊服務中心提供民眾免費索取參用。

## 第三節 推動國民旅遊卡

政府為配合「國內旅遊發展方案」，落實公務人員強制休假補助規定，自 92 年 1 月 1 日起，推動「國民旅遊卡」措施，除結合相關旅遊業者提供之優惠配套措施外，並修改公務人員強制休假補助費規定，由公務人員持「國民旅遊卡」及在觀光產業範疇之「特約商店」消費方式，於離峰時間從事國內休假旅遊，以帶動全民非假日旅遊風潮，振興國內觀光旅遊產業。97 年度國民旅遊卡發卡數約 58 萬張，公務人員強制休假補助費約新臺幣 72 億元，其中，約有 64.9%（新臺幣 47 億）用於觀光相關產業，另額外帶動其他產業消費亦有約新臺幣 247 億元。

配合政府擴大內需、刺激消費，行政院於 97 年 9 月 23 日核定「『國民旅遊卡』制度改革方案」，自 97 年 10 月 1 日起放寬「異地、隔夜」消費規定，另自 98 年 1 月 1 日起取消 25% 毋須刷卡消費之「自由額度」，但為鼓勵公務員從事國內旅遊活動，針對休假日及相連之假日、例假日於「旅行業」、「旅宿業」、「觀光遊樂業」之刷卡消費，加倍補助，惟最高補助額度仍以每人每年強制休假補助費總額為限。前項改革方案自 98 年 1 月 1 日起改制實施 3 年，並逐年檢討對觀光、旅宿業之影響，適時改進。

另為充實公務人員專業知識及技能，並提升人文素養，行政院亦核定將「藝文圖書業」包括書店、畫廊、藝廊、音樂會、戲劇、舞蹈及藝文展演等納入國民旅遊卡特約商店適用範圍。



## 5. Traffic Alleviation Measures at Tourist Spots during Holiday Periods, Providing Safe, Smooth, and Happy Holidays

- (a) Coordination was carried out with the central and local government agencies in regard to joint efforts to alleviate traffic congestion and parking problems around tourist sites during the Chinese New Year holiday.
- (b) Shuttle bus services were promoted at key destinations, along with accompanying traffic management measures.
- (c) National “Taiwan Tourist Transportation Network” brochures and regional “Northern, Central, Southern, and Eastern Taiwan Tourist Map” brochures were published, and 16 transportation brochures were produced by national scenic area administrations as needed and provided to the public free of charge at visitor centers.

## III. Promotion of the National Travel Card

To coordinate with the “Domestic Tourism Development Program” and carry out the regulations on holiday subsidies for compulsory vacations by civil servants, beginning in January 1, 2003, the government implemented the National Travel Card measures that, in addition to incorporating the preferential rates provided by travel operators, includes amended rules for purchases by civil servants engaging in leisure travel during off-peak periods at contract stores within the scope of the travel industry. The purpose is to stimulate travel by the people of Taiwan during non-holiday periods and revitalize the domestic tourism industry. Approximately 580,000 Travel Cards were circulating in 2008, and compulsory vacation subsidies amounting to about NT\$7.2 billion were provided to civil servants. About 64.9% of that amount (NT\$4.7billion) was used with tourism-related industries, stimulating another NT\$24.7billion in spending in other industries.

In order to expand domestic demands and stimulate consumption, on September 23, 2008, Legislative Yuan passed the “National Travel Card Reform Plan”. Starting on October 1, 2008, civil servants no longer need to limit their consumption to locations other than home areas, and may use the Travel Card for trips less than one day. Also, starting on January 1, 2009, the subsidy allowed for 25% of travel-related expenditure without using National Travel Cards is canceled. However, to encourage civil servants to travel inside Taiwan, expenditures in travel, accommodation, and tourism with the card during vacation days and the days preceding and following them will

receive double amount of subsidies but limited to the total amount of subsidies qualified under the Government’s compulsory vacation system. The new policy became effective on January 1, 2009 and would continue for three years with regular evaluation for its effectiveness on tourism and accommodation industry.

Furthermore, to motivate civil servants to develop professional knowledge and skills and to cultivate cultural literacy, Executive Yuan plans to include expenditures on “Art and Literature” industry to be qualified within the scope of National Travel Card programs. Once approved, venues such as bookstores, art galleries, musical concerts, theater, dance, and cultural exhibitions, etc. may be qualified as contract stores.







# Chapter 4 **Tourism Resources**

## 第四章 觀光資源開發與管理





## 第一節 觀光資源規劃建設與經營管理

### 一、觀光資源之開發與管理機制

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

- (一) 風景特定區：依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設之風景特定區，其中國家級風景區共 13 處，由本局所轄管理處負責規劃經管；縣（市）級風景特定區計 14 處，由縣（市）政府負責規劃經管。
- (二) 國家公園：內政部依「國家公園法」劃設之國家公園共 7 處，依法設置國家公園管理處專責經營管理。
- (三) 國家森林遊樂區：行政院農業委員會依「森林法」及「森林遊樂區設置管理辦法」劃設之森林遊樂區共 18 處，由農委會林務局設置專責單位經營管理，另有會屬農林機構森林遊樂區 2 處，由行政院國軍退除役官兵輔導委員會經營管理，及教育部依「大學法」劃設之大學實驗林 2 處，亦屬森林遊樂區體系。
- (四) 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。

## I. Preservation and Development of Tourism Resources

### 1. Development and Management of Tourism Resources

Tourism resources can generally be divided into two categories, cultural and natural, and what is usually referred to as tourism resources puts the emphasis on natural resources. Taiwan is rich in natural tourist resources which, under the island's system of administration, are managed by different agencies: the Ministry of Transportation and Communications, Ministry of the Interior, Council of Agriculture, Veterans Affairs Commission, and local governments. These agencies carry out overall planning and conservation of tourism resources within their jurisdictions via cooperative methods.

- (1) 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 Governing the Administration of Scenic Areas" and the Thirteen National scenic areas are administered by national scenic area administrations under the Taiwan Tourism Bureau. The Fourteen Provincial scenic areas were previously announced by the Taiwan Provincial Government.
- (2) National Parks: Seven national parks established by the Ministry of the Interior in accordance with the "National Park Law" and are administered by national park headquarters.
- (3) National Forest Recreation Areas: Eighteen of these were established by the Council of Agriculture under 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. Two forest recreation areas are administered by the forestry conservation office of the Veterans Affairs Commission. Two University experimental forests have been established by the Ministry of Education in accordance with the "University Act" and also belong to National Forest Recreation Areas.
- (4) National Farms: Eight national farms are established by the Veterans Affairs Commission in accordance with the "ROC Veterans Assistance Act" and administered by their respective farm units.



## 觀光資源之開發現況

### The present development situation of Resource

觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
風景特定區 Scenic Areas	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 The Tourism Bureau together with county and city governments carried out assessment in accordance with the "Statute for the Development of Tourism" and the "Regulations Governing the Administration of Scenic Areas"	<ol style="list-style-type: none"> <li>1、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，共計13處，分別由觀光局所轄管理處負責規劃經管。</li> <li>2、省級(定)：臺灣省政府前曾公告的計有石門水庫、澄清湖、烏來、碧潭等4處省級(定)風景特定區。</li> <li>3、縣(市)定：青草湖、淡水、礁溪及霧社等4處縣定風景特定區。</li> <li>4、縣(市)級：各縣市政府公告七星潭、十分瀑布、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、礁溪五峰旗及鐵砧山等14處縣級風景特定區。</li> <li>5、未評定：完成特定區計畫尚未辦理評鑑等級，有大湖、中崙、仁義潭、六龜彩蝶谷、田尾園藝、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17處風景特定區。</li> </ol> <ol style="list-style-type: none"> <li>1. National scenic areas: Thirteen scenic areas are administered by national scenic area administrations under the Tourism Bureau: Northeast and Yilan Coast, East Coast, Penghu, Dapeng Bay, East Rift Valley, Matsuo, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast, and Siraya.</li> <li>2. Provincial scenic areas: Four scenic areas were previously announced by the Taiwan Provincial Government: Shimen Reservoir, Cheng Qing Lake, Wulai, and Green Lake.</li> <li>3. County and city scenic areas: There are four county and city scenic areas: Qingcaohu, Danshui, Jiaoxi, and Wushe.</li> <li>4. County and city grade scenic areas: Fourteen scenic areas have been announced by county and city governments: Qixingtian, Shifen Waterfall, Little Wulai, Lunar World, Dongshan River, Mingde Reservoir, Inner Zhiben Hot Springs, Zhiben Hot Springs, Taian Hot Springs, Meihua Lake, Ruifang, Phoenix Valley, Wufengqi at Jiaoxi, and Tiezhan Mountain.</li> <li>5. Unevaluated: Planning has been carried out for 17 scenic areas that have not yet been assessed as to grade level: Dahu, Zhonglun, Renyi Lake, Butterfly Valley at Liugui, Tianwei Horticultural Area, Shigang Dam, Wufong Temple, Lalashan, Dongpu Hot Springs, Zhongzheng Lake at Meinong, Caoling, Qingquan, Xitou Forest Recreation Area, Cuifeng, Longtan Lake, Lushan Hot Springs, and Lantan.</li> </ol>



觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
國家公園 National Parks	內政部依「國家公園法」劃設 Established by the Ministry of the Interior in accordance with the "National Park Law"	包括墾丁、玉山、陽明山、太魯閣、雪霸、金門及東沙環礁(海洋)國家公園等7處，由內政部設置國家公園管理處專責經營管理。 Seven national parks have been established by the Ministry of the Interior and are administered by national park headquarters set up by the Ministry: Kending, Yushan, Yangmingshan, Taroko, Xue-ba, Jinmen, and Dongsha Atoll National Park.
國家森林遊樂區 National Forest Recreation Areas	行政院農業委員會依「森林法」、「森林遊樂區設置管理辦法」劃設及教育部依「大學法」劃設 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"	1、國家森林遊樂區：包括太平山、阿里山、大雪山、墾丁、東眼山、滿月圓、內洞、合歡山、武陵、八仙山、奧萬大、雙流、藤枝、知本、富源、池南、觀霧及向陽，共18處國家森林遊樂區，由行政院農業委員會林務局林區管理處經營管理。 2、會屬農林機構：包括棲蘭森林遊樂區及明池森林遊樂區2處，由行政院國軍退除役官兵輔導委員會森林保育事業管理處經營管理。 3、大學實驗林：包括溪頭及惠蓀林場2處，分別由臺灣大學及中興大學設置實驗林管理處經營管理。 1. National forest recreation areas: Eighteen of these were established by the Council of Agriculture and are administered by the Forest Administration Division of the Council's Forestry Bureau: Mt.Tai ping, Alishan, Daxueshan, Kending, Dongyanshan, Manyueyuan, Neidong, Mt. Hehuan, Wuling, Baxianshan, Aowanda, Shuangliu, Tengzhi, Zhiben, Fuyuan, Chinan, Guanwu, and Xiangyang. 2. Agricultural and forestry agencies under the Veterans Affairs Commission: Two forest recreation areas, Qilan and Mingchi, are administered by the forestry conservation office of the Veterans Affairs Commission. 3. University experimental forests: Two experimental forests, Xitou and Huisun, have been established and are administered by National Taiwan University and National Chung-Hsing University, respectively.
國家農場 National Farms	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 Established by the Veterans Affairs Commission in accordance with the "ROC Veterans Assistance Act"	包括武陵、福壽山、清境、彰化、嘉義、屏東、花蓮、臺東農場等8處，由各該專責農場單位管理。 Eight national farms are administered by their respective farm units: Wuling, Fushoushan, Qingjing, Zhanghua, Jiayi, Pingdong, Hualian, and Taidong.
自然保留區及保護區 Nature Reserves and Sanctuaries	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 Established by the Council of Agriculture and Ministry of Economic Affairs in accordance with the "Cultural Heritage Preservation Law" and "Wildlife Sanctuary Act"	屬重要動植物或特殊地質地景之保護區，為發展生態觀光之重要資源，共設立19處自然保留區、17處野生動物保護區、32處野生動物重要棲息環境及6處自然保護區。 Reserves for important plants and animals, and for unique geological features, are vital resources for the development of ecotourism. There are a total of 19 nature reserves, 17 wildlife preserves, 32 important wildlife habitats, and 6 nature preserves.
其他觀光遊憩區 Other Tourist Areas	由相關主管機關、地方政府或民間開發建設 Developed and established by central or local government agencies, or by the private sector	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。 These include tourist and recreation areas such as tourist agricultural areas, tourist farms, large parks, fruit orchards, dairy farms, and amusement parks.



- (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，為發展生態觀光之極佳資源。由行政院農委會與經濟部依照「文化資產保存法」、「野生動物保護法」共設立有 19 處自然保留區、17 處野生動物保護區及 32 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：風景特定區外，由各地方政府開發建設之風景遊憩區。



## 二、觀光資源之規劃建設重點

觀光客倍增計畫(92-96年)套裝旅遊線之整備工作，已成功營造**北部海岸旅遊線**(野柳、金山中角、白沙灣、福隆、大溪蜜月灣、外澳、龜山島)、**日月潭旅遊線**(環潭周邊之文武廟、慈恩塔、拉魯島及水社、伊達邵)、**阿里山旅遊線**(森林遊樂區、臺18線、石桌及奮起湖)、**恆春半島旅遊線**(墾丁、大鵬灣、小琉球)、**花東旅遊線**(綠島、鯉魚潭、安通溫泉、瑞穗溫泉、鹿野高台)等重要觀光景點臻於國際水準，並帶動**桃竹苗旅遊線**(獅頭山、南庄)、**脊梁山脈旅遊線**(谷關、八卦山)、**雲嘉南濱海旅遊線**(四草野生動物保護區、七股黑面琵鷺保護區、七股鹽山、烏山頭、關子嶺)、**高屏山麓旅遊線**(寶嘉航空園區、三地門霧台遊憩區、新威茂林遊憩區)、**澎湖離島旅遊線**(通樑古榕、跨海大橋遊憩區、小門地質館、虎井、桶盤地質公園、吉貝遊客中心、望安綠蠵龜觀光保育中心)、**馬祖離島旅遊線**(北海遊憩區、芹壁聚落)等國內重要觀光景點朝向國際景點規模發展。

為延續觀光客倍增計畫套裝旅遊線之建設成果，行政院 97 年 6 月 27 日核定本局研擬「重要觀光景點建設中程計畫(97-100 年)」，預計 97 至 100 年投資 200 億元，集中資源整備大東北遊憩區帶、日月潭九族纜車及環潭遊憩區、阿里山公路遊憩服務設施、民間參與大鵬灣國家風景區建設 BOT 案及建構花東優質景觀廊道等 5 大「焦點建設」，並運用「景點分級」的觀念，分級整建具代表性之 36 處國際景點及 44 處國內景點，以突顯政府投資重點及效益，逐步提升景點服務能量，吸引旅客參訪並提高其滿意度。本計畫不僅整合所屬 13 個「國家風景區建設計畫」，推動東北角暨宜蘭海岸、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、雲嘉南濱海與西拉雅等 13 處國家級風景特定區之重要景點整建、興建及改建等建設工作，更整合地方政府，推動「建構美麗臺灣—風華再現計畫(整備觀光遊憩設施建設)」，協助地方政府遴選地方主要風景區、觀光地區或旅遊帶，進行重點投資、環境改造、以再現景點昔日風華，並逐步提升為國際或國民旅遊重要景點。97 年度重要建設成果如下：

### (一) 13 個國家風景區建設計畫部份

97 年共投資 39.6 億元完成 235 件重要景點之遊憩據點整建、興建、改善工程，共整建 12 處國際景點，包括舊草嶺隧道設施、向山行政中心、小野柳露營區整建、小門及通樑遊憩區設施整建工程、大鵬灣環灣道路工程、鹿野高台周邊景觀設施、北竿坂里遊客服務區整修、南庄旅遊入口資訊站及週邊環境改造、觸口地區遊憩設施、新威大橋新建工程、北觀處行政空間及展示設施、關子嶺水火同源周邊服務設施及景觀改善等；以及 5 處國內景點，包括谷關溫泉區街景人行步道改善、鄒族地區吊橋等遊憩服務設施改善、寶來地區休憩空間改善、三芝淺水灣及週邊環境景觀、北門遊客服務中心整建等。

- (5) Nature 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 19 nature reserves, 17 wildlife preserves, 32 important wildlife habitats, and 6 nature preserves which are established by the Council of Agriculture and Ministry of Economic Affairs in accordance with the "Cultural Heritage Preservation Law" and "Wildlife Sanctuary Act".
- (6) Other Tourist Areas: Tourist and recreation areas are developed and established by local government agencies, but do not include scenic areas.

## 2. Key Points of Tourism Resource Planning and Establishment

Implementation of the "Doubling Tourist Arrivals" Plan (2003-2007), This effort encompassed the tourism resources of all Taiwan in package travel routes: the North Coast (Yeliu, Jinshanzhongjiao, Baisha bay, Fulong, Daxi Honeymoon bay, Waiao, Guishan Island ), Sun Moon Lake (Wenwu temple, Cien ta, Lalu island, Shuishe, Yidashao), Alishan (Forest Recreation Areas, Provincial Highway No.18, Shizhuo and Fenqi Lake), Hengchun Peninsula (Kending, Dapeng Bay, Xiaoliuqi), Hualien-Taidong (Green Island, Liyu Lank, Antong hot springs, Ruihui hot springs, Luyegaotai ). Those tourism resources have already reached the international level. In the meantime, other tourism resources have almost reached the same goal: Taoyuan/ Xinzhu/Miaoli(Shitoushan, Nanjhuang), Central Mountain Range (Guguan, Baguashan), Southwest Coast (Sicao Wildlife Protection Area, Qiga Black-Faced Spoonbill Protection Area, Qigu Salt Mountain, Wushantou, Guanziling ), Kaohsiung/Pingdong Mountain(Saijia Aviation Park, Sandimen Wutai Recreation Area), Penghu (Tongliang Old Banyan Tree, The inter-island bridge, Xiaomen Geology Museum, Hujin, Tongpan Geology Park, Jibei Tourist Center, Wangan Green Turtle Tourism and Conservation Center ), Matsu Island(North Coast Tourism Areas, Qinbi Village).

To continue the results of "Doubling Tourist Arrivals" plan, the Executive Yuan approved the "Medium-term Construction Plan for Major Tourist Sites (2008-2011)" on June 27, 2008. From 2008 to 2011, the Tourism Bureau will invest NT\$ 20 billion on five major focus construction projects: Greater Northeast Recreation Area, Sun Moon Lake-Formosan Aboriginal Cultural Village cable car and round-the-lake recreation area, Alishan highway recreation area, the private participation in the Dapeng Bay National Scenic Area BOT project and development of Hualien-Taitung scenic corridor. Using the concept of classification, an review of the scenic spots was carried out involving 36 international and 44 domestic scenic spots, to commend to the government investment priority and beneficial results and gradually raise scenic areas service capacity, to attract tourist visits and raise the degree of satisfaction. This plan not only integrates 13 "National scenic areas construction plan" to reconstruction, renovation and rebuild the National scenic areas to promote 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. It also works with local government to promote the "Building a Beautiful Taiwan – the Restoration of Glory Plan (Development of Tourist and Recreation Facilities)", to help local government choose principal scenic areas, tourist areas or branding, and to make key investments and improve quality of the tourist environment, to let the glamour of the old times be reborn. At the same time, those scenic areas will gradually raise to international or national tourist important scenic spots. This effort has yielded the following results from 2008:



### (1) 13 Development Plan for National Scenic Areas

In 2008, the Taiwan Tourism Bureau invested NT\$ 3.96 billion to accomplish improving 235 important scenic spots in the work of overall planning, construction, and operation. Total completed: 12 international scenic areas, which included facilities at Old Caoling Tunnel, renovation of Xiangshan Administrative Center, renovation of Xiaoyeliu Camping Area, Hsiamen and Tongliang Recreation Areas, construction of round-the-bay scenic road at Dapeng Bay, Luye Plateau peripheral facilities, Beigan Banli visitor service area, development of information station and improvement of surrounding area at entrance of Nanjhuang area, facilities at Chukou recreation area, Sinwei Bridge construction, administration and exhibition area at North Coast and Guanyinshan National Scenic Area Administration, and facilities and landscape improvement at Guanzihling Fire and Water Spring. Additionally, 5 national scenic spots included: Streetscape and sidewalk renovation of Guguan Hot Springs area, improvement work of service facilities and suspension bridge at Tsou tribal recreation area, improvement of Baolai recreational area, landscape improvement around Sanzhi Cianshuei Bay, and renovation of Beimen Travel Service Center.



## （二）建構美麗臺灣－風華再現計畫（整備觀光遊憩設施建設）部分

97年共投資6億元補助臺北、基隆、苗栗、臺中、臺東、花蓮、雲林、彰化、南投等24個縣市政府，執行93件風景區公共設施整建及興建工程，完成七星潭風景區遊客中心、億載金城週遭景觀改善、知本大街建築立面及公共空間改善等3處國際景點，並辦理和平島公園遊客服務中心裝修、慈湖遊客中心及後慈湖空間活化、Atayal套裝旅遊帶風華再現、臺6線旅遊帶觀光振興計畫、后里馬場風華再現休憩設施、大坑風景區風華再現、田尾公路花園觀光地區遊憩設施整建、鹿谷小半天及橫路古道、大草嶺地質公園相關設施、布袋鎮布新橋等周邊景觀改造、蘭潭風景區整備、白河地區設施及景觀改善、旗山鎮觀光旅遊動線重塑、恆春古城觀光地區風華再現、冬山河森林公園、馬公篤行十村舊有建物整修及周邊環境整理、同安渡頭北側濱海遊憩環境景觀等17處國內景點建設。

另為持續執行「溫泉觀光整體開發建設計畫」，97年度投資新臺幣8仟500萬元加強烏來、礁溪、東埔、廬山及清泉等5處整建溫泉區進行環境品質改善，亦推動「高雄第一港口跨港纜車週邊場域改善計畫」，投資新臺幣1仟萬元進行高雄港旗津地區週邊景觀改善工作。

## 三、觀光資源之經營管理重點

（一）研訂「公共安全管理白皮書」實施計畫，確實執行安全維護工作，研訂「公共安全管理白皮書」實施計畫之「觀光地區遊樂設施安全管理督導計畫」，要求相關觀光遊憩區主管機關及各縣市政府，確實執行該督導計畫所擬定各項策略，如建立防、救災標準作業程式，建置督檢機制等，以加強觀光遊憩區之安全維護工作。

### （二）推動生態旅遊活動

落實生態旅遊管理機制、加強生態旅遊從業人員教育訓練，推廣生態旅遊觀念及活動。

1、辦理旅行社業者操作生態旅遊研習，選定北海岸野柳地質公園規劃生態旅遊行程，精選鄰近最具代表性的生態旅遊元素，結合海洋、島嶼、地景、社區等，輔以生態旅遊的操作方式，製作「旅行社業者操作生態旅遊研習手冊」（含行程設計、地圖繪製、解說內容、行前準備等詳細操作流程及守則），以提供旅行社業者觀摩參考。

2、辦理第1期初階生態旅遊導覽人員培訓，提升導遊及解說人員生態旅遊內涵。

### （三）推展水域遊憩活動

1、為加強落實國家風景區水域遊憩活動安全管理，97年1月訂定「國家風景區設施維護暨水域遊憩活動安全管理工作須知」，並要求最低巡查工作基準：依據「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」，將「水域遊憩活動安全巡查計畫」納入年度督導。

2、於北海岸翡翠灣、墾丁國家公園後壁湖辦理水域遊憩活動法令研習及活動安全示範、體驗講習，並透過警廣電臺辦理至少10場水域遊憩安全宣導教育，以提升水域遊憩法規之知能及安全觀念。





(2) “Building a Beautiful Taiwan – the Restoration of Glory Plan (Development of Tourist and Recreation Facilities)”

In 2008, the Tourism Bureau invested NT\$ 600 million to help 24 local government which included Taipei, Jilong, Miaoli, Taizhong, Taidong, Hualian, Yunlin, Zhanghua, Nantou. Implement 93 scenic areas public facilities renovation and construction. Accomplish 3 international scenic areas renovation and construction, which include Qixingtian Scenic Area, landscape improvement around Eternal

Golden Fort, restoration of buildings on old streets and improvement of public facilities in Jhihben. Also arranged renovation of Heping Island Park Visitor Service Center, activation of Cihu Tourist Service Center and Back Cihu area, rebirth of Atayal packaged tour, invigoration of tourist area on Provincial Highway No. 6, rebirth of Houli Horse Farm recreation facilities, rebirth of Dakeng scenic spot, renovation of Tianwei Highway Flower Garden recreation facilities, renovation of Lugu Half-Sky area and Henglu old path, facilities on Dacoling Ecology Park, landscape improvement in Budai Township including Busin Bridge, renovation of Lantan scenic area, landscape and facility improvement around Baihe area, reorganization of tour programs in Qishan Town, rebirth of Hengchun Old Town tourist area, renovation of Dongshan River Forest Park, restoration and landscape renovation in Magong Duxing 10th Village, and landscape improvement of Tonan-Dutou northern beach recreation area.

In 2008, the Tourism Bureau invested NT\$ 85 million to continue “Overall Development Plan for Hot-spring Tourism”, and environmental quality improvement was carried out at 5 hot springs areas: Wulai, Jiaoxi, Dongpu, Lushan, Qingquan. At the same time, the Tourism Bureau also invested NT\$10 million to move forward “Renovation plan for the Kaohsiung First Harbor cross-harbor cable car and surrounding areas,” to improve the area surrounding Kaohsiung and Qijin.

### 3. Key Points of Tourism Resource Operation and Management

(1) Formulation of “Public Safety Management White Paper’s Implementation Plan” for the Maintenance of Safety

The “Supervision Plan for the Safety Management of Amusement Facilities in Tourist Areas” portion of the White Paper asks the agencies in charge of local governments responsible for tourist and recreation areas to thoroughly implement the strategies included in the Supervision Plan, in regard to such items as the establishment of standard operating procedures for disaster prevention and rescue, and the setting up of supervision and inspection mechanisms, so as to strengthen safety maintenance work in tourist and recreation areas.

(2) Promotion of Ecotourism Activities

Implementation of the ecotourism management mechanism, strengthened training of ecotourism personnel, and promotion of ecotourism concepts and activities.

- a. Ecotourism seminars were held for travel agencies, the Yeliou Eco-Park area of the North Coast was chosen for the planning of ecotourism itineraries, and neighboring spots with the most representative ecotourism elements were selected for inclusion in a “Travel Agents’ Seminar Manual for the Operation of Ecotourism” that combines the ocean, islands, landscapes, communities, and other factors, along with ecotourism operating methods. The manual, which includes itinerary design, map drawing, interpretation, pre-departure preparations, and other detailed operating procedures and rules, was provided for the reference of travel agencies.
- b. The first session of basic training for ecotourism guides was held to enhance the ecotourism know-how of guides and interpreters.

(3) Promotion of Water Recreation

- a. In order to strengthen the safety management of water recreation activities in national scenic areas, in January 2008, “Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities” was formulated. In accordance to “Key Points on Supervision and Assessment of Operation Management and Safety Maintenance at National Scenic Areas”, the “Water Recreation Activities Safety Inspection Plan” will be implemented annually.
- b. Workshops on regulations on water recreation activities, safety demonstrations and drills were held in North Coast Green Bay, Kending National Park, and Houbi Lake. At least 10 sessions of water recreation activities’ safety awareness programs were held through collaborations with the Police Radio Station to bring awareness to regulations and safety guidelines for water recreation activities.



- 3、完成「水域遊憩活動管理辦法」檢討研究，並陸續邀集相關單位協商，辦理部分條文修正事宜。
  - 4、函請各水域遊憩活動管理機關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，加強輔導相關經營業者對法規之瞭解，整合民間救難（護）團體納入水域遊憩活動管理體系；請行政院海岸巡防署就船潛活動之安檢查核落實執行，並協助違規事件之移送、通報處置；另請漁業署配合加強船潛規範之宣導。
- （四）補助直轄市及縣市政府辦理「推動觀光環境品質提升計畫」，以觀光產業輔導、行銷宣傳及國際推廣、環境清潔及違規取締等經營管理工作為補助之重點。

#### 四、鼓勵民間參與觀光投資

完成東北角暨宜蘭海岸國家風景區管理處「福隆及大里遊客中心附設冷熱飲販賣部 OT 案」及「外澳服務區設施委託民間參與營運案」等 2 案；大鵬灣國家風景區管理處「小琉球露營區暨管理中心及停車場 OT 案」；花東縱谷國家風景區管理處「鳳凰山莊委託民間參與營運 OT 案」及日月潭國家風景區管理處「車埕木業展示館 OT 案」等 5 件委託民間經營案，利用民間資源及活力投入風景區遊客服務中心之營運，以節省公務人力支出，並增加服務區的多樣性與活潑性。

另完成花東縱谷國家風景區管理處「民間參與鯉魚潭露營區整建暨營運案」及東北角暨宜蘭海岸國家風景區管理處「龍洞南口海洋公園及遊艇港 ROT 案」委託民間整建暨營運 2 案。







- c. To complete “Regulations Governing Water Recreation Activities” seminar and continue work with related organization to examine and discuss about the necessity of the regulations, to work on some revision.
  - d. Written requests were sent to all organizations involving in water recreation activities, asking these organizations to reinforce guidance and warnings toward violations of safety regulations, set up cautionary signs at the main areas of water recreation activities, helping employers and staff of water recreation activities better understand the regulations, and consolidating non-governmental rescue teams into water recreation activities management systems. Requests were made to ask the Coast Guard Administration under Executive Yuan to ensure safety inspections were carried out and to assist in arrest and notification of violations. Requests were also made to the Fishery Agency under Council of Agriculture to reinforce boating and diving safety propagation.
- (4) Subsidized city and local government to implement “Promotion to Improve Quality of Tourism Environment” plan with focus on promotion of tourism, marketing and international promotion, environment preservation, and penalty for violations.

#### 4. Encouragement of private investment on tourism

Completion of five projects by private participation: Northeast and Yilan Coast National Scenic Area Administration’s “Fulong and Dali Visitor Centers Coffee Shop OT project” and “Private participation in Waiao Service Area Facilities” and Dapeng Bay National Scenic Area Administration’s “Xiaoliuqi Camp Site Management Center and Parking Lot OT Project”, East Rift Valley National Scenic Area Administration’s “Private participation in Phoenix Villa Project”, and Sun Moon Lake National Scenic Area Administration’s “Checheng Wood Museum OT Project”, by utilizing energy and resources of the private sector. Private sector’s participation not only saves government expenditure, but also brings more diversity to the services.

Other completed projects include two private participation projects: East Rift Valley National Scenic Area Administration’s “Private participation in Liyu Lake Campground Renovation and Operating Project” and Northeast and Yilan Coast National Scenic Area Administration’s “Long Dong Ocean Marine and Yacht Harbor ROT Project”.



## 第二節 國家風景特定區建設與經營管理

### 一、加強規劃建設與經營管理

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

本區具有豐富海岸、河口景觀及人文風情，97 年度推動「重要觀光景點建設中程計畫（97至100年）」項下「東北角暨宜蘭海岸國家風景區建設計畫」重點工作，依國際觀光重要景點、國內觀光重要景點、地方觀光景點及國家風景區經營管理維護等4項投資重點與優先順序，持續辦理相關遊憩服務設施改善，並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：

##### 1、規劃建設

###### (1) 國際景點建設：

- \* 增設福隆遊憩區（舊草嶺自行車隧道等）休憩設施及改善周邊環境，型塑福隆地區為濱海度假小鎮意象，配合鐵道旅遊，以區域性之概念整合行銷，帶動目的型旅遊，打造成優質濱海度假遊憩基地。
- \* 改善外澳遊憩區（外澳服務區、龜山島等）休憩設施及周邊環境，結合烏石港區形塑發展成陸、海、空三度空間旅遊基地，帶動地方民宿及觀光產業發展。

###### (2) 國內景點建設：

- \* 辦理宜蘭遊憩區（烏石港至南方澳）整體規劃案，強化環境之管理維護、解說教育、資訊與旅遊服務，發展生態旅遊、近岸水域、人文活動等多元旅遊樣態。
- \* 改善龍洞遊憩區（鼻頭服務區、龍洞灣攀岩場入口等）休憩設施及周邊環境，維護地質景觀及生態環境，塑造地質公園入口意象及潛水基地。

###### (3) 地方景點建設：

- \* 改善三貂角極東景點等休憩設施及周邊環境，提升極東景點意象。
- \* 改善大里地區等休憩設施及周邊環境，增加地方休憩及觀景景點。

###### (4) 以減量原則，持續辦理臺 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。



## II. Establishment and Management of Scenic Areas

### 1. Enhance Planning, Construction, Operation and Management of National Scenic Areas

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

This area includes unique world-class scenery, a complete range of recreation resources, and a richness of coastal scenery and cultural attractions. Implementation of key tasks in line with the “Northeast and Yilan Coast National Scenic Area Development Plan” under “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” in 2008 followed by four investment focuses and priorities: management of international tourist spots, national tourist spots, local tourist spots and national scenic area, to continue in improvement and renovation of the facilities. At the same time to help private investment in tourist business, to make this area become an international attraction beach travel destination. The key results of this work are as follows:



#### a. Planning and Construction

##### (a) Development of International Tourist Spots

- \* Construction of facilities at the Fulong recreation area, including bikeway facilities at the Old Caoling Tunnel and improvement of surrounding environment are completed to establish the image of Fulong as a small leisure town. The facilities are combined with railroad travel package to integrate and promote local tourist spots, to stimulate theme-oriented travels, and to make this area become a high quality beach leisure base.
- \* Improvements of the Waiao Visitor Center (Waiao service areas and Guishan Island) facilities were completed and consolidated with Wushi Harbor to develop a recreation area with land, sea, and air recreation, thus stimulating the development of the local home stay and tourism industry.

