

台灣

中華民國 96 年

# 觀光業務年報

ANNUAL REPORT ON TOURISM 2007

TAIWAN, REPUBLIC OF CHINA



交通部觀光局

Tourism Bureau M.O.T.C., Taiwan R.O.C.

中華民國96年

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TAIWAN, REPUBLIC OF CHINA

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中華民國97年10月



# 序

96年全年共吸引來臺旅客371萬6,067人次，較95年成長5.58%。其中，「觀光」目的旅客佔來臺市場44.36%（164萬8,507人次），為近10年來市場佔有率最高的一年，且與推動「觀光客倍增計畫」前，90年的「觀光」目的旅客87萬929人相較，成長率高達89.28%，幾近倍增，顯見臺灣觀光形象已逐漸形塑成功。

96年觀光局持續以「套裝旅遊」概念，全方位整頓旅遊環境。除由本局各國家風景區管理處主導「觀光客倍增計畫」各套裝旅遊線的總體性規劃建設與經營管理外，亦跨政府部門協調辦理重要旅遊景點及其周邊設施建設、道路景觀及指標系統整頓、旅客服務中心建置等工作。而隨旅遊環境及設施品質的提升，套裝旅遊線的遊客量自91年2,116萬人次成長至96年3,727萬人次，成長76.14%，並創造觀光產值約新臺幣745億元。

此外，亦持續以「顧客導向」思維，打造友善服務網絡。包括：輔導業者營運臺灣觀光巴士服務超過35萬人次、輔導地方政府與相關單位於重要交通節點與旅遊景點等建置統一識別標誌「i」系統旅遊服務中心81處、與中華電信合作設置中、英、日、韓語24小時免付費觀光諮詢熱線(call center)服務超過7萬人次、補助輔導444家一般旅館提升住宿服務品質及辦理觀光從業人員專業知能與服務觀念輔導訓練計畫等旅遊接待服務。另因應大陸市場開放契機，亦強化大陸人士來臺觀光管理機制，除透過「財團法人臺灣海峽兩岸觀光旅遊協會」推動技術性協商，亦就接待能量評估、旅行購物保障、接待人員訓練及諮詢調解服務等面向辦理配套準備工作。

為將優質友善的臺灣觀光品牌形象更有效

推向國際，觀光局改變過去行銷方式，以「多元創新」手法，行銷臺灣觀光產品。一方面整合現有資源及流行趨勢，運用偶像劇情節、邀請代言人拍攝宣傳影片及海報、深度旅遊報導及影片、置入性行銷廣告、及國際知名頻道與叢書合作等創新手段，擴大觀光宣傳的廣度與深度。另一方面加強包機、郵輪及獎勵旅遊等優惠補助範圍與額度，除促成主要客源市場如港星馬、韓國等來臺旅客數較95年均均有2位數成長外，日本在全年出國人口負成長情形下，來臺旅客仍有0.42%正成長，足見在觀光局多年耕耘努力下，臺灣觀光品牌及服務品質已建立良好口碑及信譽！「國家地理頻道旅遊專書」（National Geographic Traveler）在96年11月號更將臺灣譽為可能是「亞洲最佳旅遊目的地」，更是對政府近年推動臺灣觀光的努力及成果最正面的肯定。

觀光局不僅是一個專業的行政團隊，我們更自許為一個行銷的業務團隊。在97年啟動的「2008-2009旅行臺灣年」(Tour Taiwan Years 2008-2009)，將加強包裝具特色與創意的產品，提供具體務實的獎勵措施，營造人性友善的旅遊服務，期盼在中央與地方、公私部門的共同努力下，全力打造臺灣成為亞洲重要旅遊目的地之一，讓臺灣的美麗與感動傳送全世界。

謹將96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

# Foreword

A total of 3,716,067 international travelers visited Taiwan in 2007, for an increase of 5.58% over the year before. Of that total, 44.36%, or 1,648,407, came for purposes of tourism; this was the highest ratio in the past 10 years, and it indicated a growth of 89.28% from the 870,929 travelers who came for this purpose in 2001—prior to the implementation of the "Doubling Tourist Arrivals" Plan. This near doubling of tourist arrivals reflects the successful creation of a favorable image of Taiwan as a tourist destination.

The Tourism Bureau continued its efforts to achieve an overall rectification of Taiwan's tourism environment under the "package tour" concept in 2007. Our national scenic area administrations took the lead in directing the general planning, construction, and operation of package tour routes under the "Doubling Tourist Arrivals" plan, and interagency coordination was used to carry out the development of major scenic sites and peripheral facilities, the rectification of highway landscaping and signage systems, and the establishment of visitor centers. Thanks to the improved quality of the travel environment and facilities, the volume of travelers using package tour routes climbed from 21,160,000 in 2002 to 37,270,000 in 2007; this was a growth of 76.14%, and it generated a production value of NT\$74.5 billion.

We also continued the development of a friendly, customer-oriented service network. We supervised operators in providing Taiwan Tour Bus services to more than 350,000 travelers; we guided local governments and related agencies in establishing 81 travel service centers with the unified "i" logo at transportation nodes; we cooperated with Chunghwa Telecom in providing service to over 70,000 callers in Chinese, English, Japanese, and Korean through a 24-hour toll-free tourist information call center; we subsidized and guided 444 general hotels in upgrading their accommodation service quality; and we carried out training for tourism workers in professional skills and service concepts. We also moved to take advantage of the opportunities of the opening of Taiwan to mainland Chinese tourists by reinforcing the management mechanism for mainland tourists; in addition to technical negotiations through the Taiwan Strait Tourism Association, we also carried out preparatory work in the areas of carrying capacity evaluation, travel purchase assurance, training of reception personnel, and mediation service consultation.