##### (b) Development of National Tourist Spots

- \* Integration Yilan Tourist Spots (Wushi Harbor and Nanfangao), focusing on environmental management, protection, Interpretation education, information and travel service, to develop various travel style such as Eco-travel, Near beach water areas and culture activities.
- \* Improvement of facilities and surrounding environment in the Longdong Bay (Bitou service area, Longdong Bay rock climbing site entrance) were made while preserving ecological landscape and environment, to create a geo-park entrance image and tourists diving base.

##### (c) Development of Local Tourist Spots

- \* Improvements of facilities and surrounding environments of the Sandiao cape easternmost scenic area were made to improve the image of eastern end of Taiwan.
- \* Improvements of facilities and surrounding environments of the Dali scenic area were made to increase local tourist rest spots and views.

##### (d) Continued improvement of recreation facilities and the environments of surrounding settlements, under the principle of waste reduction, along the primary corridor of Provincial Highway No.2.

##### (e) Implementation of other scattered projects to form belt-type tourist sites, enriching the content of recreation, and enhance the quality of the overall travel environment.



## 2、經營管理

- (1) 完成龍洞南口海洋公園及遊艇港 ROT 案、外澳服務區 OT 案、福隆大里遊客中心販賣部 OT 案招商作業，順利引進民間資源參與投資觀光事業。
- (2) 持續辦理福隆濱海旅館區 ROT+BOT 案之履約管理作業。
- (3) 辦理北部海岸旅遊線產業聯盟研習會共 4 次，落實產業觀光及提升服務品質。
- (4) 加強水域遊憩活動宣導，印製危險釣點摺頁及水域遊憩活動安全宣傳影片。
- (5) 辦理解說志工培訓、座談、表揚、考核及人力資料庫之建立，充分運用社會資源及專業知識。

## 3、宣傳推廣

- (1) 依季節性、特色性規劃推動各種大型主題活動，如鯨豔奇航、福隆沙雕藝術季、騎遇東北角舊草嶺自行車活動、草嶺古道芒花季等。
- (2) 因應轄區延伸至南方澳，辦理網站及文宣品全面更新。
- (3) 與鐵路局合作發行「東北角一日券」及配合「郵輪式火車」專案，推動鐵道旅遊並結合旅行業者包裝推廣。

## 4、未來發展重點

- (1) 妥善經營管理開發新增宜蘭濱海轄區觀光資源，維護該區域自然與文化之完整性。
- (2) 提升轄內優質旅遊環境，型塑聚落風貌，展現地域特色，帶動地方觀光產業發展，將過路型轉化為目的型，發展本區成為「慢活、定點、深度」的旅遊型態，使遊客停留天數由 1 日增加為 2 日或 3 日。
- (3) 配合交通部推動「配合節能減碳－東部自行車路網示範計畫」，加強相關軟硬體服務設施改善及行銷推廣，吸引國內、外遊客到訪。
- (4) 推動東北角地質公園邁向國際 UNESCO GEOPARK，鼓勵社區參與，強化解說服務，提升臺灣地景保育及永續生態旅遊之國際形象。





#### b. Operation and Management

- (a) Complete Long Dong Ocean Marin and Yacht Harbor ROT Project, Waiao service areas OT Project, and Fulong and Dali Visitor Centers surrounding organization of café shop OT plan, and smoothly lead private business resources to join the tourism industry.
- (b) Assistance was provided to implement and manage the public sector's investment Fulong Coastal Hotel Area ROT+BOT project.
- (c) Operate workshops for North Coast Tour Route Industry Alliance 4 times, and practicable tourism business and raise the service quality.
- (d) Reinforce the water areas activities promotion, print dangerous fishing spots brochure, make water areas activities promotional film.
- (e) Volunteer interpreter training, seminars, recognition presentations, and evaluation were carried out, and a workforce databank was established. The use of social resources and professional know-how.

#### c. Advertising and Promotion

- (a) According to seasons and characteristic to promote various big theme activities: Gueishan Island Whale Trip, Fulong sand culpting Festival, Northeast Old Caoling Biking event, and Caoling historical trail and Silver Grass Festival.
- (b) Along the North Coast extending to Nanfanggao, renewing the website service and promotional image.
- (c) Work with Taiwan Railways Administration to organize "Northeast Coast Day Pass" and "Cruiseship style train" project, to promote railroad travel and tour package business.

#### d. Future Development

- (a) To continue management of the newly developed national scenic area of Beach in Yilan and to preserve the natural and cultural environment.
- (b) Raise local high quality travel environment, build up group village style, unfolding local character, and promote local tourism industry, to transform from passenger to traveler with purpose. Let this areas become a "relaxed living, set point, and in-depth" travel style, to make the traveler extend his stay from one day to two or three days.
- (c) In accordance with the effort of the Ministry of Transportation and Communications to promote "Reduce energy and low carbon—Eastern Taiwan Biking Network Demonstration Plan", relevant hardware facilities service and promotion were reinforced to attract local and foreign traveler visits.
- (d) To support Northeast Coast Geology Park to strive to be an international UNESCO GEOPARK, encourage community participation, enhance interpretation education, and to preserve the natural and culture environment in the area to build up an international image of sustainable tourism.



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

本區具有臺灣東部海岸地區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，具有泛舟、泡湯、潛水、賞鯨等多樣性活動之潛力，為一處四季皆宜的旅遊勝地。97年度推動「重要觀光景點建設中程計畫（97至100年）」項下「東部海岸國家風景區建設計畫」之重點工作，重要工作成果如下：

### 1、規劃建設

辦理國際觀光重要景點（綠島地區、小野柳／都蘭地區、三仙台地區）、國內觀光重要景點（成功／長濱地區、石梯坪／大港口地區）、地方觀光景點（磯崎／鹽寮地區）等建設計 25 件工程，完成綠島生態研習中心周邊環境改善、小野柳露營區管理站及周邊設施整修、加路蘭環境景觀及服務設施改善、水往上流環境景觀及服務設施改善、八仙洞停車場及步道系統一期改善等工程，改善遊憩服務設施，提升整體旅遊服務品質。

### 2、經營管理

- （1）提升遊客安全：辦理春節連續假日交通疏運、轄區水域遊憩活動安全管理、督導轄區水域活動經營管理業者辦理救護演練等工作。
- （2）設施維護管理：辦理全區環境維護及設施維持、GIS 遊憩設施管理資訊系統設施圖資更新建檔、轄區據點經營管理與安全維護自主檢查等工作。
- （3）環境整潔美化：辦理轄區環境清潔勞務外包、執行清淨家園全民運動計畫等工作。
- （4）運用社會資源：辦理三仙台旅館區 BOT 案、綠島朝日溫泉與生態研習中心及露營區 ROT 案前置作業、各據點遊憩設施委外出租、委託民間認養遊憩據點等工作。

### 3、宣傳推廣

- （1）辦理年度重要活動：5 月份東海岸竹筏競技賽、7 月份秀姑巒溪泛舟觀光活動、8 月份加路蘭手創市集結合臺東縣政府「東海岸音樂季」活動、7-8 月份東海岸部落豐年祭活動、阿美族文化中心展演及服務計畫、月光小棧展演計畫、11 月份起「2008 舞動東海岸駐點」展演、「野地之芳」東海岸漂流木裝置藝術展、東海岸文化小舖推廣、「泡湯賞味趣－花東溫泉美食饌」及「噶瑪蘭香蕉絲編織手冊」書籍製作與行銷等。
- （2）配合舉辦大型活動：配合辦理 97 年全國自由車公路錦標賽暨 2009 年國際自由車環臺賽選拔活動、臺東航空站文化櫥窗設置藝術品、臺北松山機場南區設置公益燈箱宣傳行銷等。

### 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）提供國人優質旅遊環境，提升東部觀光旅遊事業品質。
- （3）開創新的國際觀光據點，塑造國際級觀光特色。
- （4）加強觀光旅遊發展與地方產業、地方社區之結合，增進地方收益。



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

This national scenic area boasts the majestic scenery and rich natural ecology of Taiwan's East Coast, as well as unique prehistoric archaeological sites and the traditional culture of the Amis people. It offers rafting, hot spring bathing, scuba diving, whale-watching, and a multitude of other activities, making it a destination worth visiting all year round. The results of continued Implementation of key tasks in line with the "Northeast and Yilan Coast National Scenic Area Development Plan" under "Medium-term Construction Plan for Major Tourist Sites (2008-2011)" are as follows:

### a. Planning and Construction

25 construction projects were carried out at international tourism spots (Green Island, Xiaoyeliu/Dulan area, Sanxiantai area ), national tourism spots (Chenggong/changben area, Shitiping/Dagangkou area ) and local tourism spots (Jiqi/Yanliao area). Completion of improvement of surrounding environment of Green Island Eco-research Center, renovation of Xiaoyeliu Camp Site Management Center and surrounding landscape, Jialulan surrounding environmental and facilities improvement, Water Running up scenic spot surrounding environmental and facilities improvement. The parking lots and sidewalk of Baxian Cave first term renovation. These projects improved recreational service facilities and upgraded the overall quality of travel services.

### b. Operation and Management

- (a) Upgrading of travel safety: The alleviation of traffic congestion was carried out during the Chinese New Year holiday and water activity operators were supervised in carrying out life-saving exercises.
- (b) Management of facilities maintenance: Area-wide environmental and facilities maintenance, GIS recreational facilities management information system graphic data updating, and inspections of autonomous operation and safety maintenance at tourist spots were carried out.
- (c) Environmental cleanliness: The outsourcing of labor for environmental cleaning was carried out and the national clean home plan was implemented.
- (d) Utilization of social resources: The Sanxiantai hotel area BOT project; Zhaori Saltwater Hot Springs, ecology center, preliminary work on the campground ROT project on Green Island; the rental of recreational facilities at tourist sites; and the "adoption" of tourist sites by the private sector were carried out.

### c. Advertising and Promotion

- (a) Major annual events: These activities included the East Coast Bamboo Raft Competition in May, tourist rafting on the Xiuguluan River in July, Jialulan Handcraft Market in August combining with Taidong County government "Taidong Music Festival". East Coast tribe harvest festivals, Amis Culture Center exhibition and services, and Moonlight Tavern performances and exhibition in July and August, and starting in November, "2008 East Coast Dancing Festival", East Coast woodcarving art exhibition "Beauty of the Wilderness", promotion of East Coast Cultural Hut, publication and promotion of book "Hot Springs – Gourmet Foods of Eastern Taiwan" and handbook on "Gemalan banana silk weaving".
- (b) Coordination with large-scale activities: The 2008 national cycling competition and 2009 international cross-island race event, artwork exhibition showcasing at Taidong airport, Taipei Songshan airport south area public welfare lantern advertising promotion.



### d. Future Development

- (a) The overall natural landscape and cultural resources of the East Coast and Green Island will be preserved, and the sustainable development of resources promoted.
- (b) The people of Taiwan will be provided with a superior travel environment and the development of tourism enterprises on the East Coast will be promoted in order to raise the quality of travel business.
- (c) New international tourist sites will be created and international-class tourist characteristics will be developed.
- (d) The integration of tourism development with local industries with local communities will be strengthened so as to increase local incomes.





### （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，可作為推動水上活動及海洋生態觀光旅遊行程典範。97 年度配合推動「重要觀光景點建設中程計畫（97 至 100 年）」項下「澎湖國家風景區建設計畫」之重點工作，重要工作成果如下：

#### 1、規劃建設

##### （1）開發新景點—中屯風力園區

成熟型的國家風景區也需要開發新的產品，才能保有遊憩區的生命力。中屯島上的臺電公司風力發電機組，羅列在海岸，遠遠望去，即是一幅美麗的圖畫，添增一處吸引遊客拍照、駐足的新景點。

##### （2）景點添新粧

辦理林投—隘門黃金海岸整體規劃，推動林投公園第 1 期整建工程，提供綠意盎然之休閒氛圍讓遊客能有耳目一新的感受，重新賦予景點新的生命力，風華再現。

##### （3）營造友善環境

- \* 建置旅遊服務中心：啓用馬公機場旅遊服務中心、澎湖、北海、後寮及南海遊客中心之服務櫃台，營造親和、友善、專業服務形象。
- \* 興建上下岸設施：興建南海遊客中心及菜園上下岸浮動碼頭設施，整合遊艇業者服務櫃台，改善馬公第三漁港周邊環境整體形象。
- \* 興建人性化公廁：完成整建人性化公廁計 12 處，並獲澎湖縣政府頒發優良公廁獎，提供遊客優質如廁服務。



### (3) 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 marine ecotourism. The results of “Penghu national scenic areas development plan” in accordance with implementation of the “Medium-term Construction Plan for Major Tourist Sites (2008-2011)”s are as follows:

#### a. Planning and Construction

##### (a) Development of new scenic spots

Well-developed scenic areas need to constantly update by developing new scenic spots to keep up a lively energy. Taipower company has built a wind power generator by the beach of Zhongtun island, which created a beautiful scenery from afar. After completion of public facilities, the “Zhongtun Windmill Power Park” will be a new attraction spot for travelers take photographs and stay.

##### (b) Renovation Scenic Area

Integration of Lintou-Yimen Golden Coast Plan to promote Lintou Park’s first term renovation, to provide a greener leisure atmosphere, to give tourist a new look, and let the scenic area obtain new energy and new glamour.

##### (c) Create friendly environment

- \* Building travel service center: open Magong airport tourism service center, and Penghu, Beihai, Houliiao, Nanhai tourism service center, to create a kind and friendly professional service image.
- \* Construction of boarding and unboarding facilities: construction of Nanhai Visitor Center, and Caiyuan Floating docks to provide tourists with easy boarding and disembarking. Integration of Yacht business service counter; improvement of the entire Magong No. 3 fishing port surroundings image.
- \* Construction of user-friendly public toilets: Complete 12 user-friendly public toilets, and award prizes by Penghu County Government as quality public toilets, to provide tourist quality human-oriented service.





## 2、經營管理

### (1) 環境清新潔淨計畫

擇定桶盤嶼地質公園、吉貝沙尾、望安及七美濱海等重點區域，動員社區居民、民間團體、澎湖科技大學等單位，清理海漂垃圾、大型漂流木及廢棄物、工程廢棄土方、雜草等有礙觀瞻之物件。期能形成社會運動，喚起住民自覺，以落實「環境優先」之工作理念，創造「清新潔淨」之澎湖新風貌。

### (2) 恢復吉貝沙尾天然景緻

落實保育珍貴之吉貝嶼沙尾沙灘，解決吉貝海上樂園地上物長期佔用國有地問題，97年度啟動拆屋還地之強制執行。排除佔用地上物及輔導違規經營的水域遊憩活動業者。地上物拆除後，原基地恢復舊觀，並輔以植生綠化，提供遊客自然清新的遊憩空間。

### (3) 獎勵風景據點周邊墳墓遷葬計畫

97年度研討「澎湖國家風景區管理處97-100年度風景據點周邊墳墓檢骨進塔獎勵實施計畫」，賡續執行鼓勵風景據點周邊墳墓檢骨進塔獎勵計畫，除將前期實施範圍納入，並擴大實施範圍，獎勵遷葬約300座墳墓，改善各風景區周邊景觀，清朗視野，亦活化公有土地觀光遊憩利用。

## 3、宣傳推廣

### (1) 產品新包裝

運用舊的資材，結合現代的行銷手法，其實就能展現澎湖旅遊產品的新意。諸如包裝傳統休閒漁業的樣態，輔以臺灣本島少見的「抱墩」、「巡滬」、「釣小管」等活動，即可發展成吸引遊客興趣的產品。

### (2) 塑造新話題

澎湖觀光題材眾多，是行銷高手發揮所長的天堂。嘗試著以「愛情」、「唯美」、「浪漫」的行銷元素，結合「美艷動人的吉貝沙尾」與「浪漫美麗的七美雙心石滬」的天然地景，規劃出「驚艷吉貝・浪漫七美」的觀光行銷推廣活動，希望以不同的操作手法，來引領話題，吸引遊客到訪。

### (3) 大陸市場行銷

因應政府96年9月28日開放福建省居民由金門、馬祖赴澎湖觀光政策及97年7月4日兩岸包機直航開放觀光政策，於97年度協助大陸中央電視臺「東方時空」採訪小組蒞澎製作觀光推廣節目、協助安排「福建省澎湖旅遊參訪團」蒞澎考察兩岸觀光推廣、大陸安徽省旅遊局蒞澎考察兩岸觀光，協辦「福建省閩臺交流協會」、北京市澎湖旅遊推介會活動、「澎湖推動海峽兩岸觀光交流活動」、「第10屆海峽兩岸經貿交易會」等活動，以拓展大陸觀光客源。

## 4、未來發展重點

建立澎湖國家風景區品牌定位與企業識別形象，以「環境優先」、「設施減量」、「國際水準」、「服務品質」4大工作理念來營造澎湖的美，更將採取「開發新景點」、「景點添新粧」、「產品新包裝」、「塑造新話題」的策略性手法，永續經營此一灑落在臺灣海峽的美麗珠串—澎湖群島，不僅成為國內最佳海島旅遊度假樂園，更是具國際競爭力的觀光島嶼。



## b. Operation and Management

### (a) Environmental improvement

Tongpanyu Geology Park, Jibei Shawei, Wangan and Qimei beach were selected as focus area. Environmental protection groups, the residents of local communities, and Penghu Technology University were all mobilized in the spirit of community development, joining together to clean up eyesores: beaches garbage, large scale driftwood, waste disposal, abandoned waste soil from construction sites, and weeds, with the core direction of “environment first” concept to create the “Pure and clean” Penghu new look.

### (b) Recover Jibeisawei natural scenery

To protect the previous environment of Jibei Shawei Island and to resolve the issue of illegal use of national land by the local leisure business operator, actions on recovering the land were taken this year. After tearing down the existing facilities to recover the natural scenery, measures were taken to restore the natural beach to attract more visitors in the future.

### (c) Encouragement of relocation of grave yard surrounding the scenic area

“Penghu Scenic Area Administration 2008-2011 Plan to encourage relocation of grave yard surrounding scenic area” was mapped out in 2008. The effort to subsidize relocation of grave yards surrounding in scenic area will be expanded to 300 graves in addition to previously removed ones to clear the environment surrounding the scenic areas, thereby providing a more diverse recreation place.

## c. Advertising and Promotion

### (a) New Package of Tourism Production

Using old materials combining modern marketing method to represent new tourist ideal of Penghu. To add rare activities such as “Baodun”, “Xunhu”, “Squid-fishing” to new package of traditional leisure fishing style, to create a new attraction of tourist.

### (b) Mold New Topics

There are many tourist attractions in Penghu, making it a heaven for marketing and promotion heaven. With the elements of “Love, Beauty, Romance” that combine with natural sceneries such as “Beautiful and Inspiring Jibei Shawei”, “Romance of the Qimei Twin Heart Stone Weir”, the new theme of “Astonishing Jibei and Romantic Qimei” event on the tourist marketing promotion will hopefully attract more tourists to visit Penghu.

### (c) Development of China's Tourism Markets

In response to government's policy on September 28, 2007 to allow Fujian province residents to visit Penghu through Jinmen and Matsu, and the opening of cross-strait direct charter flights, in 2008, assistance was provided to crew of “Oriental Horizon” program by China Central Television for production of tourism promotion program. Assistance was also provided to arrange for “Penghu Tourism Delegation from Fujian Province” in exploring tourism in Penghu, arrange for delegation from Anhui Province Tourism Bureau, co-organize “Fujian Province Fujian-Taiwan Exchange Association” meeting, organize promotional event for Penghu tourism in Beijing, arrange for “Penghu's promotion of Cross-strait tourism exchange” meeting, and “10th Annual Cross-Strait Fair for Economy and Trade” to expand the tourism market from Mainland China.



## d. Future Development

Establishment of Penghu's international resort Islands brand and CIS, to implement 4 working concepts of “environment first”, “reduce facilities”, “international level” and “service quality” to create the beauty of Penghu. To Use the strategy of “Exploit new spots”, “Renovation Scenic Area”, “New Package of Tourism Production” and “Mold New Topic” for sustainable development Penghu archipelagos—the beautiful pearl in Taiwan straits. To let Penghu become the best tourism park island in the whole nation, and also become an international competency tourism island.



#### (四) 大鵬灣國家風景區 <http://www.tbnsa.gov.tw>

本區緊鄰高雄都會區，行政轄區為屏東縣東港鎮、林邊鄉及琉球鄉3鄉鎮，總面積2,764公頃，擁有潟湖、紅樹林及珊瑚礁海岸之豐富自然人文景緻，為塑造生態旅遊環境及多樣化遊憩內容，97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「大鵬灣國家風景區建設計畫」之重點工作，重要工作項目如下：

##### 1、規劃建設

###### (1) 國際觀光重要景點建設：

- \* 持續辦理大鵬灣水質改善工作，進行崎峰、林邊大排左岸、紅樹林等3座溼地公園及灣域底泥浚渫第2期工程。
- \* 持續辦理區內環灣景觀道路 CH01 標、CH02 標工程施工，完成 CH03 標工程，並辦理通車啓用。
- \* 辦理區內基礎建設，完成 CH03 標自行車專用道開放使用，串連成完整環灣自行車道路線。

###### (2) 國內觀光重要景點建設：

持續辦理琉球風景區建設，完成琉球碧雲寺竹林生態池、琉球露營區餐廳及會議室工程，推動白沙港區商街及賣店招商改善規劃。

##### 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 案檢討會議，完成 BOT 案第1期剩餘土地交付作業、BOT 案環境影響說明書送審通過及核備。
- (2) 節省人力及增加收入，完成遊客中心、蚵殼島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。





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

This national scenic area, close to Kaohsiung metropolis area, is under jurisdiction of Pingdong County Donggang Town, Linbian and Xiaoliuqiu villages. The square measure of the area is 2,764 hectares. This scenic area sports natural and cultural riches including a lagoon, mangrove forests, and coral coastlines. "Dapeng Bay national scenic areas development plan" in accordance with "Medium-term Construction Plan for Major Tourist Sites (2008-2011)" was implemented with the aim of creating an eco-tourism environment and multifaceted recreation, thus molding a multi-function resort destination. The results of this effort are as follows:

##### a. Planning and Construction

###### (a) International Scenic Area Priority Construction

- \* Improvement of water quality in Dapeng Bay was continued. Three wetlands parks were completed: Qifeng, Linbian Channel Stone Shore, and Mangrove – along with second-stage dredging of the bay..
- \* Work continued on the scenic round-the-bay road at Dapeng Bay scenic road, including sections CH01 and CH02; section CH03 was completed.
- \* Work was carried out on the area's infrastructure, with completion of mark CH03 bikeway to open and build up a round-the- bay bikeway.

###### (b) National Scenic Area Priority Construction

Construction of the Liuqiu Scenic Area was continued, with completion of Liuqiu Biyun Temple bamboo forests ecotourism pond, Liuqiu camps area restaurant and conference room. Promotion plans were carried out to improve streetscape and shops at Baisha Harbor area.

##### b. Operation and Management

- (a) Contract performance management for the Dapeng Bay National Scenic Area BOT project was carried out, BOT review meetings were held regularly, and first-stage land transfer was completed. BOT effect on environment statement was sent and had been approved.
- (b) Operation of visitor centers, Oyster Shell Island, and the Liuqiu Eco Campground were outsourced to save the workforce and increase income, while providing recreational services and information on travel, recreation, sight-seeing, and accommodation.



### 3、宣傳推廣

- (1) 配合臺灣超級鐵人三項協會共同辦理「2008 年東港大鵬灣全國 51.5 公里鐵人三項競賽」、「2008 臺灣恆春半島 113 公里國際超級鐵人三項競賽」、「2008 年觀海—大鵬灣、樂山—北大武山全國單車挑戰活動」。
- (2) 配合屏東縣政府籌劃「2008 黑鮪魚文化觀光季」及「恆春半島藝術季活動」。
- (3) 配合「恆春半島觀光客倍增產業聯盟」共同參加高雄、臺中、臺北國際旅展及上海、北京國際旅遊展。
- (4) 配合「2008 臺灣溫泉美食」活動，辦理「2008 愛戀四重溪溫泉美食嘉年華」活動。
- (5) 配合 2008 臺灣美食展—以美食加景點方式，將大鵬灣、小琉球、四重溪及恆春半島等四大菜系隆重推廣行銷。
- (6) 辦理「大鵬灣自行車道體驗月」活動，將運動與休憩結合，強力行銷大鵬灣。
- (7) 辦理「愛上夜琉球」、「大鵬灣盃風帆橫渡小琉球全國挑戰賽」、「情定小琉球婚紗蜜月季」等活動，積極行銷推廣小琉球。

### 4、未來發展重點

- (1) 促進民間參與大鵬灣國家風景區開發方式，結合公部門共同開發大鵬灣為國際級「多功能複合式休閒度假勝地」。
- (2) 利用人工濕地，營造生物多樣性棲息環境。
- (3) 建立珊瑚礁生態學習島，改善小琉球風景區遊憩環境，並藉遊艇活動串聯與大鵬灣發展成雙核心遊憩帶。
- (4) 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」。



c. Advertising and Promotion

- (a) A “Run to Taiwan – 2008 Donggang Dapeng Bay 51.5- kilometer Triathlon”, “Run to Taiwan–2008 Hengchun Peninsula 113-kilometer International Triathlon” and “2008 Sea view-Dapeng Bay, Mountain joy-North Dawu Mountain Cycling Challenge” was held jointly with the Taiwan Super Triathlon Association.
- (b) Worked with Pingtung County Government to organize “2008 Blue Fin Tuna Cultural Festival” and “Hengchun Peninsula Arts Festival”.
- (c) Cooperated with the “Hengchun Peninsula Doubling Tourist Arrivals Industrial Alliance” to participate the Kaohsiung, Taichung, Taipei travel exhibitions and Shanghai, Beijing international travel fairs.
- (d) A “2008 Love in Sichongxi Hot Spring Cuisine Festival” event was held in coordination with “The 2008 Taiwan Hot Spring and Fine-Cuisine Carnival”.
- (e) Worked with “2008 Taiwan Culinary Exhibition”, combining scenic areas with local cuisines together to promote Dapeng Bay, Xiaoliuqiu, Sichongxi, and Hengchun Peninsula.
- (f) “Dapeng Bay Bicycle Month” activities were held to combine exercise with leisure activity to aggressively market Dapeng Bay.
- (g) “In Love with Liuqiu at Night”, “Dapeng Bay sailing cross-bay Xiaoliuqiu Challenge” and “Love for Xiao Liouciou Wedding and Honeymoon” activities were held to market XiaoLiuqiu Island.

d. Future Development

- (a) Private investment will be promoted in Dapeng Bay National Scenic Area development projects so as to bring about the joint development, together with the public sector, of Dapeng Bay into an international multifunctional resort destination.
- (b) Man-made wetlands will be used to create a diversified biological habitat.
- (c) “Coral reef eco-learning island” will be established, the recreational environment of the XiaoLiuqiu Scenic Area will be improved, and yachting events will be linked to development of Dapeng Bay into a twin-core recreation belt.
- (d) Building up a rapid and easy tourist communication network which can connect Kending and Sichongxi to become a “tropical beach vacation corridor.”





### （五）花東縱谷國家風景區

<http://www.erv-nsa.gov.tw>

本區位於臺灣東部的中央山脈和海岸山脈之間狹長河谷平原，兩山脈之間的綠色廊道，沿途盡是阡陌田園、秀麗山水、與豐富的人文、物產蘊含天然美景與身心調和的精神饗宴。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「花東縱谷國家風景區建設計畫」之重點工作，重要工作項目如下：

#### 1、規劃建設

- （1）國際觀光重要景點建設：完成鯉魚潭潭北石雕公園、潭西護岸景觀改善、遊客中心至露營區段自行車道改善、羅山、富里地區景觀改善、關山環鎮自行車道改線工程、關山隆盛路入口意象暨周邊景觀改善及鹿野高台周邊景觀設施工程。
- （2）國內觀光重要景點建設：完成大富地區景觀暨公共服務設施改善、臺9線自行車景觀廊道（玉里舊鐵道支線）改善、海端鄉天龍古道及六口溫泉改善，以建構花東優質景觀路廊及周邊服務設施。
- （3）地方觀光景點建設：玉里樂合原住民部落景觀改善、玉里景觀及公共服務設施改善、卑南富源社區景觀平臺及周邊公共設施。
- （4）辦理花蓮系統、玉里系統及臺東系統景觀暨公共設施技術服務（含規劃、設計、監造）。

#### 2、經營管理

- （1）依據「國家風景區設施維護暨水域遊憩活動安全管理須知」，完成「設施維護巡查計畫」及「水域設施維護及遊憩活動安全管理巡查計畫」及「設施維護處理標準作業程式」草案修正並實施。
- （2）辦理遊憩設施活化再利用，已完成民間參與林榮休憩區、池上休憩區、鳳林遊憩區、鯉魚潭露營區及鳳凰山莊等5案興建暨營運簽約，其他未能於短期辦理促參之遊憩景點，均以短期出租方式辦理委外經營。
- （3）完成「清淨家園全民運動計畫督考辦法」，落實所轄區各遊憩景點、委外經營據點及民間經營業者清潔維護查核，97年度轄管花蓮地區各遊憩據點公廁獲頒評鑑特優等獎。
- （4）執行「觀光旅遊服務網暨行政資訊網」網頁資訊更新，持續規劃改版設計，加強網頁實用性、親和性與便利性的服務功能，提供遊客更豐富詳盡的縱谷旅遊資訊；獲得觀光局評鑑特優之殊榮。





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

This area is situated on the plains of a long, thin valley between the Central Mountain Range and the Coastal Mountain Range in Eastern Taiwan. The green corridor between the mountain ranges is filled with rice paddies, exquisite scenery, rich cultures, and abundant agricultural production, serving up a spiritual feast that brings harmony to body and mind. Implementation of the “East Rift Valley National Scenic Area development” in accordance with the “Medium-term Construction Plan for Major Tourist Sites (2008-2011)”, produced following major results:

##### a. Planning and Construction

###### (a) International Scenic Area Priority Construction:

Completion of stone sculpting park at northern corner of Liyu Lake, landscape improvement on lake-side scenic area on western side of the lake, renovation of bike trail from visitor center to camping area, landscape improvement of Fuli scenic area, renovation of around-town bike way in Guanshan, improvement work on the entrance image of Guanshan Shenlong Road entrance, and improvement work on scenic facilities surrounding Luye Gaotai Plateau.

(b) National Scenic Area Priority Construction: Improvements of scenic area and public service facilities at Dafu were completed, and improvement for the scenic bikeway system along the Provincial Highway, No.9 (an offshoot of old Yuli railroad) was carried out. Haiduan Village Tianlong ancient path and Liukou Hot Spring renovation. This scenic area and surroundings improvement were done with the aim of developing Hualian-Taidong path into a high quality landscape.

(c) Local Scenic Area Construction: Improvements of Yuli Lehe Aboriginal Village, Yuli scenic area, Beinan Fuyuan community scenic areas and facilities were completed.

(d) Technical assistance was provided to scenic areas and facilities of Hualian, Yuli, Taidong scenic area systems (including planning, design and construction).

##### b. Operation and Management

(a) In accordance with “Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities”, the “Water Recreation Activities Safety Inspection Plan”, “Maintenance of Water Recreation Facilities and Inspection Plan of Safety Management of Recreation Activities”, and “Standard of Operation for Facility Maintenance” were drafted and implemented.

(b) In the revitalization and reuse of recreational facilities, the private participation of the Linrong Recreation Area, Chishang Recreation Area, Fenglin Recreation Area, Liyu Lake Campground, Phoenix Villa project was completed, and a contract was signed for the building and operation. Other Recreation Area was outsourced for short term.

(c) The draft of “National Clean Home Movement – Detailed Checking Implementation Plan” was prepared to strengthen the maintenance of cleanliness at tourist sites within the national scenic area by working with national scenic areas, private sector and outsourced service providers to ensure regular inspections are conducted for cleaner tourist sites. In 2008, the public restrooms in Hualian areas received the award of excellence for its clean environment.

(d) Implement “The Tourism Information Service Website and Executive Information System” updating, constantly updating and editing the website to reinforce the practical, friendly, and convenient functions, as well as providing detailed information of the East Rift Valley. The website received the excellent prize by Taiwan Tourism Bureau.



- (5) 依據「原住民族地區資源共同管理辦法」，籌組成立原住民族地區「資源共同管理會」，並召開委員諮詢會議，建立與原住民族合作夥伴關係，完成資源共同管理機制。

### 3、宣傳推廣

- (1) 辦理「2008 萬統盃花東縱谷國際超級馬拉松賽」、「NEVER STOP 永不放棄」、「花東縱谷單車嘉年華」、「2008 看見螢火蟲的家」生態教育休閒活動、「2008 花蓮盃全國鐵人三項邀請賽」、「洄瀾競渡慶龍舟」、「臺東區 2008 夏令活動整合行銷案」、「全國飛行傘錦標賽暨大專飛行傘、寵物趣味賽活動」、「花海廊道整合行銷案」、「洄瀾單車嘉年華單車節」等活動。
- (2) 觀光旅遊網站更新、提供中（簡）、英、日、兒童網站及風景區特定區觀光資源的導覽，及風景區特定區內旅遊資訊及便民服務、露營預約線上申請措施。
- (3) 發行縱谷簡介（兩山之間）及綠野仙蹤摺頁、製作導覽解說手冊、辦理活動觀光旅遊護照、廣續與全家便利商店、電子廣播結盟合作推廣行銷。
- (4) 製作縱谷 DVD 宣導簡介短片，提供轄區旅館（行）公會廣為宣導。
- (5) 設置觀光導覽摺頁架置於花東鐵路重要車站，提供便捷旅遊導覽資訊服務。
- (6) 辦理大型活動均召開臺北及高雄記者會、設置專屬活動網站、邀請臺北媒體參訪、結合地區媒體行銷。
- (7) 招募地區志工配合各站服勤及隨團接待導覽解說服務推廣觀光業務。

### 4、未來發展重點

- (1) 依年度規劃積極改善各項軟、硬體，發展為水、路、空多元遊憩活動之旅遊勝地，結合地方異業產業界，促進地方經濟效益。
- (2) 配合「東部永續發展計畫」建構花東優質景觀廊道（縱谷花海及花東縱谷自行車路網建置）及整體行銷，持續推動優質景觀廊道並型塑重要門戶之意象。
- (3) 積極推動民間參與觀光遊憩建設，並協調整合相關公部門資源並與觀光業者合作，提升全區觀光服務品質並擴大行銷推廣之效益。



- (e) According to "Aboriginal Areas Resources Joint Management Regulation" to set up aborigine areas "Resources Joint Management Committee", to convene the counseling conference, to build the partnership with aborigines, to complete the function of joint management system.
- c. Advertising and Promotion
- (a) Arranged the "Wantong Cup East Rift Valley International Invitational Super Marathon 2008", "Never Stop – Extreme Biking", "East Rift Valley Cycling Carnival", "2008 Joy of Watching Fireflies" eco-tour, "2008 Round Trip Hualien International Triathlon Elite Competition", "2008 Dragon Boat Festival", "2008 Taitung Area Summer Camps Marketing Activities", "National Paragliding and Pet Carnival", "Promotional activities for East Rift Valley Sea-of-flowers Corridor", and "Huilan Cycling Festival".
  - (b) Constant updates and editing were made on the tourist travel service website, providing Chinese (simplified), English, and Japanese versions, children's site, detailed information on scenic areas, user-friendly services, and online reservation system for camping area.
  - (c) The East Rift Valley guidebook (Between Two Mountains), the "Green Fairy" brochure, tour guide book were published and distributed. A Tourism Passport was published, in collaboration with Family Mart convenient stores with the Internet and radio as an alliance for promotion and marketing activities.
  - (d) The "East Rift Valley National Scenic Area Introductory DVD" was re-published for the local hotel industry to promote and distribute.
  - (e) The "East Rift Valley Scenic Area guidebook" brochures were displayed at the main railroad stations in Hualien-Taidung area to provide convenient and fast service.
  - (f) For all large-scale events, press conferences in both Taipei and Kaohsiung, websites for the events, arrangement for interviews by the media, and promotion activities that integrated local tourism industries were organized.
  - (g) Recruit local volunteer work at each station, follow the tour group to guide and receive tourists, and promote the tourism business.
- d. Future Development
- (a) Hardware and software facilities will be improved so as to develop a popular destination for water, land, and air recreational activities, and to promote local economic prosperity.
  - (b) An East Rift Valley scenic corridor (The East Rift Valley Sea-of-flowers Corridor and bicycle road map) will be created and marketed in line with the "East Rift Valley Sustainable Development Plan for Eastern Taiwan," continuous scenic corridor work will be carried out, and the image of a major gateway will be molded.
  - (c) Private participation in tourism and recreational construction will be promoted, assistance will be provided to integrate the resources of related government sectors, and cooperation with the tourism industry will be devoted to the effort to upgrade the quality of tourism services nation-wide and expand the effects of marketing and promotion.





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

馬祖列島素有「閩東之珠」美稱，特殊的地理位置與歷史背景，以及渾然天成的海蝕奇景、戰地文化與傳統石屋的閩東人文特色，譽為「海上桃花源」。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「馬祖國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

(1) 先期規劃

辦理「全區導覽解說牌示系統規劃設計案」及「馬祖國家風景區地理資訊系統建置案」，以提供優質解說導覽環境及建立良好經營管理系統，進而可提升遊憩服務品質。

(2) 公共建設

- \* 推動北竿系統為國際觀光重要景點：芹壁聚落保存區週邊環境美化工程、坂里遊客服務區整修工程。
- \* 建置南竿系統為國內觀光重要景點：大砲連營區再利用工程。
- \* 地方觀光景點建設：東引忠誠門及週邊景觀改善工程、莒光坤坵賞景平臺整建工程。
- \* 其他環境美化及設施維持等。

2、經營管理

- (1) 以呈現馬祖自然、人文風貌及低密度開發為原則，發展「一鄉一特色，一島一景點」，逐年開發或整建暨有景點，改善維護暨有公共服務設施，健全南竿、北竿、東引、莒光各觀光遊憩系統。
- (2) 輔導觀光業者提升經營視野及服務品質，協助民衆辦理社區環境整治，培訓志工支援導覽解說服務，以結合民間資源共同打造優質旅遊環境，並提升服務品質。
- (3) 建構全區雙語化導覽解說及牌示系統、提供多語言版本觀光文宣、影片、網站資訊，建構友善、無障礙之旅遊環境，達到與國際接軌、吸引國際觀光客蒞馬旅遊。





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

The Matsu archipelago has long enjoyed the sobriquet “Pearls of Eastern Fujian”, and its unique geographic location, historical background, fantastic sea-eroded landscapes, battleground culture, traditional stone houses, and other cultural features of Eastern Fujian have made it known as “a paradise on the sea”. Implementation of “Matsu National Scenic Area development” in accordance with the “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

##### a. Planning and Construction

###### (a) Advance Plan

- \* Implement the “Matsu Tourist Site Guide and Interpretation Stand Design Project” and “Matsu National Scenic Area Geography Information System Setup Project”, provide high quality guide and interpretation, and build a good quality management system, to raise the recreation service quality.

###### (b) Public facilities

- \* Promote Beigan System as an international important scenic area: Renovation of environment surrounding Qinbi Settlement preservation area was implemented. Renovation of Banli Tourist Service area was implemented.
- \* Establish Nangan System as a local important scenic area: Renovation of Dapaolian Military Camp was implemented.
- \* Build local tourism spots: Renovation of Dongyin Zhongcheng Gate area and surroundings was completed. Renovation of Juguang kunqiu scenic viewing spot was conducted.
- \* Renovation of other areas and facilities was conducted.

##### b. Operation and Management

- (a) Under the principle of preserving natural and cultural elements and low-density development for sustainable operation and the concept of “One Village One Character, One Island One Scenery”, existing tourist sites are renovated year by year and public facilities are improved and maintained so as to strengthen the recreational systems of the four islands: Nangan, Beigan, Dongyin, Juguang .
- (b) Tourism operators were provided guidance in upgrading their visibility and service quality, assistance was provided in improving community environments, and volunteer interpreters were trained so as to bring in the strength of the private sector for the creation of a quality travel environment and the enhancement of service quality.



- (4) 辦理生態賞鷗等小而美之精緻旅遊活動，結合專業導覽解說及教育宣導，並以總量管制等方式落實保育工作，以潛移默化方式推廣保育觀念，達到觀光資源永續利用。
- (5) 為培植在地解說及經營人才，舉辦：芹壁卡蹯～地景導覽解說活動；芹壁我的家~~社區導覽人才培訓，向土地學習—地景重現社區工作坊；津沙聚落「共同經營、共同發展」軟體計畫；東莒懷舊綠生活行動專題講座、社區討論會、願景工作坊、懷舊同學會暨時光走廊靜態展等等相關活動，以為永續經營投注新生力。

### 3、宣傳推廣

#### (1) 與相關單位共同辦理各式主題觀光活動

- \* 結合當地藝術與傳統民俗節慶活動：元宵到馬祖看擺暎、北竿蕭王府移香百年祭。
- \* 推出最具代表性之生態旅遊活動，凝聚國內外遊客焦點：2008 馬祖生態賞鷗。
- \* 以「媽祖在馬祖」為號召，吸引兩岸三地遊客：媽祖文化祭、媽祖在馬祖昇天祭等系列活動、媽祖回娘家活動。
- \* 推出軍情館參觀及蛙人操、240 砲操表演等，完整呈現軍事風情：戰地密碼之旅、老兵重返東引。
- \* 推廣馬祖豐富多元的海濱生態旅遊：2008 花蛤節。
- \* 推廣健康、零污染之水域休閒活動—獨木舟：舟遊北竿。

#### (2) 與相關單位共同辦理各項推廣活動，以提高馬祖旅遊在各族群之能見度，包括「忠義驍悍—東引戰士重返榮耀」中央記者會、「2008 活力臺灣、快樂逍遙遊」國際旅遊推廣展、「97 年春季旅展」、「2008 臺灣觀光博覽會」等。

#### (3) 提高媒體曝光率，包括聯合報、自由時報、中國時報、中央通訊社、馬祖日報、蘋果日報等平面媒體，公共電視、東森新聞、民視、TVBS、客家電視臺等電視媒體，及中廣新聞網、聯合新聞網等 20 餘件媒體報導。

#### (4) 文宣、紀念品開發製作，包括水晶文鎮、陶笛、東莒燈塔及以地區媽祖宗教文化為主題之紀念品，以推廣地區觀光。並改版製作「馬祖卡蹯—觀光護照」70,000 份、增印北竿、東引及莒光分區導覽圖 20,000 份、製作黑嘴端鳳頭燕鷗中文摺頁 48,000 份及紀念徽章 5,800 份、馬祖卡蹯—觀光護照 60,000 份，以及「2008 點召馬祖戰士—攜家帶眷重返馬祖活動」行銷紀念品 3,500 份。

### 4、未來發展重點

- (1) 以永續發展為前提，加強自然景觀及人文資源維護，開發馬祖特色資源，打造兼具生態地景、媽祖文化、傳統聚落、戰地風情之「海上桃花源」，建設馬祖為離島觀光重鎮。
- (2) 全面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。
- (3) 持續推動雙語化旅遊環境，加速與國際接軌。



- (c) A bilingual tour guidance and interpretation system was constructed throughout the national scenic area and multilingual promotional materials were provided so as to build up a friendly and obstacle-free travel environment and expand the scope of services to reach out and attract international travelers.
- (d) Tern (Seabird) watching and other eco-tours were carried out with the incorporation of guidance interpretation and educational publicity, and total-volume controls and other methods were used to realize the work of conservation and achieve the sustainable use of tourism resources.
- (e) To train local interpreters and managers in tourism industry, workshops on "Qinbi Kaliu-interpretation for landscape sceneries", and "Qinbi my home-community tour interpretation, learn from our land-rebirth of home sceneries", Jinsha Settlement "Working together and Growing together" software plan, Dongju nostalgia green life seminars, community discussions, vision workshops, "Nostalgia Reunion and Time Corridor" exhibition and other activities were organized to inject new energy for the local tourism.

#### c. Advertising and Promotion

- (a) Theme tourism activities carried out jointly with related organizations
  - \* Incorporation with local art and traditional folk-culture festivals: Matsu Art Festival at Lantern Festival, Beigan Xiaowang Temple 100 years Festival.
  - \* Introduction of the most representative ecotourism activities to concentration the attention of domestic and foreign tourists: 2008 Matsu Tern-watching.
  - \* Use of the slogan "Mazu on Matsu" to attract tourists from the two sides of the Taiwan Straits: Mazu Culture Festival, Mazu Returns Home and Mazu Ascends to Heaven on Matsu Festival.
  - \* Introduction of visits to Military Hall, frogman exercises, and 240 cannon exercises, and more to portray a military zone: Battlefield Code Tours, Old soldiers return to Dongyin.
  - \* Promotion of Matsu coastal eco-tourism: 2008 Short Necked Clam Festival.
  - \* Promotion of healthy, zero-pollution water activities – canoeing: Canoeing around Beigan.
- (b) Promotional activities were carried out jointly with related organizations so as to enhance the visibility of Matsu tourism among different groups, including the "Old soldiers return to Dongyin" central press conference, "2008 Lively Taiwan Happy Traveler" international promotional activity, "2008 Spring Travel Exhibition", "2008 Taiwan Tourism Fair"
- (c) Cooperation with the media to boost exposure, including the United Daily News, Liberty Times, China Times, Central News Agency, Matsu Daily News, Apple Daily News, and other print media; Public TV, Eastern News, Formosa TV, TVBS, and Hakka TV stations, the Central Broadcasting news website, United news website, and others, resulting in more than 20 media reports.
- (d) Publicity materials and souvenirs were developed and produced, including crystal paperweight, ocarina, Dongju lighthouse, Mazu goddess-related souvenirs, to promote local tourism industry. 70,000 copies of new edition of "Having Fun Around Matsu – Tourist Passport", 20,000 copies of Beigan, Dongyin, and Juguang guide maps, 48,000 Chinese Crested Tern (seabird) Chinese brochure, 5,800 memory badges, 60,000 copies of "Having Fun Around Matsu – Tourist Passport", and 3,500 copies of "Calling Matsu Soldiers Back to Matsu with families" was published.

#### d. Future Development

- (a) Under the precondition of sustainable development, Matsu will be developed into a "paradise on the sea" containing ecological sights, Matsu culture, traditional settlements, and battlefield romance.



- (b) Recreational quality and service standards will be upgraded across the board so as to provide a friendly, safe, and high-quality travel environment.
- (c) A bilingual travel environment will continue to be implemented so as to boost linkage with the international community.



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

日月潭為臺灣第1大湖泊，南形如月弧，北形如日輪，以「高山湖泊」與「邵族文化」為兩大發展主軸，結合水、陸域活動，發展成為高品質、多樣化的休閒度假遊憩體驗區。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「日月潭國家風景區建設計畫」之重點工作，重要工作項目如下：

#### 1、規劃建設

- (1) 持續推動日月潭國家風景區公共遊憩建設，如水社、伊達邵及車埕地區水陸域視覺景觀改善、環潭步道系統 - 九龍口親水步道新建、汙水處理廠及下水道興建工程等。
- (2) 推動向山行政中心（含遊客中心）、水社公園等國際競圖案件。

#### 2、經營管理

##### (1) 景觀環境整頓

辦理轄內景點周邊沿線不良景觀整頓與改善，提升旅遊環境景觀品質，並廣續執行。

##### (2) 視覺環境整理

- \* 加強查察驅離流動攤販、辦理重要據點植栽綠美化改善工程，以及觀光路段辦理圍籬區隔工程。
- \* 完成日月潭環湖步道九龍口至雲品飯店段林木疏伐通視案件並廣續執行辦理。

##### (3) 提升遊樂安全及品質

辦理觀光遊憩區經營管理與安全維護示範觀摩演習、水上救生訓練、住宿業（旅館及民宿）、遊艇業、餐廳及特產品業等觀光從業人員觀摩與講習訓練。

##### (4) 促進民間投資

- \* 持續推動民間自行規劃參與暨興建日月潭－九族文化村纜車系統。
- \* 完成日月潭向山觀光旅館 BOT 案議約及車埕木業展示館 OT 案正式營運。

#### 3、宣傳推廣

##### (1) 規劃、執行年度觀光遊憩活動

辦理 2007 日月潭跨年鳴鐘祈福系列活動、九族櫻花祭系列活動、日月潭美利達單車逍遙遊暨賞螢生態之旅、2008 統一盃鐵人 3 項活動、2008 秋樂鼓舞日月潭嘉年華系列活動、2008 日月潭跨年祈福慢遊假期系列活動。





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

Sun Moon Lake is Taiwan's largest lake, 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 "Medium-term Construction Plan for Major Tourist Sites (2008-2011)" produced the following major results:

##### a. Planning and Construction

- (a) Work continued on public recreational construction in the Sun Moon Lake National Scenic Area, including scenic improvement in the Shuishe, Yidashao, and Checheng areas, construction of the Jiulongkou Waterside Trail of the round-the-lake trail system, water treatment plant, and sewage construction.
- (b) International competitive bidding was carried out for the Xiangshan Administrative Center (including a visitor center) and Shuishe Park projects.

##### b. Operation and Management

###### (a) Scenic environment improvement:

Rectification and improvement were carried out at sites of poor scenery along scenic routes so as to upgrade the scenic quality of the travel environment.

###### (b) Improvement of the visual environment:

- \* The investigation and removal of itinerant vendors was strengthened, planting and beautification were carried out at major tourist sites, and fence separation was implemented on tourist roads.
- \* The thinning of trees to improve views along the Jiulongkou section of the round-the-lake trail to Yunpin Hotel was continued.

###### (c) Upgrading of travel safety and quality

Tourist site operation and safety maintenance demonstrations were held, together with water rescue training and safety training and drills for accommodation (hotel and home stay), boating, restaurant, and souvenir shop personnel.

###### (d) Encouraging Private Investment

- \* Implementation continued on construction of the self-designed private Sun Moon Lake-Formosan Aboriginal Culture Village cable car project.
- \* Planning was carried out for the Xiangshan Tourist Hotel BOT Project and the Checheng Logging Industry Exhibition Hall OT project.





(2) 推動觀光與文化結合之創新行銷推廣策略

為推廣邵族文化，賡續辦理 97 年度日月潭邵族音樂暨舞蹈展演案、2008 拉魯盃獨木舟暨輕艇錦標賽、邵族豐年祭活動；另 97 年度系列活動，將藝術文化與觀光休閒結合，辦理 2008 秋樂鼓舞日月潭嘉年華系列活動；2008 及 2009 日月潭跨年活動均與宗教文化結合，辦理宗教祈福系列活動。

(3) 執行開放大陸人士來臺觀光之整備工作

\* 辦理「因應開放大陸人士來臺觀光辦理日月潭地區觀光產業行銷推廣專案計畫」、文宣推廣及規劃夜間活動。

(4) 推動完成環湖巴士系統及日月潭—高鐵烏日站接駁班車

\* 除辦理環湖巴士系統，提供遊客於環潭道路遊賞日月潭外，另已由南投客運行駛日月潭—高鐵烏日站接駁班車。

4、未來發展重點

(1) 建設日月潭以高山湖泊發展多元觀光產業及文化特色為主軸之國際級湖畔休閒度假區。

(2) 營造國際友善、便利、舒適與安全之旅遊環境，以吸引國外旅客。

(3) 目標客源吸引以歐美、日本、大陸地區及進行生態旅遊之國際遊客。

(4) 賡續辦理國際、國內、地方觀光重要景點建設及國家風景區經營管理。

### c. Advertising and Promotion

#### (a) Planning and implementation of annual tourism activities

The 2007 Sun Moon Lake New Year's Eve activities, the 2008 Sun Moon Lake – Formosan Aboriginal Culture Village Cherry Blossom Festival, Bicycle Free Tour and Firefly Appreciation activities, 2008 Uni-President Triathlon at Sun Moon Lake, "Autumn, Music, Drums and Dance – Sun Moon Lake Festival", and Year-end Party to Pray for Blessings.

#### (b) Implementation of the innovative tourism and culture integrated marketing and promotion strategy

To promote Thao culture, the Sun Moon Lake Thao Music and Dance Expo continued in 2008, with 2008 Lalu Bowl, Canoeing and yachting competition, Thao Harvest Festival. Furthermore, as part of the annual tourism activities, the 2008 Autumn, Music, Drums and Dance-Sun Moon Lake Festival were held. 2008-2009 Sun Moon Lake New Year's Eve activity combined religious culture for a religious blessing event series.

#### (c) Preparations for the opening of Taiwan to tourists from mainland China

\* The "Sun Moon Lake Tourism Industry Marketing and Promotion Project for the Opening of Taiwan to Tourists from Mainland China" was carried out, with the production of written promotional materials and the planning of night activities.

#### (d) Completion of a round-the-lake bus system and Sun Moon Lake-Wurih High Speed Rail shuttle bus system:

\* The round-the-lake bus system has been completed, providing travelers with the means to visit sites around the lake, and the Nantou Bus Company is now operating a shuttle service between Sun Moon Lake and the Wurih station of the High Speed Rail.

### d. Future Development

(a) Sun Moon Lake will be developed into an alpine international-class lakeside resort area centered on a diversified tourism industry and unique cultural characteristics.

(b) An internationalized, friendly, convenient, comfortable, and safe travel environment will be created to attract foreign tourists.

(c) The target markets will be Europe, America, Japan, and mainland China, as well as international travelers engaged in ecotourism.

(d) continue to arrange domestic and international and local important spots for renovation and national scenic area management.







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

本區所轄之獅頭山、梨山及八卦山風景區擁有豐富多采的高山資源，壯闊之山嶽、雲海、地理景觀，以及百年歷史古蹟及原住民、閩、客族群文化，深具觀光魅力。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「參山國家風景區建設計畫」之重點工作，重要工作項目如下：

##### 1、規劃建設

- (1) 為改善並解決目前南庄地區停車空間不足及交通壅塞問題外，並提供國內外遊客觀光景點、美食、住宿、交通等各項旅遊資訊服務，完成「獅頭山風景區南庄遊客中心及周邊環境改造工程」；同時規劃連結並整建獅頭山風景區之步道系統，以提供遊客更安全舒適的遊憩空間，完成「獅頭山風景區南庄鄉通安步道整建工程」等公共遊憩設施建設計 9 項；另規劃獅頭山未來發展之願景，打造具國際景點之觀光遊憩據點，完成「獅頭山風景區國際型觀光景點發展規劃」等先期規劃設計案計 5 項。
- (2) 為改善及提供更完善之自行車遊憩設施，完成「八卦山風景區自行車道系統南投名間休憩據點公共設施工程」；為重塑谷關新風貌並提供遊客多樣化之休閒體驗，規劃建設「梨山風景區谷關公園親水公共設施改善工程」等公共遊憩設施建設計 16 項；同時為改造百果山風景區之新風貌，完成「八卦山風景區百果山遊憩區新風貌再造」等先期規劃設計案計 5 項。

##### 2、經營管理

- (1) 配合觀光局辦理 97 年度管理處經營管理與安全維護督導考核，獲評選為第 1 名。
- (2) 辦理 97 年度「消防安全及災害應變演練研習會」及「緊急災害救護教育」第一線救護人員訓練研習會。
- (3) 辦理 97 年度「清境家園全民運動計畫」機關環境清潔維護工作。
- (4) 辦理 97 年觀光地區春節交通疏運計畫。

##### 3、宣傳推廣

- (1) 舉辦觀光行銷活動

\* 獅頭山風景區：「97 年度新竹縣山湖海觀光季」、「97 年苗栗縣賽夏矮靈祭」及「2008 南庄瓦祿文化節」等活動。



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

The three scenic areas within this national scenic area—Lion's Head Mountain, Lishan, and Mt. Bagua—contain a rich variety of alpine resources, majestic mountains, seas of clouds, geologic landscapes, and century-old historic sites, and 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 "Medium-term Construction Plan for Major Tourist Sites (2008-2011)" produced the following major results:

a. Planning and Construction

- (a) To improve and resolve the problem of Nanjhuang for lack of parking space and traffic congestion, and also to provide information on domestic and international tourist spots, cuisine, hotels, transportation, "Lion's Head Mountain scenic area's, Nanjhuang tourist center and surrounding environment renovation" was completed. At the same time, the trail system was improved to provide tourists safer and more comfortable recreation experience with nine items under "Lion's Head Mountain scenic area, Nanjhuang Village Tonan Hiking Trail renovation project". Further, the Lion's Head Mountain is envisioned as an international recreation area in the future. In accordance with this vision, five items under "Lion's Head Mountain international scenic area development plan" were being implemented.
- (b) To improve and provide better bicycling facilities, "Construction of public facilities in Nantou Mingjian Recreation Spot bikeway system in Mt. Bagua" was completed. 16 items under "Lishan Scenic Area and Guguan Water Park public facilities renovation project" were completed to rebuild Guguan's new image and provide tourist a multi-dimension travel experience. Also, to create a new image for Baiguo Mountain Scenic Area, 5 items in advanced project of "New look for Mt. Bagua Scenic Area and Baiguo Recreation Area" were completed.

b. Operation and Management

- (a) Under inspection by Taiwan Tourism Bureau in administration operation and management safety protection in 2008, the Tri-Mountain National Scenic Area was awarded the first place prize.
- (b) "Fire safety and disaster drill seminar" and "emergency disaster rescue care education" were conducted in 2008.
- (c) The work of maintaining environmental cleanliness was carried out under the 2008 "National Clean Home Movement plan".
- (d) The 2008 Chinese New Year traffic alleviation plan for tourist destinations was carried out.

c. Advertising and Promotion

(a) Tourism promotion activities:

- \* Lion's Head Mountain Scenic Area: The "2008 Xinzhu County Mountain Lake Sea Tourist Season" "2008 Miaoli County Saixia Short Ghost Festival", "2008 Nanjhuang Tile Green Culture Festival".



- \* 梨山風景區：辦理「2008 谷關河谷馬拉松」「2008 第 15 屆梨山馬拉松」、「2008 臺灣美食嘉年華 - 谷關湯饗」、「松迎鶴舞 - 溫泉創意雕塑產業觀光活動」及「2008 谷關搗月派對」等活動。
- \* 八卦山風景區：辦理「2008 鷹揚八卦 - 全民賞鷹」活動、「2008 臺灣跑水祭」、及「2008 行銷臺灣之美 - 國際自由車環臺賽」等活動。
- \* 全區活動：辦理「探訪參山 - 集樂參山」、「2008 情牽參生山世攝影比賽」等活動。

(2) 宣導品製作

辦理吉祥物徵選、完成松柏嶺遊憩區樂活茶香之旅簡介、獅山南庄旅遊采風指南簡介、參山摺頁全新製作及簡介改版編印、2009 參山手劄及賀卡等。

(3) 志工培訓

完成 97 年度第五期解說志工培訓工作，並持續辦理志工座談、表揚及各項特殊教育課程訓練，以提升解說服務品質。

(4) 網路行銷

加強觀光資訊網便民服務，提供 24 小時電子地圖、線上申請導覽解說、留言版及首長信箱與政府資訊公開等觀光旅遊資訊服務。

4、未來發展重點

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

- (1) 獅頭山風景區：發展「獅山地區」成為宗教文化觀光景點；「南庄地區」成為文化、美食及民宿之休閒遊憩景點，並以發展獅頭山風景區成為國際型觀光景點為目標。
- (2) 梨山風景區：發展梨山地區成為「山中瑞士」高山度假遊憩區；「谷關地區」成為泡湯、美食度假遊憩區。
- (3) 八卦山風景區：發展成為賞鷹、健行及自行車活動之休閒健身遊憩區。



- \* Lishan Scenic Area: “2008 Guguan Valley Marathon,” “2008 The 15th Lishan Marathon,” “2008 Taiwan Hot Spring Fine-Cuisine Carnival— the Guguan Soup Feast,” “The Pine Tree and the Dancing Crane—Hot Springs Creative Sculpture Industrial Tourism Event” and “2008 Guguan Mid-Autumn Festival.”
- \* Mt. Bagua Scenic Area: The “2008 Eagles over Bagua—National Eagle-watching,” “2008 Taiwan Running Water Festival,” and “2008 Tour de Taiwan —Cycling Competition.”
- \* Activities for the whole area: The “Happy visiting Tri-Mountain,” and “2008 Falling in Love at Tri-Mountain Photography Competition.”

(b) Production of promotion materials

“Vote for Lucky Symbol” event was held. Completion of introduction to fragrant tea tour in Songbolong Scenic Area, The Lion Mountain and Nanjhuang tour guide, new brochure and revision of introduction for Tri-Mountain National Scenic Area, and 2008 Tri-Mountain souvenirs and cards were produced.

(c) Volunteer training

In 2008, the 5th term interpretation volunteer training position was completed. Then continue to hold workshops of volunteers and give them awards. All kinds of special education training course to upgrade the service quality of interpretation.

(d) Internet marketing

To reinforce the convenience services on the tourism information website, 24-hour electronic maps, online application for guided tour and interpretative services, a bulletin board, and homepage mailbox to the governing officials, as well as access to government statistics were provided.

d. Future Development

To efficiently integrate all scenic areas tourist resources, to facilitate the implementation of construction and renovation projects for tourist recreation areas and public facilities in order to upgrade the quality of the tourism industry, the following are the objectives for each scenic area's development:

- (a) Lion's Head Mountain Scenic Area: The Lion Mountain area will be developed into a religious culture site, the Nanjhuang area will become a recreation area with culture, cuisine, and home stays, and the Lion's Head Mountain Scenic Area will be developed into an international tourist destination.
- (b) Lishan Scenic Area: The Lishan area will be developed into an alpine “Switzerland in the mountains” resort, and the Guguan area will become a recreation resort with hot-springs bathing and fine cuisine.
- (c) Mt. Bagua Scenic Area: This area will be developed into a leisure and health resort with eagle-watching, hiking, and bicycle riding.