To promote the brand image of Taiwan as a friendly, high-quality tourist destination in the international arena more effectively, the Tourism Bureau has moved away from its past marketing methods and adopted pluralistic and

innovative means for the marketing of Taiwan's tourism products. To this end we are integrating existing resources with popular trends by utilizing popular movie plots and inviting spokespersons to produce films and posters, in-depth travel reports and films, placement advertising, and cooperation with prominent international TV channels and book collections to expand the depth and breadth of our tourism promotion. At the same time, we are increasing the scope and amount of incentives and subsidies for charter flights, calls by cruise ships, and incentive tour groups. Thanks to these efforts, we achieved double-digit growth for visitors from such markets as Singapore, Hong Kong, Malaysia, and Korea in 2006. We even managed a 0.42% growth in visitors from Japan—at a time when that country's overall outbound travel was suffering negative growth. These achievements show that the Tourism Bureau's efforts to promote the island's tourism image and upgrade its service quality over the years have paid off. In its November 2007 issue, the *National Geographic Traveler* said that Taiwan "...may be Asia's best-kept secret." This is a powerful affirmation of the efforts that the government has put into the promotion of Taiwan's tourism industry in recent years, and the results that those efforts have achieved.

The Tourism Bureau is more than just a professional administrative organization; we charge ourselves, in fact, with being a sales and marketing team. In 2008 we instituted the "Tour Taiwan Years 2008-2009" Plan with the aim of strengthening our packaging of innovative products with unique characteristics and providing friendly human-oriented travel services; and, with concerted efforts by the central and local governments and the public and private sectors, of building Taiwan into one of the prime tourist destinations in Asia so that its beauties and its charm can be shared with the whole world.

This Annual Report provides an overview of the achievements of the Tourism Bureau's efforts in 2007. We welcome your comments and suggestions on how we can do a better job of developing and promoting the tourism industry in Taiwan.

Director General  
Tourism Bureau

Solyan Fan





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## 96年重要施政成果摘要

### 一、來臺旅客創新高，「觀光」目的旅客比例成長顯著

96年在競爭激烈的國際觀光市場上，藉著本局及各部會的合作與努力及持續辦理國際宣傳推廣行銷下，全年來臺旅客創新高，達371萬6,063人次（較95年成長5.58%）；其中，「觀光」目的旅客達164萬8,507人次，（佔來臺旅客百分比44.36%），與推動「觀光客倍增計畫」前「觀光」目的旅客87萬人（佔來臺市場33.19%）相較，成長率高達89.48%，將近倍增，顯見臺灣以發展觀光吸引旅客來臺之形象更加確立。



### 二、研擬2008-2009旅行臺灣年工作計畫，打造臺灣為亞洲主要旅遊目的地之一

考量97、98年分別為「觀光客倍增計畫」與行政院「2015年經濟發展願景第1階段3年衝刺計畫」之驗收年，及因應97年北京奧運及98年高雄世運、臺北聽障奧運之舉辦，本局遂參考93年舉辦「臺灣觀光年」之成功經驗，規劃辦理「2008-2009旅行臺灣年」（Tour Taiwan Years 2008-2009），期藉整合政府與民間之資源與力量，針對國內外旅行業者及旅客提出各項具體獎勵促銷措施、推出具特色之旅遊產品、強化國際宣傳、營造友善旅遊環境，提升從業人員服務品質，以吸引國際觀光客來臺旅遊消費，並提高其滿意度。

該計畫願景，對外期讓臺灣成為亞洲重要旅遊目的地之一；對內在凝聚國人共識，整合政府與民間資源，營造友善旅遊環境，讓人人都是熱誠待客的好主人。

計畫目標則以96年來臺旅客人次為基礎，參酌世界觀光旅遊委員會對全球觀光市場之預估成長率5%，而將年平均成長率設定為7%，並推估97及98年來臺旅客可分別達400萬及425萬人次（不含第1類大陸觀光客），觀光外匯收入則可分別達到新臺幣1800及1,921億元。

### 三、運用創意觀光行銷手法，讓世界看見臺灣

近年來在亞洲主要目標市場邀請代言人宣傳臺灣觀光成果非凡，已形成一股魅力無法擋的「哈臺」旋風。為使更多國際旅客認識及瞭解臺灣，並在競爭激烈的旅遊市場中脫穎而出，今年本局積極主動全方位尋找臺灣獨特觀光元素，運用與異業合作方式，擴大宣傳效益，創造臺灣新印象，營造另一波來臺旅遊新高潮。

Major Achievements of Tourism Administration in 2007

## Major Achievements of Tourism Administration in 2007

### 1. Arrivals Reach New High; Ratio of Arrivals for Tourism Grows Substantially

In the intensely competitive international tourism market of 2007, cooperation and continued efforts by the Tourism Bureau and other government agencies, together with the ongoing promotion of international advertising and promotion, brought Taiwan's visitor arrivals to a new record high of 3,716,063 (up 5.58% over 2006). Within that total, visitors who arrived for the purpose of tourism amounted to 1,648,507, accounting for 44.36% percent of the overall figure and representing an increase of 89.48% over the 870,000 (33.19% of the total amount) who came for tourism prior to the implementation of the "Doubling Tourist Arrivals" plan. This achievement reflects the strengthening of Taiwan's image for the attraction of tourists.

### 2. Formulation of the "Tour Taiwan Years 2008-2009" Plan, and Building of Taiwan into One of Asia's Major Tourist Destinations



In view of the fact that 2008 and 2009 are the years for acceptance of the results of the "Doubling Tourist Arrivals" Plan and the "First Stage Three-year Sprint Program of the Economic Development Vision for 2015," respectively, and in response to the holding of the Beijing Olympics in 2008 as well as the Kaohsiung World Games and Taipei Deaflympics in 2009, the Tourism Bureau followed up on the successful holding of "Visit Taiwan Year 2004" by planning the "Tour Taiwan Years 2008-2009" Plan. The aim of this Plan is to bring together the resources and strengths of the public and private sectors in offering concrete incentive and marketing measures

for domestic and foreign travel operators and travelers, introducing travel products with unique characteristics, reinforcing international promotion, creating a friendly travel environment, and upgrading the service quality of tourism workers so as to attract international tourists to travel in Taiwan and heighten their degree of satisfaction.