#### (九) 阿里山國家風景區 <http://www.ali.org.tw>

阿里山國家風景區秉持維護生態、低度開發為主的方式進行開發建設，以知性、感性、品質為重的方式行銷，期能達成自然與觀光並存，生態與遊客共榮的目標。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「阿里山國家風景區建設計畫」之重點工作，重要工作項目如下：

##### 1、規劃建設

- (1) 國際觀光重要景點建設：完成奮起湖老街入口、光華周邊、石桌觀光茶園、觸口牛埔仔自然公園整地美化、吳鳳公園八角亭修繕等遊憩設施工程。
- (2) 國內觀光重要景點建設：完成豐山石盤鼓觀光大橋入口景觀、土石流公園入口災修、石盤谷巨榕古廟周邊、梅山阿里山茶之道茶香濃情展示館、龍眼龍興宮眺望平台、太興服務區及生毛樹溪步道、瑞峰竹坑溪步道入口、瑞里雲潭、青年嶺周邊至圓潭自然生態園區、雙溪吊橋災修、鄒族自然文化中心周邊先期拆除、里佳大石盤、巨石板步道及吊橋改善、達邦達德安步道竹橋改建、新美吊橋改善、鄒族北三村遊憩設施改善等遊憩設施工程。
- (3) 地方觀光景點建設：完成半天岩遊憩設施、第五期導覽解說牌示設置等工程。

##### 2、經營管理

- (1) 執行 97 年春節暨櫻花季交通疏運計畫，提供大眾接駁專車服務，有效紓解交通壅塞路段，提高旅遊體驗滿意度。
- (2) 積極推動轄區 12 處景點由社區民眾認養進行環境清潔及植栽維護工作。
- (3) 會同縣府相關單位辦理臺 18 線賣店及旅行業檢查、取締哄抬物價行為，建立優質旅遊環境。
- (4) 榮獲行政院環保署「清淨家園全民運動計畫」中央部會及所屬機關環境清潔維護細部執行計畫訪查總成績特優。

##### 3、宣傳推廣

- (1) 輔導光華（頂笨仔）社區推廣生態旅遊及建立環境資源監測機制，並獲內政部營建署遴選為 97 年度生態旅遊績優地點。
- (2) 辦理「2008 阿里山與螢共舞暨圓潭自然生態園區啟用」、「2008 阿里山上的婚禮」、「2008 茶鄉初體驗主題行銷」、「2008 阿里山步道尋蹤」等四季觀光節慶活動，並於森林遊樂區阿里山車站安排鄒族歌舞展演，以吸引旅遊人潮，帶動地方經濟發展。
- (3) 編製阿里山國家風景區旅遊季刊、圓潭自然生態園區摺頁，及「香約阿里山·走尋茶之道」、「瑞太地區旅遊」等 DVD 光碟，以宣傳推廣阿里山旅遊資訊。

##### 4、未來發展重點

- (1) 建設阿里山為「自然、生態、文化、永續的國際觀光度假區」。
- (2) 推廣原住民文化觀光，形塑「高山青、澗水藍」的鄒族原鄉意境。
- (3) 健全各遊憩系統的旅遊設施，均衡區域觀光發展。
- (4) 建構便捷的轉運接駁設施，疏緩鐵、公路交通負擔。
- (5) 規劃多元主題遊程，提供精緻、高品質的旅遊服務。
- (6) 發展在地、優質的特色產品，鼓勵民間投資觀光產業。



### (9) Alishan National Scenic Area (<http://www.ali.org.tw>)

The Alishan National Scenic Area 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 co-existence of nature and tourism, and service to both travelers and the ecology. Work on the “Alishan National Scenic Area development plan” in accordance with “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:



#### a. Planning and Construction

##### (a) Important international tourist spot construction:

Completion of renovation on Fenqihu old street entrance, landscape surrounding Guanghua, Shizhuo Tea Plantation, scenery in the Niupuzai Nature Park at Chukou, and renovation of facilities at Wu Fong Memorial Park.

##### (b) Important national tourist spot construction: Work was completed on entrance landscape of Shipangu Bridge at Fengshan, renovation of Landslide Memorial Park entrance, landscape surrounding Shipangu Giant Banyan Tree Ancient Temple, Alishan Tea-Way—Tea Exhibition Hall at Meishan, Longyan Longxing Temple scenic platform, Taixing service area and Shengmaoshu River hiking trail, entrance to Jhukeng River trail at Ruifeng, Yuntan at Rueili, landscape surrounding Chinianling to Yuntan Natural Ecology Park, Shuangxi Suspension Bridge, initial phase restoration on area surrounding Tsou Natural and Cultural Center, trail at Lijia and suspension bridge renovation, Dadaan trail at Dabang and bamboo bridge renovation, improvement of Sinmei Suspension Bridge, renovation of facilities in three northern Tsou tribes.

##### (c) Local tourist spot construction: complete Bantianyan tourist area facility and the fifth phase of tour guide stand construction.

#### b. Operation and Management

##### (a) The traffic alleviation plan was carried out during the 2008 Chinese New Year and Cherry Blossom seasons and the public was provided with shuttle services as to relieve traffic bottlenecks and congestion, thus enhancing the satisfaction of visitors.

##### (b) “Adopting” and cleanliness maintenance of 12 tourist sites by the people of local communities was implemented.

##### (c) Inspection of stores and travel operators on Provincial Highway No.18 were carried out together with the county government and price gouging was cracked down on so as to establish a high-quality travel environment.

##### (d) The national scenic area won an Award of Excellence in total scores for environmental cleanliness under Executive Yuan’s Environmental Protection Agency in their plan entitled “Clean Home Town”.

#### c. Advertising and Promotion

##### (a) Helping Guanghua (Dingbenzai) Community to promote eco-tourism and strengthen environmental monitoring systems and also won the Ecotourism Excellent Spot Award for 2008 from the Construction and Planning Agency of Ministry of Interior.

##### (b) “2008 Alishan Dances with Fireflies and Yuntan Natural Ecology Park opening ceremony,” “2008 Alishan Wedding,” “2008 Tea Country First Experience Promotional Activities”, “2008 Alishan searching paths,” All these are four seasons tourist festival events. At the Forest Recreation Area, Alishan Train Station, arrange Zou Zu performance to attract tourists and raise local economy development.

##### (c) Printing of Alishan National Scenic Area Travel Magazine, Yuntan Natural Ecology Park brochure, and DVD production of “Tea in the Clouds” and “Travel in Ruitai area” were completed to promote Alishan’s travel information.

#### d. Future Development

##### (a) Build up Alishan as a “natural, ecological, cultural and sustainable international tourist vacation destination.”

##### (b) Promote Aboriginal culture tourism to create Tsou tribe’s imagery of “Green Mountain and Blue Water” atmosphere.

##### (c) Provide complete recreation facilities for a balanced development of the tourism industry.

##### (d) Plan and organize convenient shuttles to alleviate railway or roadway traffic congestion.

##### (e) Planning multi-theme travel packages to provide refined and high-quality services.

##### (f) Develop special local products and encourage private investment in the tourism industry.



#### (十) 茂林國家風景區

<http://www.maolin-nsa.gov.tw>

本區擁有極佳之山嶽景緻，特殊之地質環境，天賦之溫泉資源，多樣的人文文化，豐富的動植物生態及適合冒險刺激之戶外活動場地。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「茂林國家風景區建設計畫」之重點工作，重要工作項目如下：



##### 1、規劃建設

- (1) 新威大橋新建工程：串連高屏山麓旅遊據點，便捷風景區旅遊動線。
- (2) 寶來地區休憩空間改善工程：提供遊客具地方特色之休憩空間。
- (3) 六龜遊客中心辦公室裝修工程：健全休憩及導覽之公共設施，完善遊客服務工作。
- (4) 高 132 線 AC 鋪面改善工程：改善進入茂林門戶之道路交通安全，降低意外事故。
- (5) 寶嘉樂園水電配線改善暨廣播系統設置工程：更新老舊之照明及水電設施，提供更佳之服務品質。
- (6) 茂林遊客中心辦公室空間改善暨週邊綠美化工程：營造友善休憩空間，建置入口門戶意象。
- (7) 185 線護欄修復改善工程：改善沿線道路景觀，增設原住民文化圖騰，突顯風景區特色。
- (8) 新威森林公園及涼山瀑布水源鑽井及管線設施工程：規劃取得充足水源，以利未來園區建設。
- (9) 茂林谷公共設施整修第 1 期改善工程：完成旗艦景點先期公共設施基礎建設。
- (10) 美雅谷舊茂林遺址步道改善工程：整修原住民特色步道，體驗原住民文化及景觀。

##### 2、經營管理

- (1) 完成「茂林國家風景區地理資訊系統建置規劃案」，有效利用該系統建置完善之設施管理維護，即時辦理相關維護作業工作，提供遊客完善之相關設施。
- (2) 完成六龜服務區委託民間經營 OT 案，於 96 年 12 月 12 日完成簽約，委託經營年限為 6 年，民間投資規模為 592 萬，已於 97 年 3 月開始營運。營運項目包括餐飲展售及其他觀光遊憩業等，可帶動地方周邊產業發展，有效節省政府支出，增加收入及提供就業機會。
- (3) 寶嘉樂園遊憩區之營運及維護，經導入各項優質服務機能設施，於 96 年 1 月開始開放營運，提供南臺灣優質露營、烤肉活動空間，有效提升服務功能及效率。預計 98 年將由民間廠商接手經營，可提供就業機會，減少政府資本支出，帶動當地經濟發展。
- (4) 瑪家文物館原經工程會列為閒置空間，經重新規劃及導入各項活化措施後，已成功轉型為瑪家遊客中心及文化新傳教室，除獲解除閒置空間列管外，並提供屏北地區旅遊諮詢服務及 185 線重要的遊客休憩區。



#### (10) Maolin National Scenic Area (<http://www.maolin-nsa.gov.tw>)

This national scenic area offers outstanding valley scenery, a unique geological environment, natural hot spring resources, diverse cultures, rich plant and animal ecologies, and places suitable for exciting outdoor activities. Work on the “Maolin National Scenic Area Development Plan” in accordance with “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

##### a. Planning and Construction

- (a) Construction of the new Sinwei Bridge: Connecting tourist spots in the Kaohsiung- Pingdong Foothills Tour Route for easier travel between the scenic areas.
- (b) Renovation of Baolai Rest Area: to provide tourists a special resting area with unique local features.
- (c) Renovation of Liugui tourist center office: complete public facilities to provide complete tourist services.
- (d) Pavement of County Highway No. 132 AC road surfaces: to improve the safety of entrance gate to Maolin to prevent accidents.
- (e) Renovation of water and electric systems and broadcasting system for Saijia Park: renew old lights and electric water facilities provide better service quality.
- (f) Renovation of Maolin tourist center office space and greening of the environment: to create a friendly rest area and improve the impression on entrance gateway.
- (g) Renovation of protection rails on County Highway No. 185: to improve the view of the road with aboriginal designs to emphasize the culture of this scenic area.
- (h) Construction the well and setup of electric power cable lines for Sinwei Forest Park and Liangshan Waterfalls: to obtain get enough water sources for future expansion.
- (i) Maolin valley public facility renovation first term construction: to complete the preparatory constructions for the public facilities for the flagship scenic view spot.
- (j) Renovation of Meiya Valley old Maolin historical area Walking path: to renovate routes with aboriginal character and to experience aboriginal culture and view.

##### b. Operation and Management

- (a) Completed “Maolin National Scenic Area Geography Information System Strengthening Planning”, using this system to provide comprehensive management and maintenance in time, and to provide better facilities to the tourists.
- (b) Liugui service area OT project was completed with a six-year contract being signed on Dec. 12, 2007, calling for investment of NT\$5.92 million. The service area began operation in March 2008, with operation scope including restaurants, sales and other tourist recreation industry to stimulate the development of the local area, while efficiently saving government expense, increasing income and providing more job opportunities.
- (c) With the introduction of high-quality service facilities in Saijia Park. It had opened on January 2007 and provided southern Taiwan with high quality camping and barbecue space. Officially raise service function and efficiency rate. According to our plan, in 2009 it will be arranged by a private business and the management will provide job opportunities and reduce government expense and bring development to local economy.
- (d) Majia Culture Museum was originally listed by the Public Construction Commission as idle space, but following the introduction of revitalization measures, it has been transformed into the Majia Visitor Center. This releases it from designation as idle space while providing travelers in northern Pingtung with travel information services and traveler relaxation on County Highway No. 185.



### 3、宣傳推廣

- (1) 整合轄內 6 個鄉鎮風景區，規劃「必吃」、「必玩」、「必看」經典行程，另配合漫活充電專案，推出「茂林漫活遊程」，提供國人優質旅遊環境。
- (2) 規劃、執行年度觀光遊憩活動，辦理「2008/2009 茂林雙年賞蝶活動」、「2008 颯山競水暨鐵人三項活動」、「2008 南島族群婚禮活動」及「2009 山城花語溫泉季」等四大行銷推廣活動，吸引旅遊人潮，行銷茂林國家風景區觀光資源。
- (3) 配合「2008-2009 旅行臺灣年」國內宣導計畫，推出「高屏山麓旅遊線說自己故事」照片暨影帶徵選活動，鼓勵民衆透過影像參與「旅行臺灣·說自己的故事」活動。
- (4) 辦理茂林國家風景區出版品改版，除中文、英文、日文版本外，增編簡體中文版，以應國際旅遊市場及大陸觀光客之逐步開放來臺觀光。
- (5) 辦理第一線觀光從業人員服務品質暨導覽志工甄選培訓及進階訓練，加強解說知識技能，提升旅遊服務品質。

### 4、未來發展重點

- (1) 持續加強高屏山麓旅遊線各項軟硬體公共建設、道路景觀綠美化、遊憩據點及街道改善。
- (2) 營造友善英語旅遊環境，提升遊憩品質，期透過旅遊新產品的開發與行銷推廣，吸引國際觀光客蒞臨旅遊。
- (3) 透過工作圈及產業聯盟來積極協調高、屏兩縣，協助配合觀光建設及加強經營行銷，藉由完善經營管理及辦理重大節慶活動，創造民間及政府雙贏。
- (4) 預計 98 年度完成新威大橋通車，解決高屏山麓旅遊線交通動線串聯之問題。



c. Advertising and Promotion

- (a) Scenic areas in six towns were consolidated to carry out “must-eat, must-play, must-see” classic tour packages. A special travel program of “Maolin LOHAS travel package” was organized under LOHAS project to provide a high quality travel environment.
- (b) Annual tourism events were planned and implemented, including four major events in promotion of tourism: “2008-2009 Butterfly-watching Festival”, “2008 Triathlon and Laonong River Rafting” event, “2008 Astronesian Wedding” activities southern island group wedding activity and “2009 Mountain Town Flower Talk Hot-spring Festival.” The four major events successfully attracted tourists and promoted the tourism resources in Maolin national scenic area.
- (c) In accordance to “2008-2009 Taiwan Tour Years” national promotion plan to promote “Kaohsiung-Pingtung Foothills Tour Route telling its own story” photo and video contest was carried out to encourage people to use imagination to participate in “Travel in Taiwan, Tell Your Own Story” activity.
- (d) Revised editions of promotional materials on Maolin National Scenic Area were published. In addition to Chinese (traditional), English, and Japanese versions, simplified Chinese edition was published to serve the international travel market and the increasing Mainland Chinese tourists who visit Taiwan.
- (e) Trainings were provided to first line personnel in tourism industry, as well as more trainings being provided to volunteers for interpretation services to improve the quality of services being provided.

d. Future Development

- (a) The strengthening of hardware and software public facilities along the Kaohsiung-Pingtung Foothills Tour Route will continue, with highway beautification and improvement of tourist sites and streets.
- (b) A friendly English environment will be created and the quality of recreation upgraded, and the development of new travel products and marketing strategies will be used to attract international tourists.
- (c) Assistance will be provided through working circles and industry alliances to Kaohsiung and Pingtung counties, in line with tourism construction and the strengthening of operation and management, in the creation of a win-win situation for the private sectors and the governments through strong operations and the holding of major festival activities.
- (d) The scheduled opening of the Sinwei Bridge in 2009 will resolve the problem of linking transportation lines on the Kaohsiung-Pingtung Foothills Tour Route.





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

本區觀光發展秉持「遊客需求為導向」的理念，提供遊客「優質、生態、安全、人性、友善」之優質旅遊環境，積極致力各項遊憩設施建設與創新貼心服務，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成為「慢活、定點、深度」之目的型遊憩區，以吸引國內外觀光客。



97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「北海岸及觀音山國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

- (1) 完成北觀國家風景區三芝石門自行車道整體規劃及野柳地質公園遊憩區、萬里大橋及龜吼地區周邊環境改善、白沙灣海水浴場及周邊環境等國際景點建設，增加休憩與觀景功能，吸引國內外觀光客。
- (2) 完成石門遊憩據點整體規劃及石門洞景觀改善第2期、三芝淺水灣周邊環境、三芝地區環境景觀及綠美化改善工程等國內景點建設，增加遊憩設施及改善周邊聚落環境，提升遊憩品質。
- (3) 完成觀音山遊客中心至凌雲禪寺步道及周邊附屬設施建設委託規劃服務及觀音山地區硬漢嶺景觀亭整修工程、凌雲寺遊憩據點入口景觀改善工程等地方觀光景點建設，串連遊憩據點，帶動地方觀光發展。
- (4) 改善道路及景點指標牌示雙語化、臺2線景觀及綠美化（永興村段、跳石海岸段、草里至中角段等）、臺2線至三芝遊客中心沿線、觀音山北53-1等道路景觀改善，豐富遊憩內涵，提升旅遊環境品質。
- (5) 改善金山遊客中心室內服務設施，提升服務設施品質。

2、經營管理

- (1) 以顧客導向理念，充實遊憩軟硬體設施，加強人性化服務及設施國際化，營造友善與安全旅遊環境。
- (2) 加強觀光資源維護管理，每日編排巡查人員巡查轄管公共設施、遊憩據點設置巡邏箱與設施清潔維護檢查表，遇有損害或不堪使用設施，隨時報請廠商修繕，並派員抽查督導，以落實遊憩設施安全暨清潔維護管理工作。
- (3) 鼓勵公私機構團體及個人認養轄管公共設施，培養社區意識，促進地方和諧與減少公部門維護費用支出。
- (4) 加強安全維護，除建立防災作業計畫與災害防救通訊網，提升緊急意外事故之應變處置外，亦協助行政院環保署辦理巴拿馬籍 Morning Sun 號貨輪擱淺油污防止擴大緊急應變措施順利完成。



#### (11) North Coast and Guanyinshan National Scenic Area

(<http://www.northguan-nsa.gov.tw>)

The tourism development of this area is guided by the needs of the tourists, committed to providing tourists with “high quality, eco environment, safety and humanizing friendliness.” This is a high quality travel environment that provides comprehensive recreation facilities and creative services. Through the integration of geographical views, natural environment, cultural background and beach style, this national scenic area will be transformed from a breeze-by type of recreation area into a destination for the “relaxed living, set point, and in-depth” travel destination to attract domestic and international tourists. Work on the “North Coast and

Guanyinshan National Scenic Area Development Plan” in accordance with the “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

##### a. Planning and Construction

- (a) Renovation was carried out in North Coast and Guanyinshan National Scenic Area's Shimen bikeway at SanZhi, Yeliou Geo-Park, improvement of landscape surrounding Wanli Bridge and Gueihou area, renovation of area surrounding Baisha Bay to enhance recreation and scenic functions to attract international tourists.
- (b) Overall planning of Shimen Scenic Spot, the second phase scenic improvement of the Shimen Cave Recreation Area and surrounding environment, Shimen rest spot total planning organization and Shimendong renovation second term plan, renovation of Qianshui Bay surrounding area, renovation and beautification of Sanzhi area were carried out to increase recreation facility, improve surrounding area environment, and improve the quality of travel.
- (c) Completed outsourcing of construction of walking path between Guanyinshan tourist center to Lingyun temple and surrounding facility construction. Planning service at Guanyinshan area, Yinghanling pagoda renovation, and Linyun temple rest spot entrance renovation were completed so these recreation areas may be linked together to improve local tourism.
- (d) Road and tourist spot signs were revised to be bilingual. Provincial Highway No.2 view and implement beautification (Yongxing village, Jumping Coast and Caoli to Zhongjiao area), improvement on Provincial Highway No.2 to Sanzhi tourist center And Guanyinshan north road 53-1 were carried out to improve the quality of recreation and environment of travel.
- (e) Improvement on the facilities inside Jingshan tourist center to improve the quality of services.

##### b. Operation and Management

- (a) Operation and management strategy: Hardware and software recreational facilities were augmented and human-centered services and the internationalization of facilities were strengthened with a customer-oriented thinking so as to create a friendly and safe travel environment.
- (b) Maintenance and management of tourism resources: Patrol boxes and cleanliness maintenance forms were set up at public facilities and recreational sites within the national scenic area's jurisdiction; personnel are designated to patrol their areas every day, and to report and request repair or improvement whenever damage or malfunction is discovered. Personnel are also dispatched to carry out random supervision to assure that recreational facilities are kept safe and clean.
- (c) Encourage public and private organization and personal to adopt public facility, to cultivate community sense, create harmony in the community while reducing government maintenance fees.
- (d) Safety maintenance: In addition to setting up Disaster Response and Prevention Plan and Disaster Response Network, stepping up on responses to accidents and emergencies, assistance was provided to Environmental Protection Agency under Executive Yuan to manage the emergency issue to prevent oil leakage by the Panama-registered cargo ship Morning Sun that was grounded on the beach.





### 3、宣傳推廣

- (1) 配合推動節能減碳政策，更新「北海岸自行車道」摺頁提供遊客體驗參考。完成「北海岸國家風景區」摺頁改版作業，提供完整觀光資訊與解說服務，讓遊客深入瞭解轄區豐富的觀光資源，體驗北海岸及觀音山具有多元化之文化、自然、知性、生態觀光景點。
- (2) 邀請國內、外記者蒞臨轄區採訪，透過平面、電子、電視媒體專題報導，宣傳轄區觀光資源。
- (3) 辦理金山、萬里溫泉早湯接駁專車與觀音山假日接駁專車，方便遊客優先選擇北海岸及觀音山從事各項觀光旅遊活動，促進轄區觀光產業發展。
- (4) 辦理「觀音觀鷹」、「北海岸花海季」、「八里文旦節」、「淺水灣夕陽音樂會」、「金山萬里溫泉季」等觀光活動，效果顯著，對產業發展有實質助益。
- (5) 擴大舉行「北海岸婚紗留倩影」活動，設定獎勵措施，以吸引香港、新加坡、馬來西亞等地之新人至北海岸進行婚紗攝影套裝行程。
- (6) 舉辦「北部海岸旅遊線產業聯盟研習活動」，並安排「我所看見的未來」及「大陸人士來臺旅遊經驗分享」兩場演講活動，以提升轄區業者服務水準。

### 4、未來發展重點

- (1) 增加觀音山遊憩體驗設施，提升休閒體驗品質。
- (2) 建構闔家同遊自行專用道，享受在地獨特風情。
- (3) 營造北海岸婚紗幸福意象，吸引國內外觀光客。
- (4) 豐富遊憩空間與感動層次，延長遊客停留時間。
- (5) 推動野柳地質公園國際化，提升觀光服務水準。

### c. Advertising and Promotion

- (a) In accordance with the “Energy Reduction Low Carbon Emission Policy”, revision on “North Coast bikeway” was published for the tourists. New edition of “North Coast National Scenic Area” brochure was completed to provide complete tourist information and interpretation service, so the tourists may gain deep understanding of the area’s abundance of tourist resources, to experience the multi-dimensional culture, natural wisdom, and ecological tour spots in north coast and Guanyinshan area.
- (b) Domestic and overseas media were invited to visit, and their reports and media introductions manifested the cultural and ecological beauties of the North Coast and Guanyinshan National Scenic Area.
- (c) Arrange Jinshan/Wanli Early Morning Hot-springs shuttle bus and Guanyinshan holiday shuttle bus to provide tourists with convenience, make the first choice by choosing North Coast for tourist activities, to promote the development of local tourism.
- (d) Arrange “Eagle-watching at Guanyinshan,” “East Coast Flower Sea Season,” “Bali Pomelo Festival” “Qianshui Bay Sunset Concert” “Jinshan/Wanli Hot-spring Festival” all those tourist activities received results to actually help the industrial development.
- (e) “North Coast Wedding Photo” tours were expanded to attract newlywed couples from Hongkong, Singapore, Malaysia, and other areas for wedding photography.
- (f) “North Coast tourism industry alliance seminar activity” and arrange two lectures, “I see the future,” and “Mainland China come to Taiwan: Sharing the experience” to raise the tourist industry levels.

### d. Future Development

- (a) Increasing Guanyinshan recreation experience facility, to raise the leisure experience quality.
- (b) To establish the bicycling path system suitable for the whole family, so everyone can enjoy the local special scenery and romantic mood of the pathways.
- (c) To create the happy imagery of wedding photography at North Coast to attract domestic and international tourists.
- (d) Reinforce and enrich the recreation space and inspiration level. To extend tourists stay time.
- (e) To transform Yehliu Geo-Park into an international destination by improving the services provided to the tourists.





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

本區分為雲嘉、南瀛與臺江三大遊憩系統，雲嘉系統旅遊重點以濕地、漁市、沙洲及歷史悠久的廟宇為主，南瀛系統旅遊重點以鹽場、潟湖、水域及黑面琵鷺為主，臺江系統旅遊重點則以遺址、史蹟及紅樹林生態系為主。為建設本區為兼具濕地水鳥生態、內海水域遊憩、人文產業文化之國際級濱海濕地生態公園，提升國際能見度，97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「雲嘉南濱海國家風景區建設計畫」之重點工作，重要工作項目如下：

### 1、規劃建設

- （1）辦理「北門鹽灘濕地改善復育調查規劃案」，循序漸進透過鹽灘濕地實質環境復育計畫，保護自然環境，奠定健康生態的旅遊環境。
- （2）以舊建物閒置空間再利用之方式，將閒置之布袋海運大樓整建作為辦公廳舍及遊客服務中心，善用既有閒置資源，並達成設施減量。
- （3）兼顧社區發展、環境整理及遊客服務層面，完成青鯤鯓社區東側景觀復育工程及北門舊埕鹽田排水綠帶周邊公共設施景觀改善工程，增加休憩及觀景等功能。
- （4）完成南鯤鯓宗教特定區及臺南市安南區土城聖母廟廣場景觀改善工程，提供香客及遊客友善、便利的旅遊環境。
- （5）辦理北門遊客服務中心暨周邊景觀公共設施改善工程，增加休憩景點，帶動地方觀光產業發展。
- （6）完成七股南灣碼頭周邊景觀改善工程，提高七股潟湖生態旅遊服務品質。

### 2、經營管理

- （1）派員巡查濱海地區約 1,250 公頃土地及轄區遊憩據點，避免土地遭濫用及佔用，落實海岸線遊憩據點安全巡查及環境整理維護。
- （2）建立雲林縣、嘉義縣、臺南縣及臺南市四縣市聯繫機制，協商處理觀光建設及經管事宜，配合轄內縣市觀光旅遊及產業行銷活動，帶動地方觀光休閒產業發展。
- （3）辦理土地資訊管理系統功能擴充，彙整相關圖資並建立數位化資料，充分掌握轄區土地使用現況，促進土地巡管業務數位化，有效運用於轄區土地開發規劃及觀光遊憩經營管理。
- （4）營造友善、便利、安全之旅遊環境，提升旅遊服務品質。
- （5）建置全區導覽解說牌示設施及辦理轄區環境整頓，設施、土地及資源巡查及遊客安全維護工作。

### 3、宣傳推廣

- （1）辦理「雲嘉南鹽業生態·宗教巡禮暨旅行臺灣年啟動」及「2008 鯤鯓王平安鹽祭觀光系列」活動，結合地方資源，整合特有鹽業文化、宗教人文、溼地生態等觀光資源特色舉辦行銷活動，強化遊客對雲嘉南濱海旅遊印象與建立觀光品牌。
- （2）與各縣市政府辦理觀光行銷、生態旅遊活動：與臺南縣政府共同合辦「2008-2009 旅行臺灣年－臺南縣社區深度探索」、「2008 觀光赤嘴園」、「2008 黑腹燕鷗賞鳥季」等活動；與嘉義縣政府共同主辦「東石海之夏祭」活動及「2008 嘉義縣觀光旅遊品牌行銷計畫」；與臺南市政府共同合辦「2008 四草溼地候鳥季－生態旅遊」活動。



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

This national scenic area is divided into three major recreational systems: Yunjia, Nanying, and Taijiang. The key sites in the Yunjia system are wetlands, fish markets, shoals, and ancient temples. The key sites in the Nanying system are salt pans, lagoons, water areas, and the black-faced spoonbill. In the Taijiang system, the key tourist spots are historic ruins, historic sites, and mangrove ecologies. In order to build the area into an international-class coastal wetlands ecology park containing wetland water fowl ecologies, inner sea water recreation, and human culture, and to enhance its international exposure, in 2008, the National Scenic area administration continued work on the “Southwest Coast National Scenic Area Development Plan” in accordance with the “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” to produce the following major results:

##### a. Planning and Construction

- (a) A Beimen salt coast wetlands improvement and restoration survey was planned. Gradually and practical recovery of this salt coast wetlands was achieved to protect the natural environment and create an environment with healthy eco-system.
- (b) Utilizing old abandoned buildings for reuse, such as the Budai Sea Cargo Building as an office and tourist center.
- (c) To promote community development, cleaner environment, and quality of tourist service, Qinqunshen community east side renovation was completed. Also, Chiucheng old salt field at Beimen sewage green belt and surrounding area were renovated. These improvements on facility views not only provide better recreation facilities, but also provide enjoyable scenic pleasure.
- (d) Completed renovations on Nankunshen Religious Area and Tainan City Annan district, Tucheng Holy Mother Temple, Square renovation to provide worshipers and tourists a friendly and convenient travel environment.
- (e) Work on Beimen tourist service center and surrounding public facility renovation was completed to increase recreation area to promote local tourism.
- (f) Completed Qigu South Bay Wharf renovation to raise the quality of eco-tourism at Qigu Lagoon.

##### b. Operation and Management

- (a) People were sent to patrol about 1,250 hectares of land and recreational sites in the coastal area to prevent illegal occupation and use of land. Commissioned personnel were distributed to the different recreational sites to strengthen environmental preservation along the coast and at recreational sites.
- (b) A liaison mechanism connecting four counties and cities was set up, Yunlin, Jiayi, Tainan County and Tainan City, for the negotiation of issues related to tourism construction and management to elevate local tourist industry and development.
- (c) Work on expanding land information management system was carried out to collect relevant visual statistics to establish digitalized database, to comprehensively manage the status of land use, and to enhance digitalization of survey activities in order to carry out effective land management as well as development of tourism and recreation industry.
- (d) Measures were taken to create a friendly, convenient and safe travel environment to elevate the quality of travel-related services.
- (e) Installation of interpretation stands in the whole area, clean-up of the environment, facility, and land, resources survey, and measures to ensure safety of tourists were carried out.

##### c. Advertising and Promotion

- (a) Organized “Southwest Taiwan’s Salt Industry Ecology, Religious Rituals,” and the launching of “2008-2009 Taiwan Tour Years” and “2008 Kunshen King Salt of Peace Festival,” combining local resources, integrating the special salt industry culture and religion culture and wetlands ecology to promote tourism in the area, to strengthen tourist’s image on Southwest Coast Tour route, and to build up the tourist name brand.





- (3) 推展宗教旅遊觀光：與臺南市鹿耳門天后宮管理委員會共同合辦「2008 戊子年鹿耳門天后宮媽祖年－文化行春觀光活動」；補助四草大眾廟管理委員會（臺南市）辦理「浪漫四草湖－臺江四草湖觀光旅遊音樂節」活動。
- (4) 與臺南大學共同合辦「2008 溼地環境與生態旅遊研討會」及與真理大學共同合辦 2008「中華觀光管理學會」暨「臺灣休閒與遊憩學會」聯合產業暨學術研討會，藉由學術研討會共同為溼地保育、生態旅遊及觀光發展提供發展策略。
- (5) 與保育團體辦理「2008 臺江自然人文生態暨賞鳥行」、「2008 雲林溼地候鳥季」、「2008 黑琵盂路跑活動」、「2008 雲嘉南濱海國家風景區新春旅遊資訊站計畫」等活動推展自然生態之旅，豐富生態觀光旅遊內涵。
- (6) 北門井仔腳瓦盤鹽田為臺灣地區現存最古老的瓦盤鹽田，現場安排有導覽解說志工，提供曬鹽解說服務，遊客並可親自下到鹽田，實地操作體驗曬鹽、收鹽、挑鹽樂趣。因該項活動體驗寓教於樂且具獨特性，預約參訪之遊客相當踴躍，97 年度服務導覽人數計 93,976 人次。
- (7) 製作與加印摺頁、導覽手冊、平安鹽福袋、紀念鹽袋、明信片磁鐵書籤等各項文宣推廣資料，分送遊客及各地旅遊服務中心發揮宣傳與行銷功能。

#### 4、未來發展重點

本區管轄範圍遼闊，未來工作重點以建立風景區南、北入口遊客服務園區為主要工作，並於重要節點成立管理站、遊客服務中心，構成完整旅遊服務網絡，同時執行溼地復育規劃，與警政單位合作，提供遊客貼心、便民服務，並舉辦各類觀光行銷活動，積極推展觀光遊憩事業。未來相關工作重點臚列如下：

- (1) 建設風景區北入口（雲林口湖）遊客服務園區，提供遊客舒適、便利的遊憩環境。
- (2) 辦理風景區南入口（臺江）遊客服務園區用地都市計畫變更，取得用地後，建設臺江遊客服務園區，結合四草野生動物保護區、四草大眾廟、安平國家歷史風景區等，推展生態、宗教、古蹟巡禮等觀光遊憩行程。
- (3) 整建北門遊客服務中心，結合井仔腳曬鹽體驗、黑腹燕鷗賞鳥生態，串連形成遊憩服務區帶。
- (4) 成立布袋管理站，啟用布袋遊客服務中心，營造遊客休憩、觀光資訊展示及旅遊諮詢服務等多元服務空間。
- (5) 與轄區警察局合作，辦理轄區警察局分駐所（派出所）空餘土地景觀綠美化環境改善，提升遊客服務品質，達到親民便民之效果。
- (6) 辦理北門鹽灘溼地改善復育調查規劃、南布袋及七股溼地改善復育調查規劃、臺江遊憩系統遊客中心暨周邊公共設施設計監造及全區各項據點先期規劃設計。
- (7) 拍攝王爺信仰活動與廟宇建築特色影片，並辦理 2009 平安鹽祭活動及雲嘉南濱海候鳥季活動，積極轉型朝生態旅遊及觀光發展，有效帶動地方農漁產業發展，促進經濟繁榮。

- (b) Worked with county government to arrange tourist marketing eco-travel events: collaborating with Tainan county government in carrying out "2008-2009 Taiwan Tour Years-In-depth Exploration of Tainan County", "2008 Mangrove Tourist Park," and "2008 Whiskered Tern Watching Season."; collaborative with Chiayi County government to organize the "Dongshi Fishermen's Wharf Summer Festival" and "Brand marketing of Chiayi's tourism," and collaborating with Tainan city government to hold "2008 Sicao Wetlands Bird Migration Season Eco-travel" event.
- (c) Promoted religious travel tourism: working with the management committee of the Luerman Queen of Heaven Temple to carry out "2008 Mazu Tourism and Culture Festival." Subsidized management council of Sicao Dazhong temple to hold "Romantic Sicao Lake-Taijiang Sicao Lake Tourism Music Festival."
- (d) Worked with Tainan University to arrange "2008 Wetlands Environment Eco-travel" Conference; worked with Aletheia University to hold "China Tourism Management Association" and "Taiwan Leisure and Recreation Association" events in 2008; and worked with industrial and academic conference to provide strategies on wetlands preservation, eco-travel and tourist development.
- (e) Collaborated with environmental protection organizations in organizing "2008 Taijiang Natural Culture and Ecology and Bird Watching," 2008 Yunlin Wetlands Birds Migrating Season," "2008 Blace-Faced Spoonbill Road Run," and "2008 Southwest Coast National Scenic Area Spring Time Travel Information Station Plan" to promote natural eco-tourism and to enrich the content of the tours.
- (f) Beimen Jingzaijiao Pottery Shard Salt Fields are the oldest Pottery Shard salt field in Taiwan. Tour guides and interpreter volunteers were on site to provide interpretation service on sun-dried salt processes. Tourists could go to the salt field by themselves to sun-dry the salt, collect and carry salts for enjoyment. The activity was not only interesting, but also educational, therefore quite popular for tourists. The number of visitors receiving the service reached 93,976 in 2008.
- (g) Produced brochures, tour guides and handbooks, "Salt of peace", lucky bags, and souvenir salt bags, postcard, magnets, bookmarks, and more to distribute to tourists and to promote this area at the local tourist travel center.

#### d. Future Development

The Southwest Coast National Scenic Area is a very large area and the future plan is to strengthen north and south entrance tourist service park areas and add set up management stations at important spots, establish tourist service center, build up the travel service network, and work on wetlands recovery plan. Work with police station to provide tourists with convenient and friendly service, arranging various kinds of tourist marketing events, positively promoting tourist recreation business. In the future, the following are important key points:

- (a) Build up scenic area north entrance (Yunlin KouHu tourist service park area, to provide tourists with a comfortable and convenient recreation area.
- (b) Carry out registration of change of use of land on scenic area south entrance (Taijiang) tourist service park area. Once the change is approved and permission is granted build up TaiJiang tourist service park area, Sicao Wild Life Animal Protection Area, Sicao Dazhong Temple, and Anping National Historical Scenic Area will be combined to promote ecology, religion, historical tourist recreation package.
- (c) Renovation of Beimen tourist service center combining Jingzaijiao sun-dried salt experience and the Whiskered tern-watching eco-tour to create a recreation service area belt.
- (d) Renovate Budai management station, starte the operation of Budai tourist service center, compile tourist recreation exhibition room and travel counseling multi-service space.
- (e) Work with police stations to organize spaces of local stations to create greener environment as a measure to provide better services and more convenience to the tourists and local citizens.
- (f) Carry out Beimen salt coast wetlands improvement and restoration survey, South Budai and Qigu wetland improvement and restoration survey, Taijiang recreation system, tourist center and surrounding public facility design construction, and preliminary planning and designs of all recreation locations.
- (g) Photograph Religion of Wang Yie event and unique shrines and temples. Carry out "2009 Kunshen King Salt of Peace Festival" and "Southwest Coast Water Bird Watching" event, actively transforming to be a destination for eco-travel and in-depth travel to stimulate the local farm fishing industry and local economy.



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

本區具有獨特的月世界青灰岩地形、地熱地質、傳統的西拉雅公廨與特有的夜祭活動，具有成為以生態、產業及臺灣原鄉特色之國際旅遊基地。97年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「西拉雅國家風景區建設計畫」之重點工作，重要工作項目如下：

#### 1、規劃建設

- (1) 就未來發展重點議題、觀光資源及重要據點進行先期規劃及設計工作，其規劃設計成果作為後續遊憩據點開發、行銷、設施建設之參考及依據，包含八田與一歷史考據暨故事廊道空間規劃、遊憩解說資源文案及牌面（含觀光指標）規劃設計、遊憩系統景觀改善工程設計及監造。
- (2) 更新遊憩據點環境與景觀，提供優質旅遊環境，完成八田與一紀念公園、關子嶺嶺頂公園、大埔情人公園等整體景觀環境改善。
- (3) 兼顧遊客服務及旅遊感受，營造舒適而友善的旅遊環境，完成關子嶺水火同源周邊服務設施及景觀、國定古蹟大仙寺周邊景觀及休憩設施、梅嶺梅峰古道景觀休憩設施。
- (4) 提供旅遊資訊，強化旅遊深度，完成白河水庫辦公室及遊客中心整建。

#### 2、經營管理

- (1) 辦理「水域環境條件及遊憩活動調查規劃」案，進行轄內水域環境背景調查與分析、危險水域區段調查與分析、危險水域區段定位標示及危險水域警告標誌設置。
- (2) 轄內公共設施投保公共意外責任險，以保障遊客人身安全。
- (3) 辦理春節、清明節、端午節、中秋節及國慶日等連續假期交通疏運，針對轄內遊客量多且易擁塞路段，協調當地警察局實施交通管制，以紓解人、車潮。
- (4) 採定期、不定期巡查及聯合督導方式，掌握轄區內各項公共設施狀況、環境清潔、維護自然資源景觀。
- (5) 辦理「西拉雅風景區環境清潔及園區美化綠化及巡視人員勞務工作」，將全區景點納入環境清潔維護範圍。

#### 3、推廣宣傳

- (1) 辦理 2008 西拉雅走鏢觀光季、看見西拉雅－頭社太組夜祭、發現西拉雅－觀光集章遊、體驗西拉雅－飛番走鏢競賽及饗宴西拉雅－美食音樂會等，藉由一系列有趣、深度及豐富的内容，帶領民衆揭開神秘的西拉雅面紗。



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

This area contains the unique gray-stone landscape of Lunar World, geothermal geology, traditional Siraya Tribe buildings, and the special Night Sacrifice ceremony, creating an international tourist destination featuring ecology, industry, and native Taiwanese characteristics. Work on the “Siraya National Scenic Area Development Plan” in accordance with the “Medium-term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

#### a. Planning and Construction

- (a) With the focus on future development under consideration, preliminary plans and designs of important issues, tourism resources and important scenic sites were carried out so the results could be the base and reference for developing a recreation area, marketing and facility construction in the future. Initial planning was conducted on locations such as Hatsuta Yoichi Historical Gallery area, interpretation sources information, tour guide signpost and recreation system renovation, design and construction.
- (b) To provide better travel environment, renovations in Hatsuta Yoichi Memorial Park, Guanziling Lingding Park, Dapu Lovers' Park were carried out.
- (c) To provide better services to tourists and to create a comfortable and friendly travel environment, renovation works to complete Guanziling Fire and Water Spring surrounding service facility and viewing, National historic site Daxian Temple surrounding views and rest facilities, and Meiling Meifen Historic Trail were carried out.
- (d) Provided travel information and enriched content of travel itineraries to deepen the travel experience. Completed renovations on office area and tourist center of Baihe Dam.

#### b. Operation and Management

- (a) Carried out “Water environment condition and recreation activity survey plan” to survey water and analyze environment, background and hazardous waters. Warning signs were set up.
- (b) Provided public liability insurance on public facilities to safeguard the safety of the tourists.
- (c) During long holidays in Chinese New Year, Tomb Sweeping Festival, Dragon Boat Festival, Mid-Autumn Festival and National Day, sought assistance from local police stations to arrange for traffic control on areas with crowds and easily congested traffic areas, arranging transportation and focus on areas of tourist crowding and easily congested traffic areas to alleviate traffic.
- (d) 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.
- (e) Implemented “Maintaining clean environment, creating beautiful and greener place, and job content of staff at Siraya Scenic Area” plan, to ensure the whole facilities of the scenic area maintains its cleanliness.

#### c. Advertising and Promotion

- (a) Organized “2008 Siraya Zou Biao Tourism Season”, “To See Siraya - Toushe Taizu Night Sacrifice”, “To Find Siraya – Stamp Collecting Fun”, “Experience Siraya – Fei Fan Zou Biao Competition” and Siraya “Food Feast and Concert”, leading the tourists to uncover the mysterious veil of Siraya through these interesting and rich events.





- (2) 邀請青年高中舞蹈科 / 臺灣青年舞團展演「Ihla Formosa 發現福爾摩沙－平埔詩歌」，藉由舞蹈劇的演出，讓民衆認識西拉雅。
- (3) 製作「情定西拉雅－西拉雅文化 3D 動畫影片」，以活潑、生動、細緻之動畫呈現西拉雅文化。
- (4) 開發等深線意象水杯及泥溫泉意象杯墊紀念品行銷西拉雅。
- (5) 辦理志工基礎訓練，提升志工人員解說能力及服務品質。

#### 4、未來發展重點

- (1) 針對轄內二大國際觀光景點－烏山頭、關子嶺進行整體景觀塑造及主題園區之整建，以「環境優先」、「節能減碳」為原則，應用綠色能源，創造觀光新氣象，以營造更具國際競爭力之旅遊環境。
- (2) 具體塑造入口意象地標，強化西拉雅之自明性，提升西拉雅之能見度，另外透過整體意象、地域意象塑造，表現西拉雅風景區之遊憩魅力，打造西拉雅鮮明入口門戶意象。
- (3) 輔導轄內具國際發展潛力之觀光產業，透過產業轉型、產品現代化包裝、自有品牌行銷及遊客體驗等方式行銷國際。



- (b) Youth Senior High school dance majors and Taiwan Young Dance Group were invited to perform “Ihla Formosa Discover Formosa – Pingpu poetry”, introducing Siraya through dance drama performance.
- (c) “Falling in love – Siraya - Siraya Culture 3D animation” was produced to portray Siraya culture with energetic and well-made animation.
- (d) Development of cup with image of bathymetric lines and saucer plate with image of the mud bath to promote Siraya.
- (e) Basic training was provided to volunteer interpreters to upgrade the quality of interpreter services.

#### d. Future Development

- a) To develop the two major international tourist spots, Wushangtou and Guanziling, with works on overall scenic formation and construction of theme parks under the principles of “Environment first” and “Saving energy with less carbon emission” to utilize green energy sources to create a better travel environment with more international competitiveness.
- b) To build up the imagery of entrance gateway, reinforce Siraya’s unique personality to raise Siraya’s visibility. Highlight Siraya’s tourist appeal and establish the imagery of Siraya’s entrance gateway through overall impression and local imageries.
- c) Assist local tourism industry with high potential to transform and upgrade through modernized product packaging, brand marketing and firsthand experience by tourists.

### 交通部觀光局所屬國家風景特定區經營管理範圍一覽表

#### National Scenic Areas Under the Tourism Bureau

特定區名稱 Name	範圍 Geographical Scope	面積（公頃）Area (hectares)			成立日期 Date of Establishment
		陸域 Land	水域 及海域 Water	合計 Total	
東北角暨宜蘭海岸 國家風景區 Northeast and Yilan Coast National Scenic Area	位於臺灣的東北隅，海岸線全長102.5公里，陸域範圍東臨太平洋，西至山脊線，北起臺北縣瑞芳鎮南雅里，於96年12月奉准往南延伸至宜蘭縣蘇澳鎮內埤海灘南方岬角，往西以台2線省道往南接台2茂及台9省道為界，加上88年12月奉准納入龜山島之範圍，計12,616公頃；海域範圍則為鼻頭角至三貂角接連線，以及烏石港至南方岬角之高潮線向海延伸200公尺範圍，計4,805公頃。 Permission from the government was granted in December of 2007 to extend southward the Northeast Coast National Scenic Area, with a coastline of 102.5 kilometers and with a land area that reaches from the Pacific Ocean in the east to the mountain ridgeline to the west, and starting in the north from Nanya Li, Rueifong Town, Taipei County, to Nanfong Cape at Pihai Beach in Suao Town, Yilan County, and Provincial Highway 2 to the west connecting southward with Provincial Highway 2E and Provincial Highway 9, and including Turtle Mountain Island, the inclusion of which was approved in December of 1999, for a total of 12,616 hectares. The scope of the sea area encompasses the line from Bitou Cape the Sandiao Cape as well as extension to the high-tide line from Wushih Harbor to Nanfang Cape, for a total of 4,805 hectares.	12,616	4,805	17,421	東北角管理處 Northeast Coast National Scenic Area Administration 73年6月1日 June 1, 1984 東北角暨宜蘭海岸管理處 Northeast and Yilan Coast National Scenic Area Administration 96年12月25日 Dec. 25, 2007
東部海岸 國家風景區 East Coast National Scenic Area	北起花蓮溪口，南迄小野柳風景特定區，東至海平面20公尺等深線，西達臺11線公路目視所及第1條山稜線為界，另外包括秀姑巒溪瑞穗以下泛舟河段及綠島。 From the mouth of the Hualien River in the north to the Little Yeliou Scenic Area in the south; from the 20-meter depth line in the sea to the east to the first mountain ridge visible from Provincial Highway 11 to the west. Also includes the rafting section of the Siouguluan River from Ruesuei eastward, and Green Island.	25,799	15,684	41,483	77年6月1日 June 1, 1988
澎湖 國家風景區 Penghu National Scenic Area	陸域範圍為澎湖縣轄內除馬公、鎖港、通樑等3處都市計畫區外，其餘非都市土地皆屬之，面積約1萬873公頃；海域範圍為澎湖縣轄20公尺等深線內之海域，面積約7萬4,730公頃。 The land area encompasses all land in Penghu County with the exception of the Magong, Suogang, and Tongliang urban-plan areas, totaling approximately 10,873 hectares. The sea area encompasses the seas within the jurisdiction of Penghu County extending to a depth of 20 meters, totaling approximately 74,730 hectares.	10,873	74,730	85,603	84年7月1日 July 1, 1995



特定區名稱 Name	範圍 Geographical Scope	面積（公頃）Area (hectares)			成立日期 Date of Establishment
		陸域 Land	水域 及海域 Water	合計 Total	
花東縱谷 國家風景區 East Rift Valley National Scenic Area	北起木瓜溪南側，南至臺東市都市計畫區以北，南北長達158公里，東自海岸山脈臺9線目視所及第1條山稜線，西至臺9線目視所及第1條山稜線，總面積達13萬8,386公頃。 From the southern bank of Mugua River in the north to the northern edge of the Taitung City urban plan area in the south, for a total length of 158 kilometers; from the first ridge of the Coastal Mountain Range visible from Provincial Highway 9 in the east to the first mountain ridge visible from Provincial Highway 9 in the west. The total area is 138,386 hectares.	138,218	150	138,368	86年4月15日 Apr. 15, 1997
馬祖 國家風景區 Matsu National Scenic Area	包含連江縣南竿、北竿、莒光及東引4鄉，以及各島嶼周岸海濱0.5海哩，水深20公尺以內之大陸棚區域。 Includes Nangan, Beigan, Jyuguang, and Dongyin townships in Lienchiang County, as well as the surrounding seas to a distance of 0.5 nautical miles from the shore and a water depth of within 20 meters.	2,952	22,100	25,052	88年11月26日 Nov. 26, 1999
日月潭 國家風景區 Sun Moon Lake National Scenic Area	北臨南投縣魚池鄉都市計畫線，東至水社大山之山脊線，西臨水里鄉與中寮鄉之鄉界，南側以臺21省道及水里鄉都市計畫線為界，區內包含原日月潭特定區之範圍：頭社、車埕、九族文化村、集集大山及水里溪等據點。 Reaches to the border of the Yuchi Township urban area in the north, the ridge of Mt. Shueishe in the east, the borders of Shueili and Zhongliao townships in the west, and the borders of Provincial Highway 21 and Shueili township urban area in the south. Encompasses the area of the Sun Moon Lake special zone as well as Toushe, Checheng, the Formosan Aboriginal Culture Village, Mt. Jiji, and the River Shueili.	8,173	827	9000	89年1月24日 Jan. 24, 2000
參山 國家風景區 Tri-Mountain National Scenic Area	包括獅頭山、梨山及八卦山風景區。獅頭山風景區包括新竹縣峨眉鄉、北埔鄉、竹東鎮與苗栗縣南庄鄉、三灣鄉等5鄉鎮，面積約為2萬4,221公頃，分為獅頭山、五指山及南庄等3個遊憩系統。梨山風景區包括臺中縣東勢鎮、和平鄉與南投縣仁愛鄉等3鄉鎮，面積約為3萬1,300公頃，分為谷關、梨山、思源埡口等3個遊憩系統。八卦山風景區包括彰化縣彰化市、花壇鄉等及南投縣南投市及名間鄉等10鄉鎮市，面積約為2萬2,000公頃，分為八卦山、果山及松柏嶺等3個遊憩系統。 Includes the Lion's Head Mountain, Lishan, and Mt. Bagua Scenic Areas. The Lion's Head Mountain Scenic Area encompasses Hsinchu County's Emei Township, Beipu Township, and Jhudong Town, and Miaoli County's Nanjhuang and Sanwan townships, with a total area of 24,221 hectares divided into three recreation systems: Shitoutoushan, Wujihshan, and Nanjhuang. The Lishan Scenic Area encompasses Taichung County's Dongshih Town and Heping Township, and Nantou County's Ren-ai Township, with a total area of about 31,300 hectares divided into three recreation systems: Guguan, Lishan, and Sihyuan Pass. The Mt. Bagua Scenic Area encompasses 10 cities, towns, and townships, including Changhua County's Changhua City and Huatan Township and Nantou County's Nantou City and Mingjian Township, with a total area of about 22,000 hectares divided into three recreation systems: Mt. Bagua, Mt. Baiguo, and Songboling.	76,932	589	77,521	90年3月16日 Mar. 16, 2001
阿里山 國家風景區 Alishan National Scenic Area	位於嘉義縣東半部丘陵及中高海拔山區，東鄰南投縣玉山山脈，北接雲林縣草嶺地區，西近嘉義市區，南鄰高雄縣三民鄉，範圍包含嘉義縣梅山、竹崎、番路等3鄉之山區17個漢人聚落，以及阿里山鄉5個漢人聚落與8個原住民部落。 Situated in the hills and medium- to high-elevation mountains in the eastern half of Chiayi County. In the east it borders on the Yushan Mountain Range, in the north it connects with the Caoling area of Yunlin County, in the west it approaches the urban area of Chiayi City, and on the south it borders Sanmin Township in Kaohsiung County. It encompasses 17 Han Chinese villages in the mountainous areas of Meishan, Jhuci, and Fanlu townships of Chiayi County, as well as five Han Chinese villages and eight indigenous villages in Alishan Township.	41,520	0	41,520	90年7月23日 July 23, 2001

特定區名稱 Name	範圍 Geographical Scope	面積（公頃）Area (hectares)			成立日期 Date of Establishment
		陸域 Land	水域 及海域 Water	合計 Total	
茂林 國家風景區 Maolin National Scenic Area	<p>包括高雄縣桃源、六龜及茂林3鄉及屏東縣三地門、霧臺及瑪家等6個鄉鎮部分行政區域，全區為南北狹長、東高西低的縱谷地形，北部屬阿里山山麓與玉山山脈，中、南部為中央山脈。全區為荖濃溪、濁口溪及隘寮溪等水域貫穿全境，轄內原住民以排灣族、魯凱族、布農族及南鄒族等原住民族群為主。</p> <p>Encompasses Kaohsiung County's Taoyuan, Liouguei, and Maolin townships, and part of six towns and townships in Pingtung County including Sandimen, Wutai, and Majia. The area stretches in a narrow strip of north-to-south valley terrain, high in the east and low in the west. The northern part consists of the foothills of Alishan and the Yushan Range, while the central and southern parts are in the Central Mountain Range. The Laonong River, Jhuokou River, and Ailiao River traverse the entire scenic area, whose indigenous tribes consist of the Paiwan, Rukai, Bunun, and Southern Tsou.</p>	59,800	0	59,800	90年9月21 Sep. 21, 2001
北海岸及觀音 山國家風景區 North Coast and Guanyinshan National Scenic Area	<p>包含北海岸區（含野柳風景特定區）及觀音山風景區，行政區域分屬臺北縣萬里、金山、石門、三芝、五股及八里等6鄉鎮。北海岸風景區陸域部份自萬里都市計畫界起，西迄三芝鄉與淡水鎮之鄉鎮界；海域部份自海岸線起至20公尺等深線，陸域面積6,085公頃，海域面積4,411公頃。觀音山風景區則均為陸域，東以龍形都市計畫範圍為界，西迄林口臺地邊緣界，北以八里都市計畫為界，南臨五股都市計畫範圍，陸域面積1,856公頃。</p> <p>Includes the North Coast Scenic Area (including the Yeliou Scenic Area) and the Guanyinshan Scenic Area, encompassing six townships and towns of Taipei County: Wanli, Jinshan, Shimen, Sanjhih, Wugu, and Bali. The land portion of the North Coast Scenic Area stretches from the border of the Wanli urban plan zone in the east to the boundary of Sanjhih Township and Danshuei Town in the west; the sea portion reaches from the shoreline to the 20-meter depth line in the sea. The area consists of 6,085 hectares of land and 4,411 hectares of sea. The Guanyinshan Scenic Area is all land, bordered by the Longsing urban plan area in the east and the edge of the Linkou Plateau in the west, and reaching from the border of the Bali urban plan area in the north to the boundary of the Wugu urban plan area in the south. Its area is 1,856 hectares.</p>	7,941	4,411	12,352	91年7月22日 July 22, 2002
雲嘉南濱海 國家風景區 Southwest Coast National Scenic Area	<p>北起雲林縣牛挑灣溪，南至臺南市鹽水溪，東以臺17線公路為界，向西延伸至海底等深線20公尺處。</p> <p>Reaches from Niutiaowan River of Yunlin County in the north to the Yanshuei River of Tainan City in the south, and from Provincial Highway 17 in the east to the 20-meter depth line in the sea to the west.</p>	33,413	50,638	84,049	92年12月24日 Dec. 24, 2003
西拉雅 國家風景區 Siraya National Scenic Area	<p>為於臺南縣嘉南平原東部高山與平原交接處，北起臺南縣白河鎮及嘉義縣大埔鄉，南至臺南縣新化鎮南界及左鎮鄉西南界，東至大埔鄉、楠西鄉及南化鄉東界，西至國道3號高速公路及烏山頭風景特定區計畫範圍。</p> <p>Situated where the Jianan Plain meets the high mountains in Tainan County, reaching from Tainan County's Baihe Town and Chiayi County's Dapu Township in the north to the southern boundary of Tainan County's Sinhua Town and the southwestern boundary of Zuojhen Township in the south, and from the eastern boundary of Dapu Township, Nansi Township, and Nanhua Township in the east to Freeway 3 and the Wushantou Scenic Area in the west.</p>	88,070	3,380	91,450	94年11月26日 Nov. 26, 2005
總計 Total		504,766	178,206	682,971	



## 二、加強實地督導考核作業

依據本局「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」，97年7月至9月召集相關單位及專家學者，實地督導考核13處國家風景區，並於12月23日召開檢討會議，依結論限期督導改善相關管理缺失，經評定以參山、大鵬灣、澎湖國家風景區為97年度最優。

## 三、推動清淨家園全民運動計畫

配合行政院執行「清淨家園全民運動計畫」，針對機關周邊50公尺景點及重點道路之清潔，本局各機關均積極投入。阿里山國家風景區獲頒行政院環境保護署辦理97年度「清淨家園全民運動計畫」訪查成績優等之殊榮。

## 第三節 觀光資源政策及法案之推動

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

- 一、協(補)助地方政府擬訂溫泉區管理計畫，目前已輔導 13 個縣市政府擬訂計畫，整建改善溫泉資源，其中，「臺北市溫泉區管理計畫」業經交通部核定在案，臺北市政府並已公告劃設溫泉區。
- 二、建立溫泉檢驗單位審查認可機制，截至 97 年底已認可 14 家溫泉檢驗機關(構)、團體辦理溫泉泉質之檢驗。
- 三、於 96 年 2 月 15 日及 97 年 11 月 28 日，修正「溫泉取供事業經營許可辦法」及「溫泉標章申請使用辦法」，簡化溫泉取供事業申請經營許可及溫泉標章申辦之作業，以加速業者依法取得溫泉標章之時程。
- 四、輔導宜蘭縣礁溪「湯圍風呂」、苗栗縣「錦水溫泉飯店」、綠島「朝日溫泉」、臺北縣八里鄉「八仙樂園—大唐溫泉物語」及臺北縣萬里鄉「喜凱亞溫泉酒店」取得溫泉標章，並持續進行溫泉標章申辦輔導作業，宣導業者標示相關溫泉設施警告標示，以確保消費者泡湯安全。



## 2. Strengthening of On-site Supervision and Inspection

In accordance with the Tourism Bureau's "Guidelines for the Supervision and Inspection of Operations, Management, and Maintenance of Safety in National Scenic Areas", related agencies, experts, and scholars were called together to carry out on-site supervision and inspection of the 13 national scenic areas from July through September 2008. A review seminar was held on December 23, and the scenic areas were given deadlines to improve management deficiencies. The best evaluations went to the Tri-Mountain, Dapeng Bay and Penghu National Scenic Areas in 2008.

## 3. Implementation of the National Clean Home Movement

The Tourism Bureau cooperated with the Executive Yuan's "National Clean Home Movement" by having its subsidiary agencies address cleanliness within 50 meters of tourist spots and along key roads. The Bureau actively participated in the clean plan. Alishan National Scenic Areas won an "Excellent" rating for Environmental Protection Administration of the Executive Yuan in 2008.

## III. Promotion of Tourism Resource Policies and Bills

In response to the implementation of the "Hot Spring Act" on July 1, 2005, the Tourism Bureau has vigorously assisted operators in improving related facilities and in acquiring the hot-spring label so as to guide hot-spring operations onto the road of sustainability. The following measures have been undertaken in this effort:

1. Local governments were assisted (or subsidized) in formulating management plans for hot springs areas. Thirteen county and city governments have received assistance in formulating plans and improving hot springs resources so far; of these, the "Taipei City Hot-spring Area Management Plan" was approved by the Ministry of Transportation and Communications and the city government has already announced the delineation of hot-springs areas.
2. A mechanism for the examination and approval of hot springs inspection units was established, and by the end of 2008, 14 inspection agencies and groups had been approved for handling the inspection of hot-spring water quality.
3. On February 15, 2007 and November 28, 2008, the "Regulations Governing Permit Application by Hot-spring Supply Enterprises" and "Application and Use of Hot Spring Certificate", were amended to simplify application procedures and speeding up the acquisition of the hot springs label according to the law.
4. The Tongweigou Hot Springs Park and Bath Pools in Jiaoxi, Yilan County, King's Resort and Spa in Miaoli County, Zhaori Saltwater Hot Springs on Green Island, Formosa Water Park-Tang Sparty in Bali, Taipei County, and Sea Gaia Spring Hotel in Wanli, Taipei County were assisted in acquiring the hot springs label. Assistance in applying for the hot springs label was continued and operators were educated in posting warning signs at hot springs facilities to assure the safety of hot springs bathers.





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四季怡人 處處驚喜











## Chapter 5

# Guidance and Administration of the Tourism Industry

## 第五章 觀光產業之輔導與管理



## 第一節 旅行業

### 一、經營現況

截至97年12月31日止，全國旅行社共計2,230家，其中綜合旅行社92家，甲種旅行社1,989家，乙種旅行社149家。

### 二、輔導旅行業提升競爭力

為紓解旅行業者面臨全球經濟不景氣之經營困境，輔導其渡過難關，並提升產業競爭力，於整合業者意見後，採取相關因應措施如下：

#### （一）組成「旅行業經營管理諮詢輔導小組」

為協助旅行業者提升經營管理能力及解決融資等相關問題，委由中小企業聯合輔導中心結合產、官、學界組成「旅行業經營管理諮詢輔導小組」，並設置免費諮詢電話（0800219777）提供旅行業融資諮詢及專案輔導。自97年11月28日起受理申請電話諮詢計56件、現場診斷計22件。

#### （二）提供優惠貸款及利息補貼措施

- 1、旅行業紓困貸款利息補貼：97年11月11日訂定「旅行業紓困貸款利息補貼實施要點」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200萬元之利息補貼，按實際貸款餘額補貼年利率最高百分之4，如貸款利率低於百分之4，則依其實際貸款利率補貼，補貼期限依實際貸款期限，最長為2年，計有9家旅行業者提出利息補貼申請。

## I. Travel Agencies

### 1. Managing Situation

By December 31, 2008, Taiwan had a total of 2,230 travel agencies, of which 92 were consolidated travel agencies, 1,989 were A-class travel agencies and 149 were B-class travel agencies.

### 2. Assist travel agencies to upgrade competitiveness

In order to assist travel agencies facing the global economic difficulties, the Taiwan Tourism Bureau will help them through trouble times, and upgrade their business competitiveness. After integrating opinions and input from the business, the Taiwan Tourism Bureau will take action as follows:

#### (1) Establishment of a "Travel Agency Management Consulting and Assistance Team"

To help travel agencies raise their management abilities and resolve cash flow problems, Taiwan Small Business Integrated Assistance Center was commissioned to organize "Travel Agency Management Consulting and Assistance Team" involving the private, government and academic sectors, and to set up a free consulting hotline 0800-219-777 to provide financial consulting and special case assistance to travel agencies. Since its setup on November 28, 2008, the total number of phone calls for consulting: 56 cases. Those engaging in face-to-face consultations: 22 cases.

#### (2) Providing Preferential Loan and Interest Subsidies

- a. Subsidies on interest payment: On November 11, 2008, the "Key Points on Subsidies of Interest Payments on Mortgage" was passed, providing subsidies of NT\$ 5 million dollars to consolidated travel agencies, NT\$ 3 million to A-class licensed travel agencies, and NT\$ 2 million to B-class licensed travel agencies for their interest payments, subsidizing up to 4% of the remaining real mortgage. If applicant's mortgage interest rate was lower than 4%, government will provide assistance in accordance to the interest rate. The amount of subsidies varies by the number of interest payment remaining but less than 2 years. In total, there were 9 travel agencies applying for this interest rate.