The vision of this plan is, externally, to make Taiwan into a major Asian tourist destination; and, internally, to consolidate a consensus among the people of Taiwan and integrate public and private resources to create a friendly travel environment in which all of Taiwan's people are friendly and hospitable hosts.

The plan's targets are based on Taiwan's visitor arrivals in 2007 and, considering the 5% annual global growth projected by the World Travel and Tourism Council, set an annual average increase of 7% with arrivals totaling 4.0 million and 4.25 million (not including Type 1 tourists from mainland China) for 2008 and 2009, respectively. Tourism receipt targets for those years are NT\$180.0 billion and NT\$192.1 billion.

### 3. Use of Innovative Marketing Methods to Attract the World's Attention

Extraordinary results have been achieved in recent years by inviting spokespersons to promote Taiwan tourism in target Asian markets. This year the Tourism Bureau moved to bring knowledge and understanding of Taiwan to even more people, and to emerge on top in the intensely competitive travel market, by aggressively seeking out Taiwan's unique tourism elements and using cross-industry cooperation to expand promotional results, create a new image of Taiwan, and create a new wave of tourism to Taiwan.



- (一) 國際品牌發聲，聯手行銷臺灣：結合國家地理頻道（NGC）與 Discovery 頻道，藉由其國際級優質品牌形象、商標、知名度及全球性宣傳通路，共同合作辦理臺灣旅遊產品文宣、網路活動及電視廣告，提升臺灣旅遊形象及激發業者與旅客到臺灣旅遊的意願。
- (二) 臺灣之光，世界發光：與 ESPN 合作製播臺灣之光王建民的成長故事，透過其獲得 2006 年大聯盟勝投王優異表現及成長背景，介紹臺灣及臺灣運動發展現況，推動臺灣運動觀光產業。
- (三) 營造亞洲影視聖地，興起追星哈臺旋風：運用臺灣偶像明星及優質超人氣偶像劇在亞洲地區的流行趨勢，將臺灣道地美食及優美景點一一入鏡，藉此宣傳臺灣觀光旅遊，並帶動周邊商品的無限商機，提高觀光外匯收入。
- (四) 行銷婚紗攝影，推動蜜月之旅：臺灣已位居東南亞旅客選擇拍攝海外婚紗及度蜜月之首位，因此，本局彙整出臺灣 10 大婚紗拍攝景點，並聯合國內外婚紗業者共同邀請國際旅客到臺灣拍攝婚紗照，留下難忘的甜美回憶。
- (五) 世界最高點，心中 i（愛）臺灣：臺北 101 大樓在國際間具有地標優勢，其間名遐邇的跨年煙火，每年吸引 CNN 等各大型國際媒體來臺拍攝，本局除與該公司合作外，並商請榮獲《世界海報設計界奧斯卡獎》美譽的法國 Savignac 大獎得主陳俊良先生設計「I ♥ TAIWAN」燈幕，讓世界各地民眾感受臺灣的愛與熱情。
- (六) 爭取郵輪靠岸臺灣：近年來全球郵輪熱旋風已由歐美地區吹向亞洲，臺灣因位於東北亞及東南亞交會點，已成為亞洲旅運航線樞紐，加上東方文化風潮助長，及國人迎接郵輪旅客的熱情，吸引國際大型郵輪公司將臺灣納入亞洲重要停靠據點之一，國際郵輪來臺旅客人次已逐年成長，至 96 年已達 2 萬 3,740 人次，成長率達 45.3%。



#### 四、整合資源首次舉辦臺灣溫泉美食嘉年華

臺灣具有多元的飲食文化，溫泉美食更屬其中重要一環，結合溫泉、美食、特色旅遊景點、及相關休閒文化，可豐富觀光遊程體驗，打造「食在臺灣」新型態觀光產業發展，並成為吸引國際觀光客之行銷宣傳主軸之一。

- (1) International branding and joint marketing of Taiwan: Cooperative efforts with the National Geographic and Discovery channels made use of their outstanding international brand images and trademarks, their high visibility, and their global promotional channels for the cooperative organizing of travel product printed materials, internet activities, and television advertising aimed at enhancing the image of travel in Taiwan and stimulating the willingness of travel operators and tourists to visit Taiwan.
- (2) The Glory of Taiwan: The story of the development of the baseball pitcher Wang Chien-min was produced and broadcast in cooperation with ESPN, and Taiwan and the development of sports on the island were introduced against the background of Wang's growth and outstanding achievement in the U.S. Major Leagues in 2006 as a means of promoting sports tourism in Taiwan.
- (3) Creation of an Asian film and TV Mecca, and arousal of a Taiwan pop-star frenzy: The popularity of Taiwanese pop stars and quality pop films in the Asian area was used to promote Taiwan tourism by showing off authentic Taiwanese cuisine and outstanding scenic spots, thus stimulating opportunities to market spinoff products and increasing foreign-currency tourism receipts.
- (4) Marketing of wedding photography and promotion of honeymoon travel: Taiwan already holds the position of top location for wedding photography and honeymoon travel for the people of Southeast Asia. To take advantage of this position, the Tourism Bureau pinpointed the island's top-10 wedding photography sites and, in cooperation with domestic and overseas wedding photo companies, invited international travelers to create indelible happy memories by having their wedding photos shot in Taiwan.
- (5) World's tallest building, I love Taiwan: The Taipei 101 tower has become an international landmark, and its Chinese New Year's Eve fireworks attract attention from CNN and other major international media every year. The Tourism Bureau cooperates with the Taipei 101 operating company in organizing this, and also invited Chen Chun-liang, winner of France's Savignac award (the so-called "Oscar" of poster design), to design the tower's "I ♥ Taiwan" lighting so that people from all over the world could feel Taiwan's warmth and hospitality.
- (6) Persuading cruise liners to call at Taiwan's ports: The cruise-ship vogue has swept from Europe and America to Asia in recent years; and Taiwan, located at the intersection of Northeast and Southeast Asia, has become a hub for Asian cruise routes. This location, plus the fad for Oriental cultures and the warm hospitality shown to cruise-ship passengers by the local people, has attracted major international cruise lines to include Taiwan in their Asian ports of call. The number of cruise passengers visiting Taiwan has grown year by year, increasing 45.3% in 2007 alone to reach 23,740.