- 2、獎勵觀光產業升級優惠貸款：提供綜合旅行業最高不超過新臺幣1,000萬元，甲、乙種旅行業最高不超過新臺幣500萬元之中長期營運週轉金優惠貸款。

### 三、兼顧旅行業者資金運用及落實對消費者權益之保障

96年6月15日「旅行業管理規則」修正調高旅行業履約保證保險投保最低金額後，業者營運成本因而增加，經營更形困難，由於現行由旅行業組成之中華民國旅行業品質保障協會等觀光公益法人，對消費者相關旅遊權益保障具有一定之功能，爰依旅行業務種類、營運風險大小及參考歷年履約保證保險理賠金額，並參考「旅行業管理規則」第12條第1項第2款第六目及第58條規定，於97年1月31日發布修正「旅行業管理規則」第53條及第53條之1，對於旅行業已加入經中央主管機關認可足以保障旅客權益之觀光公益法人者，降低其最低投保金額，綜合旅行社新臺幣4千萬、甲種旅行社新臺幣5百萬元、乙種旅行社新臺幣2百萬元，惟其後降低最低投保金額之理由不存在時，仍應依現行規定較高保險金額投保，以保障旅遊消費者權益。

### 四、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，自96年4月25日訂定「旅行業交易安全查核作業要點」及制定「實施旅行業交易安全查核作業流程」以來，針對營運異常之旅行業辦理相關查核工作；寒、暑假重點期間更成立「旅行業交易安全查核會報」，透過密集開會研商及實地檢查業務之積極作為，防範旅行業倒閉事件之發生，並積極辦理下列相關事項：

- (一) 邀集行政院消費者保護委員會、旅行業全聯會、品保協會及銀行公會、收單銀行、產險公會等單位，成立「旅行業交易安全查核會報」研商與交易安全相關事項。
- (二) 透過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。
- (三) 篩選及查訪有跳票或債信不良、大量低價促銷廣告、刷卡量爆增、代表人或員工異動頻繁等情形之旅行業，以期預先發現營業異常現象，降低危害交易安全事件之發生機率。
- (四) 輔導品保協會及臺北市旅行業公會成立媒體及網路廣告監看小組，有效掌握異常訊息。
- (五) 延聘旅行業財務查核專家提供專業查帳意見及會同檢查，以確實掌握查核對象之財務狀況。
- (六) 透過員警廣播電臺宣導參團旅遊錦囊，並於該電臺公益時段播出。
- (七) 整合本局網站內之「消保事項專區」，對外提供完整資訊及宣導。
- (八) 公告有法定公告事由之旅行業。

### 五、加強稽查旅行業務，維護旅遊市場競爭秩序

輔導旅行社依法經營旅行業務，除不定期赴旅行社瞭解業務執行情形外（97年共檢查162家旅行社），並加強對非法旅行業、無照導遊及領隊之取締，97年取締違法經營旅行業務計64件，稽查導遊、領隊計429件。



- b. Preferential Loans for Encouragement of the Tourism Industry: providing consolidated travel agencies with up to NT\$10 million in loan, A-class and B-class licensed travel agencies up to NT\$ 5 million in loan towards their mid-term and long-term cash flow.

### 3. Monitor cash flow for travel agencies and protect consumers' rights

On June 15, 2007, "Regulations Governing the Administration of Travel Agencies" was enacted. Under the regulation, travel agents are asked to raise their insurance limits on the smallest insurance rate in order to insure that the industry is in good health. The business cost has increased because of this regulation, and it made running the industry more difficult. In view that current public service organizations formed by the travel agencies, such as Travel Quality Assurance Association, do provide certain protection for the travelers, after reviewing categories of travel agencies, insurance settlements in the past, the terms in "Article 12.1(2)6 and Article 58" under "Regulations Governing the Administration of Travel Agencies", amendments were made on Articles 53 and 53(1) on January 31, 2008. For travel agencies that already joined government-approved public service groups, the insurance limit may be lowered. This means the consolidated travel agencies had a lowest insurance fee of NT\$ 40 million, while the A-class licensed travel agencies had a lowest fee of NT\$ 5 million and the B-class travel agencies had a lowest fee of NT\$ 2 million. When the factor leading to eligibility of this special discount ceases to exist, the travel agency would need to pay the original higher insurance fee to protect traveler's consumer rights.

### 4. Continuing to conduct auditing of travel transaction security protect consumers' rights

To protect the interests of travelers, the Tourism Bureau established "Guidelines for the Auditing of Travel Transaction Security" on Apr. 25, 2007 as were the "Process for the Auditing of Travel Transaction Security" to monitor travel agencies and to provide for timely implementation of travel agency transaction security monitoring for travel agencies with abnormal operations. During the intensive travel seasons in winter and summer, the "Travel Transaction Security Auditing Committee" meetings to actively study and to prevent sudden bankruptcies of travel agents. Actions were taken to positively re-organize businesses as follows:

- (1) The Bureau brought together the Consumer Protection Commission of Executive Yuan, the Travel Quality Assurance Association, Bankers Association, Insurance Association, and Travel Agents Associations for the joint establishment of a Travel Transaction Security Auditing Committee to discuss the issues in security of transactions.
- (2) Utilizing notifications from Taiwan Clearing House on return checks from travel agencies, the bureau will receive the information immediately and will know if a travel agency has a financial problem. Inspectors then are sent to the agency for safety auditing.
- (3) Travel agencies that show massive low-price advertising, explosive increases in card consumption, or frequent changes in responsible person or employees are screened and visited with the aim of making early discovery of abnormal operations and reducing the occurrence of incidents that threaten transaction security.
- (4) The Travel Quality Assurance Association and Taipei Association of Travel Agents were assisted in organizing a media and internet advertising monitoring committee charged with watching out for news of abnormal situations.
- (5) Professionals with expertise in auditing the travel agencies are commissioned to participate in the inspection visits and make professional recommendations to provide accurate assessment of the company's financial status.
- (6) Broadcast "Group Travel Treasury" tape on Police Radio System during public announcement to promote tips about joint traveling tours.
- (7) The "Consumer Protection Page" was incorporated in the Tourism Bureau's website to provide a complete range of news and publicity.
- (8) Travel agencies involved in legal pronouncements are listed.

### 5. Strengthened Auditing of Travel Agencies to Maintain Competition Order in the Travel Market

Travel agencies were guided in operating in accordance with the law. In addition to unscheduled visits to travel agencies to understand their business conditions (162 agencies were investigated in 2008), enforcement was carried out against illegal travel agencies and unlicensed guides and tour managers. In 2008 there were a total of 64 cases of enforcement against illegally operating travel agencies, and 429 guides and tour managers were investigated.



## 六、輔導旅行業建立網路交易安全機制及推廣優良網站認證制度

督促以電腦網路經營旅行業務之旅行業者，其廣告行銷資訊應具體明確、採取保護旅客隱私權及資通安全措施、使用安全之付款機制、設立消費爭議之處理窗口。另委請中華民國網路消費者協會辦理旅行業優良網站評鑑認證（97 年計有 201 家旅行業網站通過中華民國網路消費協會認證），保障旅遊消費者網路交易安全。

## 七、強化消費者權益保障資訊之傳遞及教育宣導

- （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，本局除提供消費者申訴調處服務外，並設有免費專線電話（0800-211-734），由專人負責接受消費者旅遊諮詢服務。97 年本局受理旅遊糾紛案件共計 133 件，另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 419 件。
- （二）於本局「臺灣觀光資訊網」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，並分為「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」等 4 大項，俾以確保旅遊交易安全，提供消費者充分與正確之旅行業資訊。
- （三）為向民衆宣導正確參團旅遊觀念及旅遊安全事項，洽請警察廣播電臺製作宣導廣播帶，內容分為「如何選擇旅行社」、「與旅行社交易應注意事項」及「其他權益保障事項」等 3 項主題，每 1 主題製作 3 支不同宣導廣播帶，於 97 年 12 月中旬起在該電臺以插播方式播出，以向旅遊消費者提醒旅遊觀念及旅遊應注意事項，俾達保障旅遊消費者權益之目的。另輔導中華民國旅行業品質保障協會編印發行「海外旅遊品保小幫手」手冊，提供旅遊消費者包括行前旅行社之選擇與交易、搭機須知、機票常識、住宿飯店須知、購物常識、旅遊保健等資訊。

## 八、建立大陸人民來臺觀光磋商機制平台，維護觀光團旅遊品質及旅客安全

- （一）為建立及順暢大陸人民來臺觀光兩岸磋商機制，觀光局依行政院大陸委員會政策指示，針對大陸地區人民來臺觀光技術面及執行面議題，包括：赴臺旅遊領隊證張數不足問題、共同簡化大陸地區人民申請來臺手續、擴大赴臺旅遊區域、調降旅遊團組團人數、延長在臺停留期間、增加組團社家數等，透過「臺旅會」與「海旅會」磋商溝通、協調解決，並獲致成果。
- （二）為廣續落實大陸觀光團旅遊品質提升方案，實現高品質旅遊之政策目標，因應大陸地區人民來臺觀光 97 年 7 月 18 日起正式實施，針對大陸觀光團在臺旅遊產生之購物、安全與品質等相關問題，觀光局持續會同相關機關、旅遊業相關團體共同推動提升大陸觀光團旅遊品質、維護旅客安全方案及相關措施，辦理事項包括：

- 1、輔導旅行業者提升旅遊接待品質，落實訂頒之「旅行業接待大陸地區人民來臺觀光旅遊團品質注意事項」，會同相關機關、旅行業公協會組成稽查工作小組，執行大陸觀光團旅遊品質稽查計畫，定期及機動稽查接待旅行社、主要風景區旅遊團、餐廳及購物商店，以維護大陸觀光客住宿、餐食、交通及購物等之品質及安全。另依交通部指示定期辦理旅遊重點地區跨部會聯合稽查，會同消防、建管、警政、衛生、交通等中央相關目的事業主管機關組成專案小組共同辦理。



## 6. Guidance of Travel Agencies in Establishing Internet Transaction Security Mechanisms and Promoting Internet Verification Systems

Travel agencies doing business on the internet were supervised to assure that their advertising was concrete and factual, that they adopted measures to protect the privacy of travelers and the security of information and communications, that they used a secure payment mechanism, and that they maintained a consumer dispute resolution window. The Net Consumers Association was asked to carry out assessment and certification of qualified online travel agencies (201 agencies received such certification in 2008) so as to protect online transaction security for traveling consumers.

## 7. Reinforcement of Consumer Protection Information and Educational Publicity

- (1) 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 line (0800-211-734) manned by personnel charged exclusively with receiving travel information from consumers. The Bureau accepted 133 travel dispute cases in 2008, and assisted the Travel Quality Assurance Association in mediating 419 complaint cases for its members.
- (2) A “Consumer Protection Page” was set up on the Tourism Bureau’s Taiwan Travel Information Website, with basic information on legal travel agencies and their insurance provisions. Information on the page is divided into four sections: “Travel Consumption”, “Travel Safety”, “Information on Disease and Other Issues”, and “Travel Agencies Involved in Legal Pronouncements”. The goal is to assure the security of travel transactions and provide consumers with a sufficient amount of accurate travel information
- (3) To reinforce educational publicity for group travelers, the Tourism Bureau formulated the “Instructions for Participants in Group Tours” to give group tourists accurate concepts about such travel. The Police Radio System was also asked to produce “Group Travel Treasury” tapes on three topics—“How to Choose a Travel Agency”, “Things to Watch For when Dealing with Travel Agencies”, and “Safety Issues to Watch For During Travel”—for broadcast beginning in December 2008. These programs were designed to remind consumers of correct travel concepts and of things to watch for, and thus to protect the interests of travelers. In addition, the Travel Quality Assurance Association was assisted in publishing the “Little Quality Protection Helper for Overseas Travel” manual, providing information about pre-departure selection of and dealing with travel agents, necessary information for taking airline flights, knowledge about airline tickets, information about hotels, shopping know-how, travel health, etc.

## 8. Cross-straits Negotiations on Chinese Tourists in Taiwan, and Reinforcement of Travel Quality and Safety for Chinese Tour Groups

- (1) To organize and help things go smoothly, to facilitate Mainland Chinese visitors to visit Taiwan, to strengthen the relationship between both sides of the Taiwan Strait, the Taiwan Tourism Bureau, in accordance to the Executive Yuan Mainland Chinese Association policy, focused on the technical issues regarding visiting Taiwan, including the insufficient number of licenses for tour leaders coming to Taiwan, simplification of Taiwan visa application process for Mainland Chinese visitors, extending the travel area for those visiting Taiwan, reducing travel group members sizes, extending the Taiwan stay period, and increasing tour group agencies, utilizing Taiwan Straits Tourism Association and Mainland China’s Cross-Strait Tourism Association to communicate, resolve problems and reach the goal, as well as getting feedback.
- (2) To accommodate Chinese tourism in Taiwan and achieve the policy goal of assuring high-quality travel, in regard to Mainland Chinese people visiting Taiwan, which officially started on July 18, 2008, the Tourism Bureau, together with related travel organizations, worked out programs and related measures in relation to shopping, safety, and quality issues, to promote the upgrading travel quality for tour groups and the maintenance of travel safety, as follows:
  - a. Assisting travel agencies in Taiwan to raise quality of tourist reception and implement the policy of “Guidelines for Taiwan Travel Agencies on Quality of Service Provided to Mainland China tourist groups”, working with relevant organizations and the travel agency associations to form monitor teams to conduct inspections on quality of travel for Mainland Chinese tour groups, regularly or randomly auditing reception tourist agencies, travel groups in important scenic areas, restaurants and shopping places, to protect Mainland Chinese tourists, the quality of hotels, food, transportation and shopping. In accordance with the policy by Ministry of Transportation and Communication’s policy, organize cross-department teams that include fire department, construction department, police department, health department, and the Ministry of Transportation and Communication officials for the special task force.



- 2、輔導旅行業品質保障協會持續推動旅行購物保障制度，落實購物保障商店品質查核機制及進退場機制、旅客退、換貨及代償理賠之購物保障機制。
- 3、印製、發放大陸旅客臺灣旅遊注意事項及意見反映表，提醒來臺大陸旅客在臺購物、個人安全及健康、離團及其他旅途中應注意事項，並調查對旅遊行程安排、導遊人員解說及接待、餐食、遊覽車、購物等之意見及整體滿意程度，以作為檢討改進參據。

## 第二節 觀光旅館業

### 一、經營現況

- (一) 截至97年12月底，臺灣地區觀光旅館共計92家，客房數21,771間。其中國際觀光旅館61家，客房數18,092間；一般觀光旅館31家，客房數3,679間。
- (二) 97年申請核准籌設之觀光旅館計有7家，客房數為2,695間，總投資金額為新臺幣138.14億元；另經查驗合格並取得觀光旅館業營業執照者計有3家，增加之客房數計為697間。

二、97年3月4日至7月16日實施國際觀光旅館及直轄市以外一般觀光旅館定期檢查（計檢查78家觀光旅館），並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、97年輔導觀光旅館業購置自動化、防治污染及提升企業數位資訊效能設備或技術申請抵減應納營利事業所得稅之申請案共計14件，金額總計為新臺幣7,605,486元。

四、截至97年12月31日止，發行商品（服務）禮券之觀光旅館業者計有53家，已依照規定辦理。

五、為配合國人訂房方式朝向多元化之趨勢，爰規劃實施「觀光旅館旅客直接訂房定型化契約」制度，並擬定「觀光旅館旅客直接訂房定型化契約範本草案」，俾保障不同方式訂房之旅客權益。

六、「觀光旅館業管理規則」及「觀光旅館建築及設備標準」部分條文修正：

- (一) 為因應觀光旅館市場之變化及未來發展趨勢，並符合行政程序法及規費法等相關規定，爰就觀光旅館業務之委辦、變更設計查驗程式之簡化、籌設中觀光旅館之管理、旅館評鑑之辦理、消費者權益之保障及申請籌設、變更設計之審查費、建築及設備標準等事項，予以通盤檢討。

- (二) 「觀光旅館業管理規則」部分條文修正經交通部於97年6月19日交路字第09700850402號令修正發布（增訂3條、修正15條）、97年10月31日交路字第0970085061號令修正發布（修正3條）；「觀光旅館建築及設備標準」（增訂1條，修正5條）經交通部於97年7月1日交路字第0970085036號令、內政部台營內字第0970819903號令會銜修正發布。





- b. Assisted Travel Quality Assurance Association to continue to promote the travel shopping assurance system, to implement purchase protection mechanism, shopping quality assurance investigation, inspection on product functionality, as well as return or exchange goods and reimbursement and exchange of defective products.
- c. Instructions and suggestions forms for Chinese tourists in Taiwan were printed and distributed, to remind the tourists to take care about shopping, safety, and health in Taiwan, and about leaving their groups and other issues to take notice, and to ascertain their level of satisfaction in arrangement of travel arrangement, tour guide interpretation, reception and food, tour bus, and shopping as a reference for improvements.

## II. Tourist Hotel

### 1. Current Status

- (1) At the end of 2008, Taiwan had 92 tourist hotels with a total of 21,771 rooms. International tourist hotels accounted for 61 hotels with 18,092 rooms, and tourist class hotels numbered 31 with 3,679 rooms.
- (2) Applications for 7 new tourist hotels having a total of 2,695 rooms and calling for a total investment of NT\$138.14 billion were submitted in 2008. Two of the projects have passed inspection and been issued tourist hotel business licenses, increasing the total room count by 697.
2. Scheduled inspection of international tourist hotels and general tourist hotels outside cities directly administered by the Executive Yuan (a total of 78 tourist hotels) was carried out from Mar. 4 to July 16, 2008, and the tourist hotels were supervised in taking out public liability insurance so as to lower the risks of operators and protect the safety of travelers
3. The Tourism Bureau assisted in 14 applications for tax offsets in 2008, for the purchase equipment or technology for automation, pollution-prevention, or the upgrading of enterprise digital information capabilities. The amount involved totaled NT\$7,605,486.
4. As of December 31, 2008, fifty-three hotels issue gift (service) certificates in conformity with the regulations.
5. A "Standardized Contract for the Direct Reservation of Tourist Hotel Rooms by Individuals" system was planned in line with the diversification of methods for individual reservation of hotel rooms, and a "Draft Standard Contract for the Direct Reservation of Rooms in Tourist Hotels" was formulated to protect the interests of travelers using different means to reserve rooms.
6. Amendments were made for two statutes: "Regulations Governing Amusement Park Enterprises" and "Standards for Buildings and Facilities for Tourist Hotels"
  - (1) In response to the ever changing nature of the tourist hotel market and the development for the future, and in accordance with the relevant regulations on processing law and regulation fees, guidelines on outsourcing of tourist hotel-related projects, simplification of application to change designs for tourist hotel business, the auditing processes, management of tourist hotels under development, implementation of evaluations for tourist hotels, consumer right protection, fees for application forms for change of status, examination fee for change of designs, construction and facility standards and more should be re-examined and adjusted in accordance with current environment.



### 第三節 旅館業、民宿及青年旅舍

#### 一、經營現況：

- (一) 截至97年12月底止，全國現有一般旅館3,253家，其中合法2,673家，非法580家，本於「中央督導，地方執行」之原則，實施定期、不定期督導25次，地方政府稽查次數計3,102家次，核准合法登記71家。
- (二) 依據「民宿管理辦法」，督導地方政府輔導辦理民宿申請登記作業，並辦理相關研習，提升民宿經營者經營理念與品質，截至97年12月底止，計輔導2,623家合法登記。
- (三) 輔導中華民國國際青年之家協會辦理國際青年旅館取得YH認證者計4家，取得IBN認證者9家。

二、為推動一般旅館品質提升實施計畫，97年度計輔導旅館品質提升145家，客房總數10,048間。

三、依據「獎勵觀光產業升級優惠貸款要點」，輔導7家旅館取得優惠貸款，貸款總金額新臺幣4億6,140萬餘元。另依據交通部觀光局獎勵旅館業品質提升補助要點，協助一般旅館提升軟硬體整體水準，鼓勵旅館業更新旅館品質，提供規劃改善所需資金，97年度核准10家，計補助新臺幣905萬500元。

四、依據「一般旅館品質提升計畫」，提升旅館業人力素質及改善其整體服務水準，協助各縣市政府及旅館商業同業公會辦理16縣市18場次「旅館業基層從業人員教育訓練」，參訓學員計2,110人。另辦理下列研習訓練：

- (一) 「一般旅館中階幹部教育訓練」，參訓學員計310人。
- (二) 「旅館業高階經理人訓練」，參訓學員計168人。
- (三) 「接待大陸人士服務技巧講習」4場次，參訓學員計780人。
- (四) 「獎勵觀光產業升級優惠貸款要點說明會」4場次，與會業者計397人。

### 第四節 觀光遊樂業

#### 一、經營現況

97年領有觀光遊樂業執照業者總計24家，屬重大投資案之觀光遊樂業者計23家，非屬重大投資案之觀光遊樂業者1家，正式雇用員工約5,100人。

二、觀光遊樂業由業者加強自我檢修、轄管縣（市）政府定期、不定期檢查、及本局與中央相關權責主管機關之督導等管理機制，並依「發展觀光條例」、「觀光遊樂業管理規則」、「觀光及遊樂地區經營管理與安全維護督導考核作業要點」及其他相關法規，全面性加強輔導管理。

三、97年全臺24家觀光遊樂業，遊客人次合計約770萬人次、營業額合計約57億元，並有八仙海岸等6家業者新增觀光遊樂設施，投資金額總計達12.9億餘元。

四、提升觀光遊樂業之觀光遊樂設施品質，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，於97年7至9月間，分11梯次辦理27家檢查；並就已取得觀光遊樂業執照且符合競賽條件之22家業者進行考核競賽。97年經評定特優等為劍湖山世界、六福村主題遊樂園、九族文化村、遠雄海洋公園、小人國主題樂園、月眉育樂世界、西湖渡假村、尖山埤江南渡假村、泰雅渡假村、小叮噹科學遊樂區等10家。優等為杉林溪森林遊樂區、頑皮世界、八仙海岸、8大森林樂園、野柳海洋世界、香格里拉樂園、小墾丁牛仔渡假村等7家，餘不列等。

- (2) Portions of “Regulations Governing Amusement Park Enterprises” were made and announced by the Ministry of Transportation and Communications with amendment number 09700850402 on June 19, 2008. (Three articles were added and 15 articles were amended), and amendment number 0970085061 on October 31, 2008, (Three articles were amended). “Standards for Buildings and Facilities for Tourist Hotels” (One article was added and five articles were amended) became effective through announcement by the Ministry of Transportation and Communications on July 1, 2008, amendment number. 0970085036) and Homeland Security Dept. number 0970819903.

### III. General Hotels, Home Stays, and Youth Hostels

#### 1. Current Status

- (1) At the end of 2008, there were 3,253 general hotels, of which 2,673 were legal and 580 were illegal. Under the principle of “central supervision with local implementation”, the Tourism Bureau carried out 25 scheduled and unscheduled supervisory inspections during the year and local governments carried out 3,102 inspections. 71 hotels were assisted in gaining legal registration.
  - (2) In accordance with the “Regulations for the Management of Home Stay Facilities”, the Tourism Bureau provided supervision to local governments in guiding home-stay business registration and carried out related seminars with the aim of upgrading the quality of the facilities and the management concepts of their operators. A total of 2,623 home stays were legally registered at the end of 2008.
  - (3) The Chinese Taipei (Taiwan) Youth Hotel Association was assisted in helping four of its member hostels in obtaining International Youth Hostel Federation (IYHF) certification, bringing the total with such certification to 9.
2. 145 hotels with a total of 10,048 rooms were assisted in raising their quality in 2008 under the “General Hotel Quality Upgrading Plan”.
  3. In the upgrading of quality in general hotels in line with the “Doubling Tourist Arrivals plan”, 7 hotels were assisted in obtaining a total of NT\$461.4 million in preferential loans in accordance with the “Preferential Loan Guidelines for the Upgrading of the Tourism Industry.” In addition, 10 general hotels were assisted in upgrading their overall hardware and software standards and were encouraged to enhance their quality through the provision of capital needed for improved planning by obtaining subsidies of NT\$9,050,500 in 2008 in accordance with the “Subsidy Guidelines for Tourism Bureau Incentives for the Upgrading of Hotel Quality”.
  4. Assistance was provided for 16 counties and cities in holding 18 “Basic-level Hotel Personnel Training” sessions designed to upgrade the quality of hotel personnel and improve overall service standards in accordance with the “General Hotel Quality Upgrading Plan”, with 2,110 trainees participating. In addition, the following training workshops were conducted:
    - (1) “Mid-level General Hotel Manager Training” was held for 310 trainees.
    - (2) “High-level Hotel Manager Training” was held for 168 trainees.
    - (3) “Reception of Mainland Chinese and service skills workshops” was held 4 times for 780 trainees.
    - (4) “Preferential Loan Guidelines for the upgrading of the Tourism Industry” seminar was held 4 times with 397 businesses attending.

### IV. Tourist Amusement Enterprises

#### 1. Current Status

- Taiwan had a total of 24 licensed tourist amusement enterprises in 2008, of which 23 were included in the category of “important investment projects” and 1 was outside that category. Number of employees hired officially: 5,100.
2. Tourist leisure business was managed by business owners through self-discipline. The city and county governments audit them regularly or randomly. Then the Taiwan Tourism Bureau and central related government departments also conduct inspections. Also, in accordance with the “Statute for the Development of Tourism,” “Regulations Governing Amusement Park Enterprises,” “Guidelines for the Inspection and Supervision of Competition Evaluation for Management and Safety Maintenance in the Amusement Industry” and other related regulations, measures are made to reinforce guidance and management.



五、配合行政院「2015 經濟發展願景第 1 階段 3 年衝刺計畫」辦理從業人員專業訓練，藉以提升觀光遊樂業形象及服務品質。業於 97 年 5 月 7 日辦理「觀光遊樂業經營管理講習」、97 年 6 月 5 日辦理「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要點」說明會、97 年 6 月 17 日辦理「觀光遊樂業之創新服務、接待品質訓練」、97 年 10 月 27-28 日假劍湖山世界，辦理「觀光遊樂業提升服務品質訓練」、97 年 10 月 31 日辦理「全臺觀光遊樂園網站上線教育訓練」、及「觀光遊樂業動態管理資訊系統教育訓練」等相關訓練計 6 場次。

六、業於 97 年 1 月 19 日辦理「2008 全臺主題樂園 FUN 寒假聯合促銷」記者會、97 年 1 月 19 日至 3 月 31 日辦理「2008 全國兒童『主題樂園嬉遊記』徵文活動」、97 年 6 月 28 日辦理「踩街嘉年華暨啟動儀式」、97 年 6 月 28 日至 9 月 17 日辦理「2008 FUN 暑假遊樂園 - 盡享優惠，終身免費暢遊活動」、97 年 10 月 31 日假臺北國際旅展辦理全臺觀光遊樂園專屬網站宣傳推廣活動、97 年 10 月 20 日推出 2008 全國兒童「小小畫家遊樂園」創意繪圖比賽活動等 6 項相關宣傳活動，並於暑假及連續假期前協助彙整發佈行銷活動新聞稿。

## 七、產業升級之輔導

### (一) 設立審查

- 1、依據「觀光遊樂業管理規則」及「申請開發遊憩設施區興辦事業計畫審查作業要點」等相關規定，輔導民間興辦觀光遊樂設施，並受理審辦完成興辦事業計畫審查，持憑辦理土地使用變更、興建事項；並核准設立、發照、輔導營運事宜。
- 2、97 年經審議核准籌設、變更、推薦及定稿案件，計有統一夢世界園區案等 9 案；總開發面積計 245.3655 公頃，投資金額總計達 311 億 1,653 萬餘元，增加就業機會 4,713 個人數。
- 3、大路觀主題樂園興建完工後經檢查合格，並於 97 年 8 月 26 日核發觀光遊樂業執照。

### (二) 獎勵優惠

- 1、輔導觀光遊樂業依「促進民間參與公共建設法」、「中長期資金運用作業須知」、「促進產業升級條例」及「獎勵觀光產業升級優惠貸款要點」等規定，申辦租稅優惠、融資等事宜。
- 2、輔導觀光遊樂業購置自動化、防治污染設備或技術，依「促進產業升級條例」申請抵減應納營利事業所得稅及相關投資抵減。
- 3、依「發展觀光條例」、「交通部適用發展觀光條例第 45 條或第 46 條規定審查作業要點」規定協助民間機構取得公有土地開發興建。



3. In 2008, the 24 tourist leisure businesses generated 7.7 million visitors, earning NT\$ 5.7 billion dollars. Among these, the investment for the six business operators for new amusement park facilities, including Formosa Fun Coast, exceeded NT\$ 1.29 billion.
4. Eleven inspections of 27 amusement enterprises were carried out from July through September 2008 to upgrade the quality of tourist amusement facilities in accordance with the "Regulations Governing Amusement Park Enterprises" and "Guidelines for the Inspection and Supervision of Competition Evaluation for Management and Safety Maintenance in the Amusement Industry". Competitive evaluations were also carried out for 22 licensed amusement enterprises that conformed to conditions for competition. Ten enterprises were rated as "Outstanding": Janfusun Fancy World, Leofoo Village Theme Park, Formosan Aboriginal Culture Village, Farglory Ocean Park, Window on China Theme Park, West Lake Resortopia, Yamay Resort, Little Ding-Dong Science Park, and Atayal Resort and Jianshanpi Jiangnan Resort. Another 7 were evaluated as "Excellent": Sun Link Sea Forest Recreation Area, Wan-Pi World Safari Zoo, Formosa Fun Coast, Yeliou Ocean World, Bada Forest Theme Paradise, Shangrila Paradise, and Kendington Resort.
5. In accordance with the Executive Yuan's "First-stage Three-year Spring Program of the Economic Development Vision for 2015", professional training seminar was conducted on "Operation and Management of Amusement Park Enterprises" on June 5, 2008 to raise the image of the tourist leisure industry and quality of services. In addition, "Key Points in Amusement Park Management and Safety Maintenance Monitoring System Competition" was held on June 5, 2008. Other training seminars included: "Creative Services and Reception Quality Training for Amusement Park Industry" on June 17, "Upgrade Quality of Services in Amusement Park Industry" in October 27-28 at Janfusan Fancy World, "Taiwan Amusement Park Online Education Training" on October 31, and "Amusement Park Industry Activity Management Information Systems Educational Training". Total training sessions: 6.
6. Six events were organized to promote tourism: Press conference of "2008 Taiwan Amusement Park Fun Winter Holiday Joint Promotion" on January 19, "National Children's Writing Competition about Having Fun at Theme Parks" from January 19 to March 31, "Dancing in the Streets Carnival Opening Ceremony" On June 28, "2008 Fun Summer Vacation Amusement Park" activities from June 28 to September 17, and launch event of "Little Painters' Amusement Park" website at Taipei International Travel Fair on October 31. Preparatory work and press releases were completed prior to long holidays and vacations to execute these promotional events
7. Assistance in upgrading the tourism industry
  - (1) Examination of Project Establishment
    - a. Assistance was provided to the private sector, 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", in developing tourist amusement enterprises. The Tourism Bureau also accepts construction plans for examination.
    - b. Through the examination system, after preparation, application for change of land use, recommendation and finalizing phases, nine projects were approved in 2008, including Uni-President Dream World Amusement Park. The total development space was 245.3655 hectares and total investment exceeded NT\$ 31,116,530,000 and increasing the employment opportunities for 4,713 persons.
    - c. "Dalukuan Land", was completed and passed inspection, and was issued a tourist amusement license on August 26, 2008 from the Taiwan Tourism Bureau.
  - (2) Assistance with Incentives
    - a. Tourist amusement enterprises were assisted in applying for tax and financing incentives stipulated in the statutes for "Encouragement of Private Participation in Infrastructure Projects", "Medium and Long-term Capital Utilization Rules", "Statute for Upgrading Industries", and "Preferential Loans Guidelines for Encouragement of the Tourism Industry."
    - b. Tourist amusement enterprises were assisted in apply for tax credits and offsets for the procurement of automation and pollution-prevention equipment under "the Statute for Upgrading Industries".
    - c. In accordance with "Statute for the Development of Tourism" and "Guidelines for MOTC Review Work Under Article 45 or Article 46 of the Statute for Development of Tourism" to provide assistance to private sector to obtain public land for development of amusement parks.



## 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，強化經營管理行銷及服務理念，以全面提升旅遊服務品質。

### 一、培訓觀光從業人員

- (一) 為確保旅遊服務品質，配合考選部 97 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 97 年 6 月至 98 年 4 月分別規劃於北、中、南、東 4 區辦理領隊、導遊人員職前訓練：至 97 年 12 月止完成領隊人員訓練計 2,351 人（外語 1,203 人、華語 1,148 人），導遊人員訓練計 2,388 人（外語 405 人、華語 1,983 人）。
- (二) 為培育旅行業經營管理人才，加強旅行業主管人員法規知識及服務理念，委託中華民國旅行業經理人協會及各地區旅行商業同業公會辦理北、中、南 3 區及金門離島地區之旅行業經理人職前訓練，至 97 年 12 月底止，訓練人數共計 390 人。

### 二、增進觀光從業人員專業知能

- (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，內容包括故宮文物、龍山寺、烏來溫泉文化、臺灣植物…等專題課程，以提升導遊人員之專業職能及服務品質，計訓練 888 人次。
- (二) 辦理觀光旅館及一般旅館從業人員「訓練訓練員」、「中階幹部 CHS 訓練」、「客務部經營與管理」、「餐飲管理」、「餐旅人力資源管理」等各項研習班，加強擔任訓練業務者之規劃及執行技巧、中階幹部所需之管理技巧、溝通能力、人力規劃或管理營運、操作技巧等專業知能，計訓練 234 人次。

### 三、因應市場變化辦理導遊精進訓練

為培訓現職導遊優質導覽品質及配合 97 年開放陸客來臺觀光需求，本局編印「接待大陸旅客 - 導遊實務手冊」提供現職導遊參考，並辦理導遊人員精進訓練課程包含「接待大陸旅客 - 現職導遊實務研討會」、「臺灣歷史與兩岸文化」、「郵輪訓練」、「粵語第二語言專長訓練」…等以導覽解說實務、專業知識技能為主之訓練，以提升導遊解說能力及服務熱忱，共計訓練 732 人次。

### 四、辦理觀光相關產業第一線從業人員訓練

為因應開放大陸人士來臺觀光及推動「2008-2009 旅行臺灣年工作計畫」，規劃就觀光客較易接觸之購物店、餐飲及觀光旅館業從業人員接待大陸旅客之服務技巧予以培訓，業分別於 97 年 5 月 20 日、5 月 22 日、5 月 27 日及 6 月 17 日辦理「觀光產業從業人員（觀光旅館業、購物店業及餐飲業）接待大陸旅客服務禮儀與技巧講習」，共計 507 人參訓。

### 五、媒合導遊人員就業

為建立導遊、領隊人員與旅行業溝通管道以增進其就業機會，輔導中華民國觀光導遊協會及中華民國觀光領隊協會建置完成網站人力平台，長期提供人求事、事求人資訊；除經該網站促進雙方洽聘機會外，另輔導導遊協會辦理 5 次導遊人員與旅行業者交流會，參加人數計 477 人，媒合率達 63%。

## V. Tourism Industry Education and Training

Tourism workers are given training to increase their professional know-how; reinforce operational, management, marketing, and service principles; and bring about an overall upgrading of the quality of travel services.

### 1. Training of Tourism Personnel

- (1) To assure the quality of travel services and coordinate with the Ministry of Examination's 2008 General Test for Professional and Technical Personnel – Tour Guides and Tour Managers, pre-employment training for tour managers and tour guides, respectively from June 2008 through April 2009. The courses were held in northern, central, and southern Taiwan. 2,351 participants (1,203 in foreign languages, 1,148 in Chinese), and tour guides 2,388 trainees (405 in foreign languages and 1,983 in Chinese) by the end of 2008.
- (2) To develop managerial personnel for the travel industry, and to strengthen the regulatory knowledge and service concepts of 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 and Jinmen area. A total of 390 people had taken this training by the end of 2008.

### 2. Improvement of the Professional Know-how of Tourism Personnel

- (1) Assistance was provided to the Tourist Guide Association, ROC, Taipei Tour Guide Association to organize on-job training in response to individual needs. Monthly seminars were held on scenic areas and practical guiding tourist training, and the contents of which includes: the National Palace Museum's cultural and historical relics and Long Shan Temple, Wu Lai Hot Spring Culture, Taiwan Flora, and other subjects. To raise tour guides professional skills and service quality. A total of 888 people had taken this training.
- (2) "Train the Trainer", "CHS Training for Mid-level Managers", "Front Office Operations and Management", and "Food and Beverage Management" seminars 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. A total of 234 people had taken this training.

### 3. Advanced training for tour guide in response to market changes

To train the tour guides to assist them obtain high quality tour guide skills and also to meet the needs from opening Mainland Chinese tourists visiting Taiwan in 2008, the Taiwan Tourist Bureau has printed the "Reception of Mainland Chinese Travelers Tour Guide and Practical Manual" handbook to provide tour guides with a reference. Also arranging tour guide Advance training courses were also organized for tour guides, including "Reception of Mainland Chinese Tourists Tour Guide Practical Conference", "Taiwan History and Cross-Strait culture", "Cruise Boat Training" and "Cantonese as Second Language Professional Training." The trainings were all focused on guiding, interpretation and practical knowledge skills to raise the tour guides' interpretation ability and service enthusiasm. A total of 732 people had taken this training.

### 4. Implemented training for first line workers in tourism related industries

In response to opening of Mainland China tourists come to Taiwan visiting and promoting "Tour Taiwan Years 2008-2009 Working Plan", training for greeting Mainland Chinese visitors was provided to first line personnel with direct contacts with tourists in shopping centers, restaurants, tourist hotels, and buses. The training, titled "Training of Tourism Industry personnel (Tourist hotel, shopping mall and restaurant) Service Manner and Skills in Greeting Mainland Chinese Visitors" training course, was conducted on May 20, May 22, May 27, and June 17, 2008. In all, 507 people joined the training.

### 5. Employment Match-up for Tour Guides

To build communication channels between tour guides, tour leaders and tour industries and increase job opportunities, the Taiwan Tourism Bureau helped the R.O.C. Tourist Guide Association and R.O.C. Tour Leader Association to build up an Internet website workforce platform to provide listings in job seekers and employment opportunities. In addition to providing opportunities of exchange through the website, Tourism Bureau also assisted ROC Tourist Guide Association in organizing 5 meetings between tour guides and travel agents, resulting in 477 attendees with 63% match for finding employment.





## Chapter 6

# Tourism Information and Safety Services

## 第六章 觀光資訊及安全服務

## 第一節 旅遊資訊服務

為適時提供全方位旅遊資訊服務，深入推介臺灣地區各觀光景點，並即時提供最新之旅遊資訊，本局97年度具體辦理情形如下：

- 一、輔導雲林縣政府及桃園縣政府依本局訂定之旅遊服務中心識別系統（CIS），建立斗六火車站旅遊服務中心及石門水庫遊客中心，提供專人之多語文旅遊諮詢及資訊服務。
- 二、結合臺灣鐵路管理局、民航局、高速公路局於尚未設置旅遊服務中心之交通節點設置交通旅遊資訊服務場站，免費提供旅遊文宣摺頁服務。
- 三、辦理 9 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。
- 四、建立旅遊服務中心內部管理機制，辦理 36 處旅遊服務中心實地督導考核作業，將督導考核紀錄函送各地方政府及相關單位責請立即改善，提升旅遊服務中心服務品質。
- 五、統計全國 36 處旅遊服務中心全年共提供 89 萬 646 人旅次諮詢服務，其中外國旅客人數為 14 萬 2,142 人次，佔總服務人次 16.0%。
- 六、輔導高雄市政府、基隆市政府、新竹市政府、南投縣政府（埔里鎮）、嘉義縣政府（新港鄉）、彰化縣政府（鹿港鎮）建置完成共77面觀光導覽地圖牌座，提供便利旅遊資訊。
- 七、於行駛國際機場至各大都市長途客運巴士上及東部海岸共建置 270 處第 4 層旅遊資訊站。

## I. Travel Information Services

The Tourism Bureau implemented the following measures in 2008 to provide a full spectrum of timely travel information, give in-depth introductions to tourist sites throughout Taiwan, and offer the most up-to-date travel news:

1. Assistance in setting up travel information service center of Douluo Railway station and Shimen Reservoir visitor centers and in accordance with the corporate identity system (CIS) established by the Tourism Bureau at Yunlin County and Taoyuan County governments to provide multi-lingual travel consultation and information services.
2. Travel information service kiosks providing free travel brochures were established at transportation hubs without travel service centers in conjunction with the Taiwan Railway Administration, Civil Aeronautics Administration, and Taiwan Area National Freeway Bureau.
3. Nine training programs were held for travel service center personnel so as to upgrade their quality.
4. An internal management mechanism for travel service centers was established to carry out supervisory monitoring of 36 operations. The records of the monitoring were sent to the local governments and other related agencies, with requests for immediate improvement, so as to enhance the quality of service at the centers.
5. Thirty five travel service centers throughout Taiwan provided consultation to 890,643 travelers during the year. Foreign travelers accounted for 142,142 consultations, making up 16.0% of the total.
6. The governments of Kaohsiung City, Jilong City, Xinchu City, Nantou County (Puli Town), Jiayi County (Xingang Township), and Changhua County (Lugang Town) were assisted in the installation of 77 street map signs for their jurisdictions, so as to provide convenient travel information.
7. 270 4th level travel information stations were set up on shuttle buses traveling between international airport to major cities and along East coast.





- 八、編印北、中、南、東臺灣中文觀光導覽地圖、臺灣觀光交通路網圖、臺灣觀光巴士旅遊產品摺頁與手冊及鐵路旅遊手冊，充實旅遊資訊。
- 九、提供國內外民衆無遠弗屆之即時觀光旅遊資訊，加強維護旅遊資訊網站 (<http://taiwan.net.tw/>)，並設置「臺灣觀光巴士」專屬網站 (<http://www.taiwantourbus.com.tw/>)。
- 十、設置免付費旅遊諮詢服務熱線 (0800-011-765)，提供全國境內之國外旅客 24 小時中、英、日、韓文之交通、旅遊及緊急聯絡電話等相關資訊之專人諮詢服務，97 年共服務 2 萬 6,806 人次，外籍旅客人數為 1 萬 1,242 人次，佔該年度總服務人次 41.9%。

## 第二節 國際門戶第一線服務

本局為提供來臺旅客便捷服務，於桃園、高雄國際機場設置旅客服務中心，並於入境大廳設置服務台，配合班機入境時間提供旅客各項服務。高雄旅客中心服務台同仁全年輪值，以中、英、日等語言為旅客提供各項諮詢服務，服務項目包括：提供來臺旅客旅遊資訊、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，協助接待受邀之來華貴賓及團體、大陸地區人民來臺觀光通報及其他有關旅客服務事項；並配合促進外籍旅客來臺旅遊觀光宣傳推廣，執行接待及促銷活動。為強化日益蓬勃的遊輪觀光市場，配合郵輪停靠高雄港期間辦理迎賓接待活動，提供旅客郵政、外幣兌換、電信……等便利服務，普獲郵輪旅客讚賞。另設有觀光宣傳圖片燈箱、旅遊展示空間、旅遊資料陳列架，並備有導覽地圖、美食、購物等200餘種旅遊宣傳摺頁供旅客自由索取，以加強觀光宣導。另亦針對自助旅客設計遊程，並利用網路搜尋，提供旅客便捷完整之觀光資訊。為進一步提升服務品質，完整提供旅客觀光旅遊資料，於出境處設置自動影音播放系統，介紹國內各地旅遊景點，推展臺灣觀光新形象，拓展國際觀光客源。

97年度桃園國際機場旅客服務中心計服務旅客83萬6,255人次，提供旅遊資料162萬8,881份；高雄國際機場旅客服務中心計服務旅客15萬3,774人次，提供旅遊資料30萬5,124份；合計共服務旅客99萬0,029人次（較去年成長5.02%），提供旅遊資料193萬4,005份（較去年增加6.15%）。

## 第三節 強化臺灣觀光資訊網站整體行銷意象

本局建置臺灣觀光資訊網多語文版網頁，計有中文(正、簡)、英文、日文、韓文、德文，自91年6月啓用迄96年底，累計瀏覽人次達76,317,354人次，已成為國際來臺觀光旅客獲取臺灣旅遊資訊及索引服務主要管道之一。



8. The Bureau published Chinese-language tourist maps of northern, central, southern, and eastern Taiwan; a Taiwan tourist transportation network map; a Taiwan Tour Bus travel brochure and manual; and a railroad travel manual.
9. Travelers from Taiwan and overseas were provided with an any time, any place travel information website (<http://taiwan.net.tw>) along with tourism administration information, and the Taiwan Tour Bus website (<http://taiwantourbus.com.tw>) website was also set up.
10. A toll-free tourist information hotline (0800-011-765) was set up to provide 24-hour transportation and tourism information, as well as emergency contact assistance, to foreign travelers throughout Taiwan in Chinese, English, Japanese and Korean. The hotline took a total of all is 26,806 during 2008. Foreign travelers accounted for 11,242 consultations, making up 41.9% of the total.

## II. Front-line Services at International Gateways

To provide convenient services to travelers arriving in Taiwan, the Tourism Bureau has set up Visitor Information Centers at Taoyuan and KaoHsiung international airports, with service counters in the greeters' lobbies to offer assistance of all kinds at times of arriving flights. Kaohsiung service center is manned throughout the year by shifts of personnel who are able to provide information in Chinese, English, and Japanese. The services provided by these two Visitor Information Centers include travel information for arriving passengers; answers to questions about airport entry and exit; flight information; contact with hotels, transportation facilities, and airport units; assistance in greeting invited VIPs and groups; the reporting of tourists from mainland China; and other traveler-related services. Service personnel also carry out traveler reception and marketing activities in line with advertising and promotion campaigns. To reinforce the increasingly lively cruise tourist market, at the time the cruise ships call in to the KaoHsiung harbor, welcoming programs were provided in addition to postal service, currency exchange service, telecommunication services and more. To strengthen the promotion of tourism, the Tourism Bureau has also set up photo light boxes, travel display areas, and display racks offering more than 200 types of free promotional brochures covering such subjects as maps, dining, and shopping. Itineraries have been designed for FIT travelers, with a complete range of convenient tourism information provided via the internet. To further upgrade service quality and to provide travelers with a complete range of information, automated audiovisual broadcasting systems have been installed in the departure areas of airports to introduce Taiwan's tourist attractions, promote a new image of Taiwan tourism, and expand sources of international tourists.

The Visitor Information Center at Taoyuan International Airport provided services to 836,255 travelers and gave out 1,628,881 pieces of tourism material in 2008. At the KaoHsiung International Airport's Visitor Information Center, the figures were 153,774 travelers and 305,124 pieces of material. The totals for both airports were 990,029 travelers (a growth of 5.02% over 2007) and 1,934,005 pieces of material (a growth of 6.15% over 2007).

## III. Strengthening of the Taiwan Tourism Website Service Team to Promote the Whole Marketing Image of Taiwan

The Taiwan Tourism Information Website established by the Tourism Bureau in Chinese, English, Japanese, Korean, and German editions has become one of the main channels that international tourists use to obtain information about travel in Taiwan. From its inauguration in June 2002 to the end of 2007, the accumulated number of hits was 76,317,354.





為提升網站整體觀光意象，本局於97年重新規劃改版，以強化網站整體視覺美感設計與呈現，並以WEB 2.0精神建構網站，讓網友進入本網站瀏覽時，即可感受臺灣之美與人性化的設計。並配合本局各項國內外行銷宣傳，本局於97年分別建置旅行臺灣年、臺灣燈會、國家風景區觀光活動、漫活等各活動網頁，將臺灣觀光整體意象，透過網路從國內外進行整體行銷宣傳。

此外，本局接受行政院研考會委託建置「創新e化觀光服務網」專案網站 (<http://travel.taiwan.net.tw>)，並作為機關旅遊休閒活動訊息之平台，納為臺灣觀光資訊網之子網站，除強化與民衆互動功能，讓民衆可透過此網站獲得更多行程資訊，自行規劃、設計出符合自己需要之旅遊行程之外，亦彙整相關部會及地方政府之新聞及活動訊息，使民衆能快速取得機關新聞活動，以儘早規劃休閒行程。

#### 第四節 旅遊安全及意外因應

為保障旅客旅遊安全，加強宣導消費者旅遊安全，分別辦理旅遊人員及交易安全事項。針對「人身安全」部分，協調各旅行業公會依「旅行業出國觀光團體國外緊急事故處理作業要點」之規定，輔導各經營出國觀光團體旅行業務之旅行社建立緊急事故處理體系，切實執行通報及處理外，並於本局網站建置「出國旅遊團體動態登錄」系統，供旅行業事先上網登錄出國旅行團體隨團領隊、團員及行程相關資料，俾利本局及我國相關駐外館處隨時瞭解我旅行團動態資料，適時採取維護旅行團安全及旅客權益措施。

97年度持續辦理各國家風景區管理處年度經營管理與安全維護督導考核作業，分就提升遊客安全、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大面向進行考核，並將缺點列案追蹤。持續要求各國家風景區管理處依「公共安全白皮書」實施計畫－觀光地區遊樂設施安全管理所訂實施措施，確實執行連續假期等出現大量人潮之安全管理對策、加強遊客安全教育實施計畫及緊急救護計畫等業務。

為能立即有效救援災後受困的遊客，並即時通報相關單位協助處理，依據「中央災害應變中心作業要點補充規定」，於中央或各部會成立災害應變中心，在遊客受困時即時通報，並責由本局於災時掌握國家公園、國家風景區、觀光景點等遊客動態資訊，提供災情最新狀況。國家風景區管理處除負責各管轄區內外，並負責彙整縣級風景區之災情資訊，隨時注意相關鄰近地區之災情並通報，通報內容包含遊客受困明細表（如地點、受困日期時間、原因、人數、因應措施等）、位置圖及照片等資料。

To elevate the overall tourist image of the website, the Taiwan Tourism Bureau updated the website in 2008 to reinforce the website's overall aesthetics to represent a more beautiful design, using WEB 2.0 so visitors to the website will immediately feel Taiwan's beauty and user-friendly designs. To implement the various national and international promotion activities, the Taiwan Tourism Bureau has set up mini sites on Tour Taiwan Years, Taiwan Lantern Festival, National Scenic Areas Tourist Activity, LOHAS and sites of other activities in 2008, using the Internet to promote the Taiwan Tourism Bureau's total image and to promote it internationally and domestically.

The Tourism Bureau, on commission from the Research, Development and Evaluation Commission, also instituted a special "Innovative e-Tourist Service Website" (<http://travel.taiwan.net.tw>) positioned as a subsidiary of the Taiwan Tourism Information Website to strengthen the function of interaction with the public. The public can use this website to obtain more of the information needed to carry out the planning and design of itineraries tailored to individual needs. It also help the public obtain news about activities and make plans for leisure itineraries at an early date, central- and local-government news and information about activities is compiled and put online; website functions have also been reinforced so as to better serve as a platform for information about travel activities.

## IV. Travel Safety and Accident Policy

To protect the safety of travelers, the Tourism Bureau strengthened educational publicity regarding personal and transaction safety for travelers. In regard to personal safety, the Tourism Bureau coordinated with travel agents' associations about the establishment, in accordance with the "Guidelines for the Handling of Overseas Emergency Situations that Occur to Groups Dispatched Abroad by Travel Agencies," of emergency accident handling systems and the thorough implementation of reporting and handling by travel agencies that engage in the outbound group tour business. The Bureau has also set up a Status Registration System for Outbound Tour Groups on its website so that travel agencies can register information on tour managers, lists of participants, and the itineraries of their groups prior to departure so that the Bureau and Taiwan's overseas diplomatic and representative offices can know about the status of tour groups at all times and take action to protect the safety of the groups and the interests of their participants.

The annual supervisory evaluations of national scenic area management and safety maintenance were continued in 2008, with evaluation covering eight major items: upgrading of traveler safety, management of facility maintenance, environmental cleanliness and beautification, appropriate use of social resources, upgrading of service quality, marketing and promotion, public relations, and special items. Deficiencies were listed for follow-up monitoring. The National Scenic Area Administrations were asked to continue implementing measures included in the "Implementation Plan for the White Paper on Public Safety – Safety Management of Amusement Facilities in Tourist Areas" and to thoroughly carry out safety management measures to deal with mass travel during long holidays, the implementation plan for strengthened traveler safety education, and the emergency rescue plan.

To assure that relief measures can be undertaken immediately whenever travelers are involved in disaster situations, and that reports can be sent immediately to relevant units asking for assistance, disaster response centers have been set up in the central government and the different ministries and commissions in accordance with the "Supplementary Operating Guidelines for National Disasters Prevention and Protection Commission". The Tourism Bureau is charged with maintaining a firm grasp of dynamic information about travelers in national parks, scenic areas, and other tourist spots so that the latest disaster information can be provided. National scenic area administrations are responsible for collecting disaster information from county-level scenic areas as well as from areas within their own jurisdictions, and for watching out for and reporting on disasters in neighboring areas. The reports should include detailed lists of particulars about travelers in distress (location, date and time of accident, causes, number of persons involved, response measures, etc.), location maps, photos, and other related information.





# Chapter 7

# Plans for 2009

## 第七章 展望2009

### 第一節 持續推動2008-2009旅行臺灣年

為因應2009年高雄世運、臺北聽障奧運的舉辦，本局將持續推動「2008-2009旅行臺灣年」工作計畫，凝聚國人共識，整合政府與民間資源，營造友善旅遊環境，讓人人都願意邀請國內外友人旅行臺灣。同時將臺灣建構成為美麗、特色、友善、品質的旅遊目的地，加強行銷臺灣，以持續整合各方資源，營造友善環境，打造臺灣成為亞洲主要旅遊目的地。

「2009旅行臺灣年」已於98年2月6日併2009觀光節慶祝大會假臺北圓山大飯店盛大舉辦，並邀請馬總統與觀光各業界代表一同帶動觀光躍升。

本計畫內容共5大分項：國內宣傳計畫、節慶賽會計畫、產品開發計畫、國際宣傳推廣計畫、建置旅遊服務網計畫，各計畫強調的特色或重點略以：

#### 一、國內宣傳計畫：

鼓勵國人主動邀請、熱情待客並將臺灣的美麗與感動與客人分享。

- (一) 營造氣氛佈置及迎客計畫：持續於國內機場、重要交通場站及觀光景點營造歡迎氣氛，並加強在臺鐵及桃園航空站佈置旅行臺灣年氛圍。
- (二) 全民參與活動：針對外商企業公司提供「Tour Taiwan Kit 旅行臺灣歡迎錦囊」、針對觀光旅遊業界及學界辦理「臺灣觀光論壇『旅行臺灣年觀光旅遊業再生與成長—觀光大師開講系列』」、針對一般民衆消費者舉辦「全民來當大玩家」活動、針對購物店、餐飲業、觀光旅館業者辦理「Taiwan Host 展現臺灣好主人風範計畫」訓練課程。
- (三) 推動 Taiwan Host 民宿認證：特色商家迎賓接待訓練及認證。

#### 二、節慶賽會計畫：

以國內外觀光客之觀點，篩選具有臺灣特色及國際觀光魅力之節慶賽會活動，編印多國語言觀光行事曆，宣傳臺灣各地值得觀光客參觀體驗之節慶活動，並透過旅行社與媒體通路向國際推廣行銷。

#### 三、產品開發計畫：

開發多元化臺灣旅遊產品以滿足不同市場、客群國際旅客需求，包括針對首次來臺國際旅客規劃「經典行程」（必看、必吃、必玩），讓旅客一次體驗臺灣經典獨有的特色。對於多次造訪或特殊興趣的國際觀光客，則將臺灣獨特的自然、人文等資源，包裝成具競爭優勢的主題旅遊產品（6項創新產品-登山健行、沙龍攝影與蜜月旅行、銀髮族懷舊旅遊、醫療保健旅遊、追星哈臺旅遊、運動旅遊；

## I. Promoting “Tour Taiwan Years 2008-2009”

Taking advantage of the opportunities presented by the 2009 Kaohsiung World Games and the Taipei Deaflympics, the Tourism Bureau will aggressively promote the “Tour Taiwan Years 2008 - 2009” plan so as to consolidate consensus among Taiwan’s people, integrate public and private resources, and create a friendly travel environment in which everybody will want to invite their domestic and foreign friends to travel on the island. Taiwan will also be built into a travel destination that is beautiful, unique, friendly, and high quality, with strengthened marketing and the continuous integration of resources from all sectors in the creation of a friendly environment and the molding of Taiwan into a major Asian tourist destination.

“Tour Taiwan Year 2009” was announced on February 6, 2009 in conjunction with the celebration of Tourism Day at a press event at Taipei’s Grand Hotel. President Ma Ying-jeou and tourist industry representatives came together to celebrate this day and participated in the celebration to promote tourism in Taiwan.

The contents of the plan are divided into five major categories: domestic promotion, festivals and competitions, product development, international publicity and promotion, and travel service network establishment. The key points of each of these sub-plans are described below:

### 1. Domestic Promotion

Encouragement of Taiwan’s people to proactively invite and enthusiastically receive tourists, and to share Taiwan’s beauty and feeling with them.

- (1) Creation of atmosphere and welcoming of travelers plans: Continuing to create a welcoming atmosphere at domestic airports, important transportation hubs, and scenic areas. Special efforts will be made to emphasize “Tour Taiwan Years 2008-2009” atmosphere at Taiwan Railway Stations and Taoyuan International Airport.
- (2) National participation activities: Specially designed “Tour Taiwan” will be provided to multinational firms in Taiwan, a series of workshops on “Tour Taiwan Years 2008-2009 - Rebirth and Development of Taiwan’s Tourism Industry” will be organized by the tourism industry and the academic sector, “Everybody Become a Fun-Seeker” event will be organized for the general public, and numerous shopping malls, restaurants, and tourist hotel business will join together for a workshop course on “Taiwan Host – the perfect plan to be a great host with Taiwan hospitality style.”
- (3) Promotion of Taiwan Host: Guest reception training and certification of stores with special characteristics.

### 2. Festivals and Competitions

Festival activities that have special Taiwanese characteristics and allure for international tourists will be screened from the viewpoint of domestic and international tourists, a tourism calendar in multiple languages will be printed, and festival activities around the island that are worthwhile for tourists to visit will be advertised and promoted to the international market through travel agencies and media channels.

### 3. Product Development

A diversified range of Taiwan travel products will be developed to satisfy the needs of different international markets and tourist groups. This includes the planning of classic tours (must-see, must-eat, must-experience tours) that allow first-time visitors to experience Taiwan’s unique classic features during a single trip. For repeat visitors and special-interest international tourists, the packaging of Taiwan’s unique natural and cultural resources into themed travel products that have competitive advantage (six innovative new products: mountain trekking, salon pornography and honeymoon tours, senior-citizen nostalgia tours, medical and health tours, star-chasing fan tours, and sports tours, and five products for general promotion: railroad tours, hot-spring culinary tours, ecotours, agricultural tours, and cultural learning tours), providing a diversity of choices, developing and bringing in new customer sources, and upgrading the quality of travel products.





及5項一般推廣產品-鐵道旅遊、溫泉美食養生旅遊、生態旅遊、農業觀光、文化學習之旅)，提供旅客多樣化選擇，開發引進新客源，同時提升旅遊產品品質。

#### 四、國際宣傳推廣計畫：

##### (一) 旅遊產品再創新與深化

延續 2008 年旅行臺灣年產品開發計畫，選擇登山、婚紗、保健、追星及運動旅遊產品，以再創新行銷方式創造更高宣傳效益。

##### (二) 月月有活動，日日有促銷，臺灣天天有驚喜

1、以大型公關及促銷活動，創造話題凝聚焦點，98 年預計辦理 8 項大型活動：跨年外牆點燈廣告（1 月）、飛輪海國際歌友會（2 月）、經穴按摩推廣活動（4 月）、愛戀臺灣 101 景觀臺求婚（5 月）、旅遊達人遊臺灣（6 月）、飛輪海一日導遊（7 月）、來去臺灣吃辦桌活動（8 月）、自行車環臺活動（9 月）。

2、持續辦理各項獎／補助措施，包括：入境好禮包、遊臺灣加1歐/美元住五星級飯店、四季好禮、免費過境半日遊、百萬獎金放送、包機補助、獎勵優質行程、獎勵旅遊、修學旅行等活動。

##### (三) 國際宣傳不缺席，創意廣告展新意

1、擴大邀請國外旅行業者及海外媒體來臺體驗與報導及與國際頻道及旅遊專書合作增加國際能見度。

2、組團參加16場國際旅展、4大獎勵旅遊、會議展、辦理13場觀光推廣活動，提高臺灣國際知名度。

3、以代言人、公關、廣告及異業結盟等國際宣傳全面佈局，透過摺頁、專書深化產品內涵，製作美食、登山健行、女性及修學旅行等摺頁。

##### (四) 目標市場再深耕，積極開拓新市場

1、與日本四大旅行社合作，培訓臺灣專員，加速送客到臺灣。

2、加速大陸、穆斯林、泰國、菲律賓、印度、印尼及越南等五國新富族群新興市場之開拓。

#### 五、建置旅遊服務網計畫：

營造旅行臺灣年之友善旅遊服務環境，提供旅客便捷之旅遊諮詢服務。推動包括：

(一) 強化 24 小時免付費旅遊諮詢服務。

(二) 加強臺灣觀光巴士品牌行銷及服務品質提升。

(三) 持續設置 4 層旅遊服務中心並提供多語文專人旅遊諮詢服務。

(四) 獎勵觀光業者設置特殊語文（日、韓文）服務。

另外，於國際旅客入境時，手機即可收到「『旅行臺灣年』歡迎來臺旅遊，相關訊息請洽24小時免付費專線0800-011-765」之簡訊；且國際旅客於機場可申請寶貝機（已設定常用電話），方便自由行之需求。

### 第二節 規劃推動「觀光拔尖領航方案」

臺灣位於世界地圖的中心，擁有樞紐地緣優勢，為掌握大三通兩岸航線增班的契機，結合規劃中的國際航空城及高鐵、國道等設施及便利性，發揮臺灣特殊自然、人文與社經資源優勢，規劃推動「觀光拔尖領航方案」，打造臺灣成為「東亞觀光交流轉運中心」及「國際觀光重要旅遊目的地」。

## 4. International Publicity and Promotion

### (1) Brand-new creative travel concepts with depth

Continuing with the product development plan initiated in “Tour Taiwan Years2008-2009”, themes of mountain climbing, wedding photography, health and wellness, celebrity chasing tours, and sports were selected to create new ways of promotion to achieve greater promotional effect.

### (2) An event every month, a promotion every day, a surprise waiting for you in Taiwan every single moment!

- a. Large-scale promotional events will be used to attract attention with 8 major events scheduled in 2009. The activities are: “Light the Lights” outer-wall advertising event on New Year’s Eve (January), International Fan Club event for pop group Fahrenheit (February), Accu-pressure body massage promotional event (April), In Love with Taiwan 101 Marriage Proposal (May), Master Traveler Travelling in Taiwan (June), Fahrenheit One Day Tour (July), Come to Taiwan and Enjoy outdoor Banquet Cuisine (August), and Around-the-Island Bicycling event (September).
- b. Prizes and financial incentives will continue to be offered including Receive a Great Gift Pack upon Arrival in Taiwan, Spend \$1 or 1 Euro and Stay in a Five-star Hotel, Four Seasons of Great Gifts, free half-day tour for passengers transiting Taiwan, cash prizes for millionth visitors, subsidies for chartered flights, incentives for high-quality itineraries incentive tours, and study travel.

### (3) Participation in international events, creation of innovative advertising

- a. Foreign travel business people and oversea media will be invited to experience and report about Taiwan, and cooperation with international cable channels and travel book publishers will be used to increase Taiwan’s visibility.
- b. Delegations will be organized to participate in 16 international travel fairs, four major tourist incentive programs and conference exhibitions will be organized, and 13 tourist promo events will be held to enhance the Taiwan international brand and make Taiwan known around the world.
- c. Spokespersons, PR firms, promotional advertising, and cross-industry will be used to promote Taiwan in the international market; the content of brochures and special publications will be deepened in the production of brochures on cuisine, mountain trekking, women’s topics, and study travel.

### (4) Greater efforts in target markets and active development of new markets

- a. In cooperation with the four largest travel agencies in Japan, Taiwan specialists will be trained alliances to accelerate the flow of tourists to Taiwan efficiently.
- b. The development of the newly affluent segment in the emerging Mainland Chinese, Islamic, Thai, Philippine, Indian, Indonesia, and Vietnamese markets will be accelerated.

## 5. Travel Service Network Establishment

A friendly travel service environment for Tour Taiwan Years will be created to provide convenient travel information services for travelers through the following methods:

- (1) Strengthening of the 24-hour toll-free Travel Information Hotline.
- (2) Reinforcement of Taiwan Tour Bus brand marketing and upgrading of service quality.
- (3) Continued establishment of travel service centers on four levels, and provision of multilingual travel information services.
- (4) Provision of incentives to tourism operators to offer services in special languages (Japanese, Korean).