#### 4. Integration of Resources for the First Taiwan Hot Spring and Cuisine Carnival

Taiwan has a multi-polar culinary culture, an important part of which is hot-spring cuisine. The combination of hot springs, dining, unique tourist sites, and related leisure activities can enrich travel experiences and create a new "Dining in Taiwan" type of tourism industry. It can also become one of the key points in marketing Taiwan to international tourists.

The Taiwan Hot spring and Cuisine Carnival kicked off in the fourth quarter of 2007. This was the first integrated marketing campaign of its kind; it involved 11 counties and cities, 16 hot spring areas, and 212 related operators. Based on the effective combination of local resources, the Tourism Bureau carried out integrated marketing in combination with international advertising and promotion activities through various channels (special news sections, the Web, press conferences, seminars, media events) to publicize Taiwan's



96年第4季推動臺灣溫泉美食嘉年華活動，為首次整合性辦理全國溫泉行銷活動，共計有11個縣市、16個溫泉區及212家業者共襄盛舉。在地方資源有效整合的基礎下，由本局整合行銷，並與國際宣傳推廣計畫結合，透過各項通路推廣（專刊、網頁、記者會、說明會及相關媒體），宣傳臺灣溫泉、美食及特色旅遊景點，豐富臺灣溫泉區觀光遊程體驗，以提昇溫泉業者之經營效益，並增添觀光客遊憩體驗的多樣化，使臺灣溫泉美食觀光品質邁向精緻化，俾逐漸開創臺灣溫泉品牌價值，以活絡地方觀光產業發展。



## 五、號召全民分享臺灣的美麗與感動，辦理「旅行臺灣・說自己的故事」

遴選相關部會及縣市政府推薦之特色景點，依自然、在地、文化及活力等4類共篩選300處，建置完整之特色景點資料庫及活動專屬網站，分層羅列旅遊資訊，便於民衆規劃旅遊行程。另首度結合名（達）人之旅遊故事包裝特色景點，並將30位名人私房景點故事集結發行「旅行臺灣——名人說自己的故事」專書，辦理系列講座以提供民衆深刻且多元的旅遊體驗，專書版稅收入則全數作為偏遠鄉鎮地區兒童旅行臺灣之經費。此外，為擴大民衆參與，亦設計10款旅行意象明信片辦理抽獎活動，由民衆寫下自己的景點旅行體驗後寄回，共收到近10萬張的回函；另分別於平面媒體與影音部落格辦理旅行故事徵文比賽，鼓勵民衆寫下旅行過程中屬於自己的旅行體驗。本活動透過提倡深度、人文及漫遊的旅行方式，發掘臺灣在地特色，希望民衆透過旅行來感受臺灣之美，並邀請國內外朋友一起尋找臺灣的美麗與感動。

## 六、強化大陸觀光團旅遊品質及旅遊安全相關措施

為落實高品質旅遊之政策目標，本局會同旅遊業相關團體推動提升大陸觀光團旅遊品質，維護旅遊安全方案及相關措施，辦理事項包括：

- （一）訂定旅行業自律公約及最低團費 80 美元之品質規範以提升觀光團旅遊品質。
- （二）定期派員赴主要景點稽查旅行業接待大陸觀光團辦理情形，並在交通部指導下辦理旅遊重點地區跨部會聯合稽查。
- （三）會同中華民國旅行商業同業公會全國聯合會（以下簡稱旅行業全聯會）、中華民國旅行業品質保障協會（以下簡稱品保協會）組成大陸觀光品質監控工作小組。
- （四）建立旅客退、換貨及代償理賠等機制以落實旅行購物品質保障。

hot springs, cuisine, and unique tourist destinations with the aim of enriching the Taiwan hot spring travel experience, enhancing the operating effectiveness of hot-spring operators, and adding more diversity to the travel experience. This effort was also designed to upgrade the standards of Taiwan's hot-spring cuisine tourism and create more brand value for Taiwan's hot springs so as to spur the development of the local tourism industry.

## 5. Calling on the Public to Share Taiwan's Beauty and Friendliness, and Holding of "Tour Taiwan, Tell Your Own Story"

A total of 300 scenic spots with unique characteristics in four categories, recommended by government agencies and county and city governments, were selected for the establishment of a complete databank on those spots as well as a special website for related activities so as to provide information that the public can use in planning travel itineraries. In addition, for the first time, the travel stories of prominent personalities were integrated in packaging tourist sites with unique characteristics; also, the private travel-destination stories of 30 such personalities were compined and published in a "Touring Taiwan – Prominent Personalities Tell Their Own Stories" collection, and lectures were given to inform the public of their in-depth and diversified travel experiences. All of the royalty proceeds from the sale of the books were used to pay for tours of Taiwan by children from remote areas. To expand public participation, 10 travel-image postcards were designed for a drawing for which members of the public wrote their own travel experiences on nearly 100,000 of the cards and mailed them in. In addition, a print media and Internet blog travel story competition was held to encourage the public to write down their own travel experiences. This activity was aimed at discovering the unique characteristics of local areas in Taiwan through in-depth, cultural, leisurely travel so that the public will feel the beauties of Taiwan through travel.