In addition, when international travelers enter Taiwan their mobile phones will receive a “Tour Taiwan Years” welcome message plus the information that the toll-free 24-hour tourist information hotline (0800-011-765) may be consulted at any time for related information. International arrivals at the airport can also apply for a “Digital Tour Buddy” to fill the needs of FIT travel.

## II. Implementation of “Project Vanguard for Excellence in Tourism”

Taiwan is located in the center of the world map, and it has the advantage of being a hub for transportation business direct transportation, Postal, and telecommunications links to Mainland China. Taking full advantage of the opportunities in expanding air rights for flights between the two sides of straits as well as extension to further areas, Taiwan can integrate these advantages with convenience and well-designed facilities together with unique natural scenery and cultural wealth to implement “Project Vanguard for Excellence in Tourism” to build Taiwan into an “East Asian transportation hub” and “major international tourist destination”. Planning for 2009-2012 includes an investment of NT\$30 billion to implement projects: Project Summit (Building top-class spotlights in tourism),



規劃在2009至2012年投入300億元，推動拔尖（發揮優勢）、築底（培養競爭力）、提升（附加價值）等3大行動方案，預估在2012年創造5,500億的觀光收入（觀光外匯收入為90億美元，約3,000億臺幣、國民旅遊增加為2,500億臺幣），帶動40萬直接、間接觀光就業人口，吸引2,000億民間投資，引進至少10個國際知名連鎖旅館品牌進駐臺灣。

本方案係以發展國際觀光，提升國內旅遊品質，增加外匯收入為規劃重點。在全面盤點及檢討臺灣觀光發展優勢後，重新定位區域發展主軸：北部地區為「生活及文化的臺灣」，以藝文時尚設計、流行音樂、客家及兩蔣文化為主軸；中部地區為「產業及時尚的臺灣」，以茶園、花卉、休閒農業、文化創意為主軸；南部地區為「歷史及海洋的臺灣」，以歷史、古蹟、海洋、生態為主軸；東部地區為「慢活及自然的臺灣」，以自行車、原住民、有機休閒、太平洋為主軸；離島為「特色島嶼的臺灣」，澎湖定位為國際度假島嶼，金馬則以戰地風情、民俗文化、聚落景觀為主軸；臺灣全島（不分區）則在呈現「多元的臺灣」，以會展（獎勵旅遊）、美食、溫泉、醫療觀光為主軸。並依區域定位研擬3大行動方案及6大主軸如下：

#### （一）拔尖（發揮優勢）行動方案：

- 1、**魅力旗艦**：採用「由上而下」(top-down)及「由下而上」(bottom-up)之雙軌執行機制，推出「區域觀光旗艦計畫」，打造5大區域觀光特色，並推動「競爭型國際觀光魅力據點示範計畫」及「觀光景點無縫隙旅遊服務計畫」，以創造至少10處具國際魅力的獨特景點及無縫隙旅遊資訊與接駁服務，營造國際觀光魅力旗艦景點及高品質的旅客服務。
- 2、**國際光點**：為深化觀光內涵，擬推動「國際光點計畫」，將依北、中、南、東、不分區（含離島）等各區域特色定位，推出獨特性、長期定點定時、可吸引國際旅客之產品，創造國際話題，行銷臺灣。

#### （二）築底（培養競爭力）行動方案：

- 1、**產業再造**：為協助觀光產業轉型，改善並提升軟硬體服務設施臻於國際水準，規劃推動「振興景氣再創觀光產業商機計畫」、「觀光遊樂業經營升級計畫」、「輔導星級旅館加入國際或本土品牌連鎖旅館計畫」、「獎勵觀光產業取得專業認證計畫」及「海外旅行社創新產品包裝販售及送客獎勵獎補助計畫」，以營造有利的經營環境，促進觀光產業加速升級與國際接軌。
- 2、**菁英養成**：為加強觀光從業人員專業素質與國際交流能力，將導入國際觀光產業經營管理職能，擬推動「觀光從業菁英養成計畫」，薦送優秀觀光從業人員及國內觀光相關科系現任專任教師赴國外受訓，並鼓勵國內觀光相關系所成立觀光產業EMBA課程或辦理國際專題研習營，以強化國際觀光人才專業素質與國際視野，提升觀光產業國際競爭力。

#### （三）提升（附加價值）行動方案：

- 1、**市場開拓**：善用兩岸大三通及國際航線延遠權之利基，打造臺灣成為東亞觀光交流轉運中心，積極推動「國際市場開拓計畫」，並將突破行政機關現行較缺乏彈性之組織編制，推動「成立『臺灣國際觀光發展中心』計畫」，以更具彈性機制，延聘及培養優秀行銷、研發等國際觀光專業人才，極積極拓展國際市場。
- 2、**品質提升**：為營造與國際接軌的旅遊品質，將推動「星級旅館評鑑計畫」及「民宿認證計畫」，以提供高品質且具保障的旅遊服務。

考量本方案執行細節涉及多個部會，未來將透過行政院觀光發展推動委員會負責跨部會議題的協調工作。

Project Keystone (Re-laying the foundation for tourism), and Project Propeller (Advancing service values in tourism), it is projected to create NT\$550 billion (US\$9 billion) revenue from tourism in 2012, including NT\$300 billion in foreign exchange and NT\$250 billion in domestic tourism revenues. These revenues will directly and indirectly create about 400,000 jobs in the tourism industry, attract NT\$200 billion in private investment, and bring at least 10 major international hotel chains into Taiwan.

This plan is focused on developing international tourism, improving the quality of domestic tourism, and increasing foreign exchange earnings. After thorough research and review of Taiwan's advantages in tourism, the directions for each area have been realigned and modified. The northern part of the island will focus on "Living Taiwan," with an emphasis on art, culture, fashion design, popular music, Hakka traditional culture, and the culture of the two Chiangs. In Central Taiwan, the focus will be on "Enterprising Taiwan," emphasizing tea plantations, horticulture, leisure agriculture, and cultural and creative activities. In the south, "Historical Taiwan" will focus on historic sites, the ocean, and ecology. In eastern Taiwan the concentration will be on "Leisurely Living Taiwan," with bicycle riding, indigenous peoples, organic leisure, and the Pacific Ocean. On the offshore islands the focus will be on "Unique Islands Taiwan," with the Penghus positioned as international resort, islands while Kinmen and Matsu focus on battlegrounds, local village scenery, and local customs and culture. Nationwide, "Diverse Taiwan" will focus on MICE, cuisine, hot springs, healthcare. Base on regional positioning, three major action plans and six core efforts have been mapped out:

#### **(1) Project Summit (Building top-class spotlights in tourism) :**

- a. Flagship attractions: A "top-down and bottom-up" mechanism was adopted in formulating the "Regional Flagship Tourism Plan" to highlight unique characteristics of tourism in five major regions, promoting "Competitive International Tourist Attractions Demonstration Plan" and "Tourist Spot Seamless Travel Service Plan" to create at least 10 destinations with international appeal, along with a seamless travel information and shuttle bus service to develop Flagship tourist sites with international appeal as well as high-quality travel services.
- b. International spotlight: To deepen the content of tourism, the "International Spotlight Plan" was implemented to set the tone for various sites in Taiwan, highlighting the special attractions of the area and creating an international buss that promotes Taiwan.

#### **(2) Project Keystone (Re-laying the foundation for tourism):**

- a. Industry re-building: This project is designed to assist the tourist industry to transform and upgrade software and hardware service facilities to world-class status. The plans involved are as follows: "Plan to invigorate economy & create tourism opportunities," "Plan to improve tourist entertainment/recreation business operations", "Plan to help star-rated hotels join international or local chain hotels," "Plan to provide incentives to tourism industry for obtaining professional certification," and "Plan to provide incentives to overseas travel agencies for innovative product packaging and marketing." These plans aim to nurture a better environment and boost the upgrading of Taiwan's tourism industry to international standards.
- b. Talent cultivation: This effort helps workers in the tourism industry to attain professional quality and skills in international communication and transfers skills in international tourism industry management as part of the "Tourism Talent Cultivation Plan." Outstanding tourism workers and educators in related subjects are sent abroad for training. Educational institutions are encouraged to establish EMBA programs or other international seminar programs in tourism, so as to enhance the quality and international vision of professionals in international tourism and strengthen international competitiveness of the tourism industry.

#### **(3) Project Propeller (Advancing service values in tourism):**

- a. Market development: Utilizing cross-strait transportation, postal and telecommunications links and international fifth-freedom rights, Taiwan will be developed into an East Asian tourism hub. The "International market development plan" will be implement and the institutionally rigid structure of administrative agencies will be made more flexible. The to "Plan for Establishment of a Taiwan International Tourism Development Center", will be implemented to provide a more flexible mechanism for recruiting and cultivating outstanding experts in marketing and research development to actively develop the international tourist market.
- b. Quality improvement: To create a world-class quality of tourism, the "Star-rating hotel appraisal plan " and "Homestay certification plan" will be implemented to provide high quality and guarantee excellent travel service. As the implementation of this project entails involvement of many departments and organizations, the Tourism Development and Promotion Committee under the Executive Yuan will handle interministerial coordination for this group effort.



# 附錄



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## 大事紀要

## Major Events in 2008

日期	活動
1月1日至15日 Jan. 1-15	辦理臺北101我愛臺灣跨年牆面廣告 Taipei 101 "I Love Taiwan" New Year's Eve Count Down TV Wall Advertisement
2月6日 Feb. 6	2008觀光節慶祝大會 2008 Tourism Festival Celebration
2月11日 Feb. 11	659名大陸觀光客搭乘皇家加勒比海國際郵輪「海洋迎風號」首航，從香港登輪經日本沖繩抵臺，停泊基隆港及高雄港，為正式開放前最大規模之大陸觀光團 659 Mainland Chinese Tourists came to Taiwan on the Royal Caribbean International cruise ship "Rhapsody of the Seas" on its to come first visit to Taiwan, stopping at Keelung Harbor and Kaohsiung Harbor. This was the largest group of Mainland Chinese tourists before the official opening of cross-strait direct links.
2月19日至20日 Feb. 19-20	參加亞太獎勵旅遊及會議展 Joined the Asia Pacific Incentives Meetings Expo
2月21日至3月2日 Feb. 21-Mar. 2	於臺南縣南部科學園區陽光電城，舉辦臺灣燈會 Taiwan Lantern Festival at Solar City at the Southern Science Park in Tainan County
2月26日至3月3日 Feb. 26-Mar. 3	參加泰國國際旅展暨辦理觀光推廣活動 Participated in the Thai International Travel Fair 2008 and arranged tourism promotional activities.
2月26日至3月3日 Feb. 26-Mar. 3	參加春季新加坡國際旅展暨辦理觀光推廣活動 (NATAS Travel 2009) Attended NATAS (National Association of Travel Agents in Singapore) Travel 2009 and organized tourism promotion activities.
3月2日至3月12日 Mar. 2-Mar. 12	參加柏林旅展暨辦理荷蘭阿姆斯特丹觀光推廣活動 Participated in ITB in Berlin and organized tourism promotion activities in Amsterdam, the Netherlands
3月10日 Mar. 10	舉辦第1屆臺日觀光高峰論壇 Organized the First Taiwan and Japan Tourism Summit.
3月11日至17日 Mar. 11-17	參加春季馬來西亞國際旅展暨辦理觀光推廣活動 Participated in MATTA Fair March 2008 in Malaysia and arranged tourism promotion activities.



日期	活動
4月5日 Apr. 5	辦理第100萬名來臺幸運旅客迎賓活動 Organized welcome reception for the one-millionth lucky tourist arriving Taiwan
4月9日至11日 Apr. 9-11	第5屆APEC觀光部長會議 Participated in the Fifth APEC Tourism Minister Conference
4月13日至20日 Apr. 13-20	辦理北美地區觀光推廣活動 Organized North American Tourism promotion activities
4月18日、5月16日及6月20日 Apr. 18、May. 16 and Jun. 20	舉辦平溪線蒸汽火車CK124活動 Organized Pingxi Line Steam Locomotive CK124 Activity
4月22日至24日 Apr. 22-24	參加國際獎勵旅遊及會議展 (IMEX) Participated in IMEX international incentive Travel, Meeting and Events Fair
4月30日至5月8日 Apr. 30-May. 8	參加大阪國際旅展暨辦理宮崎、金澤觀光推廣活動 Participated in Tour Expo in Osaka, Japan and held tourism promotion activities in Miyazaki and Kanazawa
5月7日 May. 7	辦理「久久合歡」活動 Organized Jiu Jiu He Huan Event ( “Romance 99” wedding for 99 couples )
5月10日 May. 10	邀請韓國首位征服珠穆朗瑪峰登山家嚴弘吉來臺代言登山旅遊 Invited the first Korean to conquer Mount Everest, Yen Hong Ji, to come to Taiwan to act as spokesman for mountain-climbing tourism
5月22日至26日 May. 22-26	辦理印尼觀光推廣活動 Organized Indonesian tourism promotion activities
6月5日至9日 Jun. 5-9	參加日本北海道YOSAKOI SORAN街舞推廣活動 Participated in Yosakoi Soran street-dance promotion activities in Hokkaido, Japan
6月9日至16日 Jun. 9-16	參加香港國際旅展暨辦理觀光推廣活動 Joined Hong Kong International Travel Expo and Organized tourism promotion activities

日期	活動
6月13日 Jun. 13	<p>「海峽兩岸關係協會」會長陳雲林與「海峽交流基金會」董事長江丙坤於北京簽署「海峽兩岸關於大陸居民赴臺灣旅遊協議」（含海峽兩岸旅遊具體安排、海峽兩岸旅遊合作規範），約定協議議定事宜由臺灣海峽兩岸觀光旅遊協會（簡稱臺旅會）與大陸海峽兩岸旅遊交流協會（簡稱海旅會）聯繫實施，並自7月18日起正式實施赴臺旅遊，7月4日啟動赴臺旅遊首發團</p> <p>Chen Yun-lin, Chairman of Association for Relations Across the Taiwan Straits and Chiang Ping-Kung, Chairman of Strait Exchange Foundation, signed an Cross-Strait Agreement Signed Between SEF and ARATS concerning Mainland Tourists Traveling to Taiwan (including actual arrangements for travel, and cooperation details). It was agreed that the negotiations and communications would be conducted by Taiwan Straits Tourism Association and Cross-Strait Tourism Association. The visits are to start officially on July 18, with the inaugural trip on July 4.</p>
6月16日 Jun. 16	<p>大陸赴臺旅遊踩線團由海旅會副秘書長范貴山率領大陸主要組團旅行社業者38人來臺進行11天深度考察，次日海旅會公佈第一批指定經營大陸居民赴臺旅遊業務33家組團旅行社名單</p> <p>Exploretory delegation from Mainland China, led by Fan Gui-Shan, Deputy Secretary of Mainland China's Cross-Strait Tourism Association, brought 38 representatives of travel agencies from Mainland China to Taiwan for an 11-day fam trip. The next day, the Cross-Strait Tourism Association announced a list of 33 travel agencies chosen to operate Mainland Chinese tours of Taiwan.</p>
6月18日至20日 Jun. 18-20	<p>辦理菲律賓旅遊交易會觀光推廣活動</p> <p>Organized Travel Mart in the Philippines and held tourism promotion activities.</p>
6月18日至20日 Jun. 18-20	<p>辦理第23屆臺韓觀光交流會議（TVA/KATA）</p> <p>Organized the 23rd Taiwan-South Korea tourism Conference (TVA/KATA)</p>
6月16日至25日 Jun. 16- 25	<p>辦理大陸地區來臺觀光旅行社業者37人來臺深度考察</p> <p>Organized visit by 37 representatives from travel agencies in Mainland China to survey Taiwan's tourism.</p>
6月20日 Jun. 20	<p>因應大陸地區人民來臺觀光正式開放，內政部、交通部會銜修正發布「大陸地區人民來臺從事觀光活動許可辦法」，入出國及移民署、觀光局並分別修正、訂頒相關作業要點、注意事項、流程、送件須知等</p> <p>Official opening of Taiwan to Mainland Chinese tourists. Ministry of Interior and Ministry of Transportation and Communications worked together to promulgate the "Regulations Governing the Approval of People of the Mainland Area Visiting Taiwan for Purposes of Tourism." The National Immigration Agency and the Tourism Bureau revised or established related guidelines, instruction, and Procedures.</p>
7月1日 Jul. 1	<p>辦理千人足健體驗活動</p> <p>Organized Thousand People Foot Reflexology Experience Event</p>



日期	活動
7月1日至7日 Jul.1-7	參加馬來西亞檳城國際旅展暨辦理觀光推廣活動 (MATTA) Joined MATTA Fair 2008 in Penang and organized tourism promotion activities
7月4日 Jul. 4	開放兩岸週末包機直航 Direct cross-strights flights inaugurated with weekend charter flights.
7月4日 Jul. 4	大陸地區人民來臺觀光首發團26團644人、搭乘兩岸直航包機，陸續抵達桃園國際機場及臺北松山機場，來臺進行7至8天環島旅遊。 On the inaugural day, a total of 26 groups with 644 members arrived in Taiwan, taking direct flights to Taoyuan International Airport and Taipei Songshan Airport for tours of 7 to 8 days.
7月10日 Jul. 10	辦理第200萬名來臺幸運旅客迎賓活動 Organized welcome reception for the two-millionth lucky tourist Arriving in Taiwan
7月18日 Jul. 18	大陸地區人民來臺觀光首發團，26團662人抵臺觀光，另由臺旅會邀請大陸海旅會邵會長琪偉率專業訪察團計91人進行熟悉旅遊，合計753人。 首發團第一團旅客搭乘南方航空公司首班包機於8時10分抵桃園國際機場，其他團體旅客陸續分別由廈門、南京、北京、上海等地出發搭乘直航包機飛抵桃園國際機場與臺北松山機場 The first 26 groups with 662 Mainland Chinese visitors arrived in Taiwan. In addition, Shao Qi-Wei, Chairman of Mainland China's Cross-Strait Tourism Association, invited by the Taiwan Straits Tourism Association, lead a delegation of 91 persons to Taiwan for a thorough understanding of Taiwan's tourism. The first group took a China Southern chartered flight and arrived at Taoyuan International Airport at 8:10. Other groups took other direct flights from Xiamen, Nanjing, Beijing, and Shanghai to Taoyuan International Airport and Taipei Songshan Airport.
7月29日至8月4日 Jul. 29-Aug. 4	參加秋季新加坡國際旅展暨辦理觀光推廣活動 (NATAS Travel 2009) Joined Autumn NATAS Travel 2009 and organized tourism promotion activities
8月1日至8日 Aug. 1-8	參加日本東北地區郡山UNEME、盛岡SANSAN暨仙臺七夕節慶觀光推廣活動 Participated in Northeast Japan Regional Festivals such as Festival for the Consolation of Uneme in Japan, Morioka SANSAN-Odori, and Sendai Tanabata Matsuri
8月14日至8月19日 Aug. 14-19	舉辦2008亞太青年大會 Participated in 2008 Asian Pacific Youth Conference
8月16日至18日 Aug. 16-18	舉辦臺灣美食展(首度辦理臺灣美食高峰會) Organized Taiwan culinary Exhibition (and organized 2008 Taiwan culinary Summit).

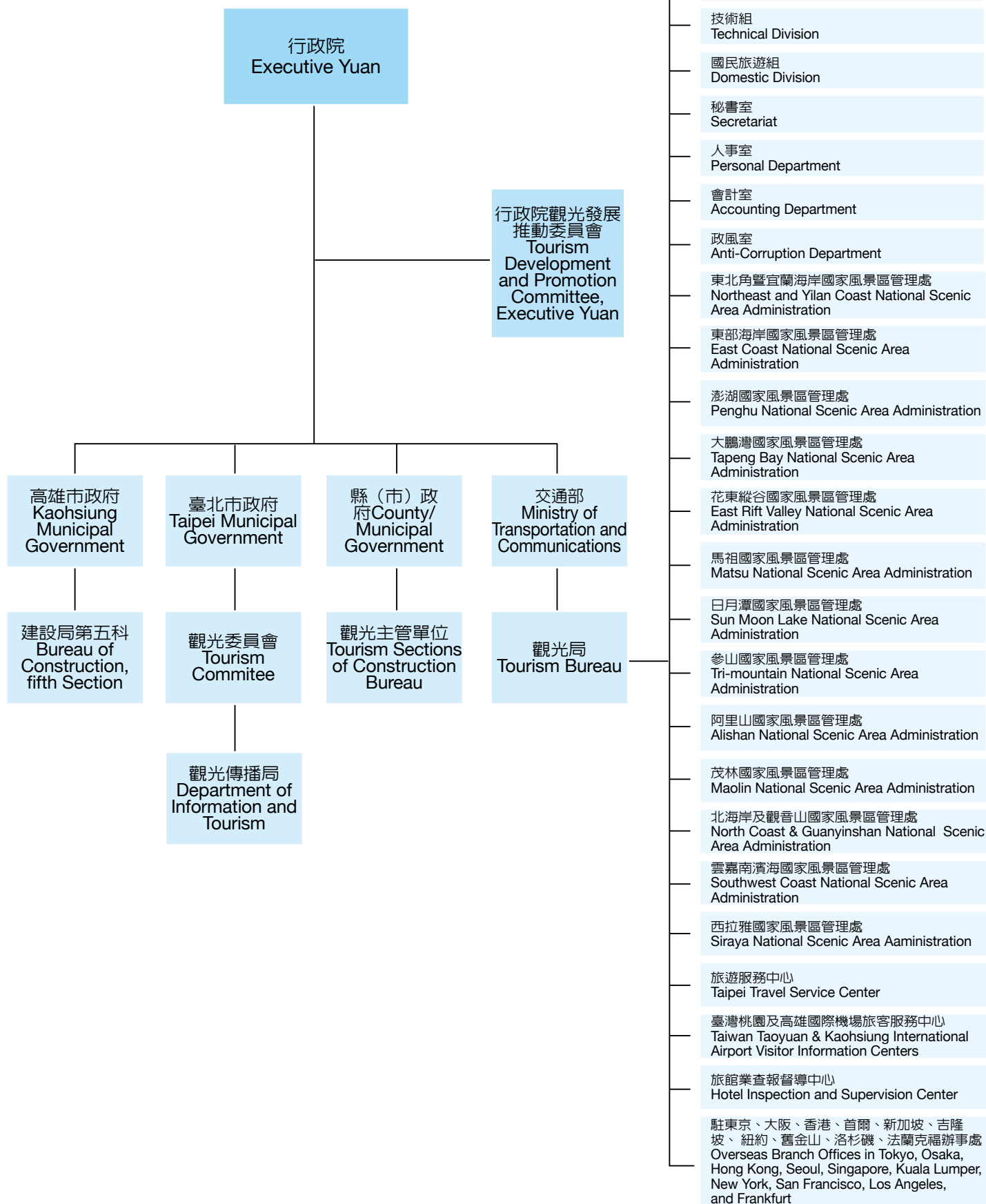
日期	活動
9月2日至8日 Sept. 2-8	參加秋季馬來西亞國際旅展暨辦理觀光推廣活動 Participated in MATTA travel fair in Malaysia and organized tourism promotion activities
9月3日至9日 Sept. 3-9	參加釜山國際旅展暨觀光推廣活動 Joined BITF in Busan, South Korea and organized tourism promotion activities
9月4日 Sept. 4	行政院會通過「『小三通』正常化推動方案」，經許可來臺觀光及商務或專業交流之大陸人士，均可以經由小三通管道中轉往返兩岸，增加旅行方便並節省運輸成本 Executive Yuan passed the “Normalized Operation of Little Three Links” plan, permitting business travelers or visitors for professional exchange to travel to Taiwan through “Mini Three Links” mechanism to increase travel convenience and save transportation cost
9月9日 Sept. 9	辦理與捷安特聯手邁臺灣記者會 Worked with Giant Bicycle Company to hold a joint “Walking Together” Taiwan press conference
9月14日至21日 Sept. 14-21	辦理印度觀光推廣活動 Held tourism promotion activities in India
9月15日至22日 Sept. 15-22	參加東京世界旅遊博覽會暨辦理關東地區觀光推廣活動 Joined Tokyo World Travel Fair and organized tourism promotion activities on the east coast of Japan.
10月7日至9日 Oct. 7-9	參加亞洲獎勵旅遊暨會議展（IT&CMA） Participated in Incentive Travel & Conventions, Meeting Asia (IT and CMA)
10月9日 Oct. 9	友善旅遊縣市評選頒獎 Organized Friendly Travel County and Municipality Awards
10月10日至14日 Oct. 10-14	參加福岡亞太地區季觀光推廣活動 Participated in Asia-Pacific seasonal tourism promotion activities in Fukuoka
10月14日至16日 Oct. 14-16	辦理北京與南京「臺灣觀光說明會」 Organized Taiwan tourism seminars in Beijing and Nanjing
10月15日 Oct. 15	辦理第300萬名來臺幸運旅客迎賓活動 Organized the No. three millionth lucky tourist arriving in Taiwan welcoming activity.



日期	活動
10月25日 Oct. 25	辦理臺灣溫泉美食嘉年華 Organized Taiwan Hot Spring and Cuisine Carnival
10月31日至11月3日 Oct. 31-Nov. 3	舉辦2008臺北國際旅展（ITF） Organized 2008 Taipei International Travel Fair (ITF)
11月4日 Nov. 4	<p>「海峽兩岸關係協會」會長陳雲林與「臺灣海峽交流基金會」董事長江丙坤於臺北簽署完成「海峽兩岸空運協議」、「海峽兩岸海運協議」、「海峽兩岸郵政協議」、「海峽兩岸食品安全協議」等四項協議，雙方並同意檢討改進6月簽署之兩項協議之執行，包括擴大開放赴臺旅遊地區、增加組團社數目、放寬組團人數、延長在臺停留期間、簡化申請（核批）手續，以及增加旅遊產品多樣化等</p> <p>Chen Yun-lin, Chairman of the Association for Relations across the Taiwan Straits and Chiang Ping-Kung, Chairman of the Strait Exchange Foundation, signed four agreements, on cross-strait air Transport, sea Transport, postal services, and food safety. The two sides agreed to modify the agreement signed in July on matters including expanding tourist destinations in Taiwan, increasing the number of travel agencies to operate cross-strait tourism, loosening limits on the number of visitors, extending stays in Taiwan, simplifying the application process, and increasing the diversity of travel products.</p>
11月20日至23日 Nov. 20-23	參加2008中國（上海）國際旅遊交易會 Joined 2008 China (Shanghai) International Travel Mart
11月28日 Nov. 28	修正發布「溫泉標章申請使用辦法」，簡化溫泉標章申辦之作業 Revised “Application and Use of Hot Spring Certificate” to simplify application procedures
12月1日 Dec. 1	<p>開放持有美國或加拿大永久居留證之泰國、印尼、菲律賓、印度及越南國民來臺免簽證</p> <p>Visitors from Thailand, Indonesia, the Philippines, India, and Vietnam with permanent residence status in the U.S. or Canada afforded visa-free entry into Taiwan.</p>
12月2日至4日 Dec. 2-4	參加歐洲獎勵旅遊暨會議展（EIBTM） Participated in EIBTM incentives and Meetings Travel Fair
12月15日 December 15th	<p>兩岸海空運「大三通」正式啓動，兩岸交流往前更邁進一步，為空運、航運、旅遊業者創造新商機</p> <p>Direct cross-strait sea cargo and air cargo transportation officially inaugurated, marking a great leap in cross-strait exchange and creating brand-new business opportunities for the air cargo, shipping, and tourism industries.</p>

# 觀光行政機關組織系統表

Organizational System of Tourism Administration





## 交通部觀光局國家風景區管理處 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	228 臺北縣貢寮鄉福隆村興隆街36號 No. 36, Hsinglung St., Fulung Tsun Kungliao Hsiang, Taipei County 228, Taiwan (R.O.C.) <a href="http://www.necoast-nsa.gov.tw/">http://www.necoast-nsa.gov.tw/</a> Tel : (02) 24991115
交通部觀光局東部海岸國家風景區管理處 East Coast National Scenic Area Administration	961 臺東縣成功鎮信義里新村路25號 No. 25, Hsintsun Rd., Chenkung Town, Taitung County 961, Taiwan (R.O.C.) <a href="http://www.eastcoast-nsa.gov.tw/">http://www.eastcoast-nsa.gov.tw/</a> Tel : (089) 841520
交通部觀光局澎湖國家風景區管理處 Penghu National Scenic Area Administration	880 澎湖縣馬公市光華里171號 No. 171 Kuanghua Li, Makung, Penghu Country 880, Taiwan (R.O.C.) <a href="http://www.penghu-nsa.gov.tw/">http://www.penghu-nsa.gov.tw/</a> Tel : (06) 9216521
交通部觀光局大鵬灣國家風景區管理處 Tapeng Bay National Scenic Area Administration	928 屏東縣東港鎮大潭路169號 No. 169, Datan Rd., Donggang Township, Pingtung County 928, Taiwan (R.O.C.) <a href="http://www.tbnsa.gov.tw/">http://www.tbnsa.gov.tw/</a> Tel : (08) 8338100
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	978 花蓮縣瑞穗鄉鶴岡村17鄰興鶴路2段168號 No. 168 Singhe Rd, Sec.2, 17 Lin, Hegang Village, Rueisuei Township, Hualien County 97844 Taiwan (R.O.C.) <a href="http://www.erv-nsa.gov.tw/">http://www.erv-nsa.gov.tw/</a> Tel : (03) 8875306
交通部觀光局馬祖國家風景區管理處 Matsu National Scenic Area Administration	209 連江縣南竿鄉仁愛村6鄰95-1號 No. 95-1, Ren-ai Village, Nangan Township, Lienchiang County 209, Taiwan (R.O.C.) <a href="http://www.matsu-nsa.gov.tw/">http://www.matsu-nsa.gov.tw/</a> Tel : (0836) 25631

交通部觀光局日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Administration	555 南投縣魚池鄉水社村中山路163號 No. 163, Zhongshan Rd., Yuchih Hsiang, Nantou County 555, Taiwan (R.O.C.) <a href="http://www.sunmoonlake.gov.tw/">http://www.sunmoonlake.gov.tw/</a> Tel : (049) 2855668
交通部觀光局參山國家風景管理處 Tri-Mountain National Scenic Area Administration	413 臺中縣霧峰鄉中正路738號 No. 738, Chungcheng Rd., Wufeng Hsiang, Taichung County 413, Taiwan (R.O.C.) <a href="http://www.trimt-nsa.gov.tw/">http://www.trimt-nsa.gov.tw/</a> Tel : (04) 23312678
交通部觀光局阿里山國家風景區管理處 Alishan National Scenic Area Administration	602 嘉義縣番路鄉觸口村觸口3-16號 No. 3-16, Chuko, Fanlu Village, Chiayi County 602, Taiwan (R.O.C.) <a href="http://www.ali.org.tw/">http://www.ali.org.tw/</a> Tel : (05) 2593900
交通部觀光局茂林國家風景區管理處 Maolin National Scenic Area Administration	851 高雄縣茂林鄉茂林村12-5號 No. 12-5, Maolin Village, Maolin Township, Kaohsiung County 851, Taiwan (R.O.C.) <a href="http://www.maolin-nsa.gov.tw/">http://www.maolin-nsa.gov.tw/</a> Tel : (07) 6801441
交通部觀光局北海岸及觀音山國家風景區管理處 North Coast & Guanyinshan National Scenic Area Administration	253 臺北縣石門鄉德茂村下員坑33-6號 No. 33-6, Shiayuankeng, Demao Village, Shihmen Township, Taipei County 253, Taiwan (R.O.C.) <a href="http://www.northguan-nsa.gov.tw/">http://www.northguan-nsa.gov.tw/</a> Tel : (02) 86355100
交通部觀光局雲嘉南濱海國家風景區管理處 Southwest Coast National Scenic Area Administration	727 臺南縣北門鄉北門村舊埕119號 No. 119, Jioucheng, Beimen Village, Beimen Township, Tainan County 727, Taiwan (R.O.C.) <a href="http://www.swcoast-nsa.gov.tw/">http://www.swcoast-nsa.gov.tw/</a> Tel : (06) 7861000
交通部觀光局西拉雅國家風景區管理處 Siraya National Scenic Area Administration	732 臺南縣白河鎮仙草里仙草1-1號 No. Siancao 1-1, Siancao Village, Baihe Township, Tainan County 732, Taiwan (R.O.C.) <a href="http://www.siraya-nsa.gov.tw/">http://www.siraya-nsa.gov.tw/</a> Tel : (06) 6840337



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