## 6. Enhancing Travel Quality for Mainland Chinese Groups and Upgrading Travel Safety Measures

To achieve the policy goal of high-quality travel, the Tourism Bureau worked with travel industry groups in promoting the upgrading of travel quality for mainland Chinese groups and implementation of the travel safety maintenance program and related measures. This effort included the following items:

- (1) Establishment of a self-discipline contract and a minimum daily tour-group charge of US\$80 per person for travel agencies so as to upgrade the quality of travel for tour groups.
- (2) Dispatching of personnel on a scheduled basis to inspect the handling of mainland Chinese tour groups at major tourist sites; and, under the direction of the Ministry of Transportation and Communications, conducting of interministerial inspections of major tourist destinations.
- (3) Organizing of a Mainland Chinese Tourism Quality Monitoring Task Force in cooperation with the ROC Travel Agents Association and the Travel Quality Assurance Association.
- (4) Assurance of the quality of tourist purchases through the establishment of a mechanism for return, exchange, and compensation in regard to items purchased.





## 七、落實旅行業交易安全查核，維護消費者權益

鑑於96年春節前曾發生數起旅行社惡性倒閉事件，造成上百名旅客權益嚴重受損，為保障旅客消費安全，避免及預防爾後再發生類似情事，爰積極辦理各相關事項：

- (一) 於 96 年 4 月 25 日訂定發布「旅行業交易安全查核作業要點」。
- (二) 邀集旅行業全聯會、品保協會及收單銀行等單位，成立「旅行業交易安全查核會報」研商與交易安全相關事項。
- (三) 建立旅行業交易安全查核標準作業流程及查核事項表，以利查核。
- (四) 篩選及查訪有大量低價促銷廣告、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。
- (五) 協調品保協會舉辦旅行業倒閉模擬演練，強化本局及各旅行公、協會處理類似事件之熟練度。
- (六) 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。
- (七) 委請警察廣播電臺製播「參團旅遊錦囊」，於該臺節目中密集插播宣導。
- (八) 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、營造友善旅遊環境，提供貼心旅遊服務

輔導業者營運臺灣觀光巴士，串聯都會區與鄰近重要風景區，96年持續與業者檢討修正路線，國際旅客搭乘比例為42%，路線遍及全臺各大風景區。此外，亦輔導縣市政府及相關單位建置完成36處旅遊服務中心及45處遊客中心、擴大辦理觀光導覽地圖牌輔導建置作業；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，至96年底已服務超過7萬人次，外語服務超過1萬5,000人次；臺灣觀光資訊網持續增加功能及語版，以中、英、日、韓、德、法文版服務國際旅客。

## 7. Protection of Consumer Interests Through Implementation of Travel Transaction Security Auditing

In view of the severe harm caused to the interests of more than 100 travelers by the malicious bankruptcy of several travel agencies prior to the 2007 Chinese New Year holiday, the following actions have been taken to protect the interests of travelers and avoid the reoccurrence of similar incidents in the future:

- (1) The "Guidelines for the Auditing of Travel Transaction Security" were promulgated on Apr. 25, 2007.
- (2) The Travel Agent Association of R.O.C., Travel Quality Assurance Association, and other organizations were called together to establish the "Travel Transaction Security Auditing Committee" to discuss issues related to transaction security.
- (3) Standard operating procedures and an auditing chart for the auditing of travel agency transaction security were established to facilitate auditing work.
- (4) Travel agencies with low-price mass marketing advertisements, explosive increases in card consumption, frequent changes in representative person or personnel, and similar situations were screened and inspected with the aim of preventing the occurrence of abnormal operation conditions and reducing incidents that threaten transaction security.
- (5) Coordination was carried out with the Travel Quality Assurance Association for the holding of travel agency bankruptcy simulation exercises so as to boost the familiarity of the Tourism Bureau and travel associations with the handling of such incidents.
- (6) The Tourism Bureau guided the Travel Quality Assurance Association and the Taipei Association of Travel Agents in establishing a media and Internet advertising monitoring committee aimed at uncovering abnormal information.
- (7) The Police Radio Network was commissioned to produce a "Group Travel Treasury" program for intensive airing in its programs.
- (8) The "Consumer Protection Page" was incorporated in the Tourism Bureau's website to provide a complete range of news and publicity.

## 8. Creation of a Friendly Travel Environment and Provision of Considerate Travel Services

Guidance was provided to bus companies for operation of the Taiwan Tour Bus system linking metropolitan areas with neighboring scenic spots; discussions with operators on the revision of routes was continued in 2007, and the routes now cover all of Taiwan's major scenic destinations. The ratio of international travelers using this service reached 42%. Guidance was also provided to local governments and related agencies in establishing 36 visitor information centers and 45 visitor centers, and in expanding the erection of tourist map boards. The Tourism Bureau cooperated with Chunghwa Telecom in operating a 24-hour toll-free tourist hotline (0800-011-765); by the end of 2007 this hotline had served over 70,000 callers, more than 15,000 of which required foreign-language service. More functions and languages were added to the Taiwan Tourism Information Website, which now serves international travelers in Chinese, English, Japanese, Korean, German, and French.





## 九、整備觀光資源建設，促成優質景點風華再現

積極整備「觀光客倍增計畫」12條套裝旅遊線觀光設施建設，落實13處國家級風景特定區重要遊憩據點整建、興建及改善工作，並將「東北角海岸國家級風景特定區」範圍延伸至宜蘭濱海地區，更名為「東北角暨宜蘭海岸國家級風景特定區」，於96年12月25日掛牌以「東北角暨宜蘭海岸國家風景區管理處」正式營運，加強後續規劃、建設及經營管理，有利於資源整合及永續經營。

另為集中、有效協助地方政府興建風景區公共設施，以「建構美麗臺灣－風華再現」及「整頓觀光遊憩環境品質」為主軸，擬定「建構美麗臺灣－風華再現計畫（整備觀光遊憩設施建設）」，預定於97至100年系統性建設地方風景區、觀光地區或旅遊帶之觀光遊憩設施，協助地方政府針對國際觀光客及國民旅遊常去之景點及路線，進行提昇設施服務水準及周邊整體環境品質之工作，藉由型塑高品質之觀光旅遊據點，產生聚焦集客作用，促進國人國內旅遊，進而吸引國際觀光客到訪。

## 十、協助業者突破瓶頸，民間投資明顯熱絡

為促成民間參與投資觀光建設，積極協助業者突破瓶頸，除釐清日月潭－九族纜車BOO案場站水保、環評、都市設計審議等課題外，並促成大鵬灣BOT案通過環評，兩者均已順利突破瓶頸，即將動工。

民間對政府發展觀光的努力具正面評價，持續投入各項觀光建設，於96年10月5日促成花東地區首件「民間自行規劃申請參與鳳林遊憩區興建暨營運案」BOT+ROT案，吸引民間投資達1.2億元。另為持續推動委託民間參與觀光遊憩遊客服務中心於96年8月22日完成民間自提「池上休憩區營運案」OT案簽約、96年1月26日及12月12日分別完成澎湖「白沙鄉北海遊客中心-賣店委託民間參與營運案」OT案及茂林「六龜服務區委託民間經營案」OT案簽約，希望藉由民間的參與，活化旅遊服務中心的功能，同時節省政府勞務、清潔等行政支出，達到政府、民間及遊客三贏的成果。

## 9. Preparation of Tourism Resources and Restoration of High-Quality Scenic Spots

Tourist facilities were developed along 12 package tour routes included in the "Doubling Tourist Arrivals Plan" and renovation, construction, and improvement work was carried out in the 13 national scenic areas. The scope of the Northeast Coast National Scenic Area was expanded to include the Yilan coastal area; it was renamed as the Northeast and Yilan Coast National Scenic Area, and began formally operating under that name on Dec. 25, 2007 with strengthened follow-up planning, construction, and management to facilitate resource integration and sustainable operation.



The "Building a Beautiful Taiwan – The Rebirth of Glory (Development of Tourism and Recreational Facilities) Plan" was formulated, around the core principles of developing a beautiful island and restoring the quality of the tourism and recreational environment, with the aim of helping local governments to construct public facilities in scenic spots. This plan calls for the systematic development of tourist and recreational facilities in local scenic spots, tourist sites, and travel belts during the period of 2008-2011, and for the provision of assistance to local governments in upgrading facility and service standards in tourist sites and tour routes frequently utilized by international and domestic tourists, as well as for the upgrading of the overall quality of surrounding environments. The goal is to mold high-quality tourist destinations that will attract the attention of tourists and concentrate their travel plans, thus stimulating domestic tourism and attracting international tourists as well.

## 10. Helping Operators Break Through Barriers; Revitalization of Private Investment

To encourage private investment in tourism construction, the Tourism Bureau actively assisted businesses in breaking through barriers to investment. In addition to clarifying station water conservation, environmental assessment, urban planning review, and other issues regarding the Sun Moon Land-Formosan Aboriginal Culture Center BOO cable car project, the Bureau also facilitated approval of the environmental assessment for the Dapeng Bay BOT project. Barriers to both projects were successfully overcome, and construction is to begin soon.

The private sector takes a positive view of the government's efforts to develop tourism and is continuing to become involved in tourism projects. On Oct. 5, 2007 the Bureau successfully brought the first "Private-sector Application for Self-planned Construction and Operation of the Fenglin Recreation Area" BOT+ROT project to fruition, attracting NT\$120 million in private investment. In the continued promotion of commissioned private participation in recreation area visitor centers, the privately proposed "Chishang Recreation Area Operation" OT project contract was signed on Aug. 22, 2007; the contract for the "Baisha Township North Sea Visitor Center – Commissioning of Retail Outlets to Private Participation in Operation" OT project in Penghu was signed on Jan. 26, 2007; and the contract for the "Liugui Service Area Commissioned Private Operation" project in the Maolin National Scenic Area was signed on Dec. 12, 2007. The goal is for private participation to revitalize the functioning of visitor centers while saving governing outlays on labor, cleaning, etc., thus achieving a win-win situation for the government, private business, and travelers.



# 美

*Beauty beyond Imagination.*

臺灣的自然景觀變化多端，  
山水瑰麗非凡，  
高密度的特有種動、  
植物生態資源更是令人咋舌。

Taiwan's landscapes form in endless changes,  
With scenic beauty out of this world,  
A high density of endemic wildlife,  
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ANNUAL REPORT ON TOURISM 2007 TAIWAN, REPUBLIC OF CHINA







## 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；WTO）發佈最新資料顯示，在全球經濟成長環境下，2007年全球國際觀光客人次估計增加5千2百萬人次，達8億9千8百萬人次，成長超過6%，其中開發中國家成長可達到8%。在這5千2百萬增加人次中，包含歐洲增加1千9百萬人次（+4%），亞太地區增加1千7百萬人次（+10%），美國增加6百萬人次（+5%），非洲增加3百萬（+8%）與中東增加5百萬人次（+13%）。綜觀2000年至2007年間，全球國際觀光客人次總成長將超過32%。世界各國尤其亞太地區、中東、非洲與南美洲國家，對觀光建設均不遺餘力的投資以開創經濟發展與提升國際形象，在近期高油價與不確定經濟變動因素影響下，世界觀光組織預測2007年至2020年全球國際觀光客人次每年可接近4.1%成長率。

亞太旅遊協會（Pacific Asia Travel Association；PATA）所公佈最新資料顯示，亞太地區2007年到訪旅客人次約為3億6,175萬人次，與2006年相較成長7.9%，其中南亞佔2億4百萬人次最多，而以東南亞成長12%最高。亞洲各主要國家中日本與印尼成長接近13.7%最高，其次為香港成長11.6%，中國大陸與新加坡則成長5.5%左右；臺灣成長率為4.9%。

#### 二、亞洲競爭國觀光市場概況

（一）日本觀光市場（資料來源：日本國際觀光振興機構）

2007年日本居民出國人數累積估計數為1,729萬8,000人次，較2006年負成長1.3%。

入境日本之旅客累積估計數約為834萬6,900人次，與2006年比較成長13.8%，赴日主要客源國家（地區）人次依序為韓國（260萬694人次）、臺灣（138萬5,255人次）、中國大陸（94萬2,439人次）、美國（81萬5,882人次）、及香港（43萬2,042人次）；就成長率分析，則以墨西哥38.4%最高，其次為泰國（33.2%）及新加坡（31.1%），臺灣為5.8%。

（二）香港觀光市場（資料來源：香港旅遊發展局）

2007年香港居民出境人數為8,068萬1,674人次，與2006年比較成長6.4%。

在入境旅客方面，2007年赴港旅客為2,816萬9,293人次，與2006年比較成長11.6%，扣除來自中國大陸旅客（1,548萬5,789人次）則為1,268萬3,504人次，成長8.8%。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（1,548萬5,789人次）、臺灣（223萬8,731人次）及日本（132萬4,336人次）；就成長率分析，以中東（23.7%）最高，其次為南韓（21.9%）及菲律賓（21.8%），臺灣為2.82%。

## Chapter 1: Tourism Market

### I. Global Travel Market

#### 1. The Global Tourism Industry

The latest statistics released by the World Tourism Organization (WTO) show that in the environment of global growth the number of visitor arrivals worldwide rose 52 million in 2007 to reach 898 million, achieving a growth of over 6%—and, in developing countries, 8%. The total increase of 52 million included 19 million in Europe (up 4%), 17 million in the Asia-Pacific region (an increase of 10%), 6 million in America (a growth of 5%), 3 million in Africa (up 8%), and 5 million in the Middle East (an improvement of 13%). The global growth of visitor arrivals from 2000 through 2007 was expected to exceed 32%. Countries all over the world—especially in the Asia-Pacific area, the Middle East, Africa, and South America—are sparing no effort to invest in economic development and the enhancement of their international image as a means of boosting tourism. The WTO predicts that under the influence of high oil prices and economic uncertainty, worldwide visitor arrivals will increase at an annual rate of almost 4.1% from 2007 to 2020.

The latest data published by the Pacific Asia Travel Association (PATA) indicates that visitor arrivals in the Asia-Pacific region in 2007 reached approximately 361.75 million, a growth of 7.9% over the year before. Of this total, South Asia received 204 million and Southeast Asia recorded the highest rate of growth at 12%. Of the major Asian countries, Japan and Indonesia achieved growth rates of almost 13.7%, followed by Hong Kong with 11.6%; arrivals in China and Singapore grew around 5.5%, while in Taiwan the increase was 4.9%.

#### 2. The Asian Tourism Market

(1) Japan (Source: Japan National Tourist Organization)

Outbound visitors from Japan in 2007 were estimated at 17,298,000, down 1.3% over 2006.

Inbound arrivals in Japan reached approximately 8,346,900, a growth of 13.8% over the year before. The major source countries (or areas) were Korea (which accounted for 2,600,694 arrivals), Taiwan (1,385,255), mainland China (942,439), the United States (815,882), and Hong Kong (432,042). Arrivals from Mexico grew at the most rapid rate (38.4%), followed by Thailand (33.2%) and Singapore (31.1%). Arrivals from Taiwan grew 5.8%.

(2) Hong Kong (Source: Hong Kong Tourism Board)

Hong Kong residents made a total of 80,681,674 trips abroad in 2007, for an increase of 6.4% over 2006.

A total of 28,169,293 visitors arrived in Hong Kong in 2007, 11.6% more than in 2006. Excluding those from mainland China (15,485,789), arrivals grew 8.8% to 12,683,504. By country (or area) of residence, the most important sources of these visitors were mainland China (with 15,485,789), Taiwan (2,238,731), and Japan (1,324,336). In terms of arrivals growth the Middle East topped the list of sources (at 23.7%), followed by South Korea (21.9%) and the Philippines (21.8%). Visitors from Taiwan increased 2.82%.





### (三) 南韓觀光市場（資料來源：韓國觀光公社）

2007年入境南韓旅客為644萬8,240人次，與2006年比較成長5.11%。主要客源國家（地區）依序為日本（223萬5,963人次）、中國大陸（106萬8,925人次）及美國（58萬7,324人次），臺灣為33萬5,224人次；就成長率分析，以巴西37.2%成長最多、其次為越南（30.8%）及南非（27.2%），臺灣為-0.9%。

### (四) 新加坡觀光市場（資料來源：新加坡旅遊局）

2007年赴新加坡旅客為1,027萬5,094人次，與2006年比較成長5.4%；赴新加坡主要客源國家（地區）依序為印尼（195萬3,511人次）、中國大陸（111萬2,650人次）及澳洲（76萬8,391人次），臺灣為20萬7,951人次；就成長率觀察，以埃及（60.4%）最高，其次為伊朗（52.2%）及緬甸（38.8%），臺灣為-5.2%。

### (五) 馬來西亞觀光市場（資料來源：馬來西亞觀光局）

2007年赴馬來西亞旅客為2,097萬2,822人次，較2006年成長19.5%。赴馬來西亞主要客源國家（地區）依序為新加坡（1,049萬2,692人次）、泰國（162萬5,698人次）及印尼（180萬4,535人次），臺灣為20萬1,311人次；就成長率觀察，以約旦（95.4%）最高，其次為芬蘭（71.4%）及阿曼（58.8%），臺灣為10.7%。

### (六) 中國大陸觀光市場（資料來源：中國旅遊網）

2007年到訪中國大陸旅客計1億3,187萬3,287人次，較2006年成長5.47%；外籍旅客2,610萬9,668人次，成長19.85%。就居住地分析，以香港7,794萬8,908人次居首位，其次為澳門（2,318萬6,830人次）及臺灣（462萬7,881人次）；就成長率而言，以哈薩克62.29%最高，其次為吉爾吉斯（32.36%）及紐西蘭（32.09%），臺灣為4.86%。

## 第二節 來臺旅遊市場

96年來臺旅客共計371萬6,063人次，與95年比較成長5.58%；其中外籍旅客計298萬8,815人次，較95年增加13萬3,186人次（4.66%），華僑旅客計72萬7,248人次，較95年增加6萬3,050人次（9.49%）。全年以馬來西亞來臺表現最為突出，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，有效提升馬來西亞旅客的來臺意願；另韓國及港澳等地來臺旅客均有13%以上的成長率。



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

Visitor arrivals in South Korea numbered 6,448,240 in 2007, up 5.11% over the year before. The main source countries were Japan with 2,335,963 visitors, mainland China with 1,068,925, the United States with 587,324, and Taiwan with 335,224 visitors to Korea. In terms of market growth Brazil was first with an increase of 37.2%, followed by Vietnam with 30.8% and South Africa with 27.2%. Visitors from Taiwan decrease 0.9%.

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

International arrivals in Singapore reached 10,275,094 in 2007, a growth of 5.4% over 2006. The main source countries (or areas) were, in descending order, Indonesia (which supplied 1,953,511 arrivals), China (1,112,650), and Australia (768,391). Visitors from Taiwan totaled 207,951. Visitors from Egypt achieved the highest rate of growth (at 60.4%), followed by Iran (52.2%) and Myanmar (38.8%). Visitors from Taiwan declined by 5.2%.

### (5) Malaysia (Source: Tourism Malaysia)

Malaysia received a total of 20,972,822 foreign visitors in 2007, for an increase of 19.5% over 2006. The major sources of these visitors were Singapore with 10,492,692, Thailand with 1,625,698, and Indonesia with 1,804,535. Taiwan supplied 201,311 visitors. In terms of growth rate Jordan was on top with an increase of 95.4%, followed by Finland with 71.4% and Oman with 58.8%. Taiwanese visitors to Malaysia were up 10.7%.

### (6) Mainland China (Source: China Travel website)

A total of 131,873,287 international visitors arrived in China in 2007, up 5.47% over the year before. Foreign nationals accounted for 26,109,668 of that total, for a growth of 19.85%. The biggest source of the foreign arrivals (by residence) was Hong Kong (which supplied 77,948,908), followed by Macao (23,186,830) and Taiwan (4,627,881). In terms of growth rate Kazakhstan was in first place with an increase of 62.29%, followed by the Kyrgyz Republic with 32.36% and New Zealand with 32.09%. Visitors from Taiwan grew by 4.86%.

## II. Taiwan's Inbound Market

A total of 3,716,063 international travelers visited Taiwan in 2007, a growth of 5.58% compared with the year before. Foreign nationals accounted for 2,988,815 of that number, up 133,186 for a growth of 4.66%; overseas Chinese made up 727,248, up 63,050 or 9.49%. Arrivals from Malaysia exhibited the most outstanding performance for the year, with the Tourism Bureau's strong advertising and promotion along with vigorous participation and promotion by local Malaysian travel agents substantially strengthening the willingness of Malaysians to visit Taiwan. Arrivals from Korea and Hong Kong also grew by more than 13%.





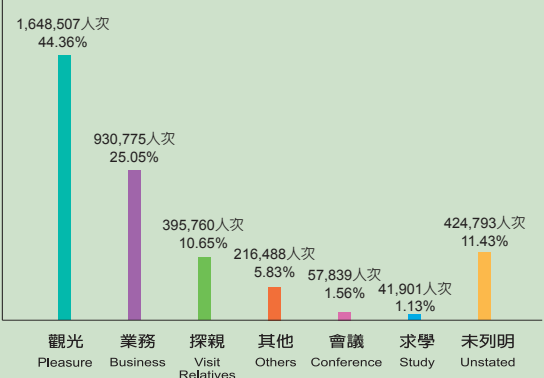
主要來臺市場以日本為第一大客源市場（1,166,380人次，占31.39%），與95年比較成長0.42%；其次依序為港澳地區（491,437人次，占13.22%，成長13.79%）、美國（397,965人次，占10.71%，成長0.80%）、韓國（225,814人次，占6.08%，成長15.06%）、新加坡（204,494人次，占5.50%，成長11.04%）及馬來西亞（141,308人次、占3.80%，成長22.66%）。

以來臺目的分析，「觀光」目的164萬8,507人次最多，占市場目的別44.36%，是近10年來市場占有率最高的一年，其次為「業務」目的之93萬775人次，占25.05%；來臺旅客中有57.76%為男性，年齡則以30-39歲者最多，占24.07%，平均停留夜數為6.52夜。

另依據本局「中華民國96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」最多(占41.24%)，「參加旅行社規劃的行程，由旅行社包辦」次之(占32.90%)；「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63人次）居首位，其次依序為「故宮博物院」（每百人有45人次）、「臺北101」（每百人有39人次）、「臺灣民主紀念館（中正紀念堂）」（每百人有35人次）及「忠烈祠」（每百人有29人次）等；有98%旅客表示會考慮再來我國旅遊，對來臺經驗整體滿意度為86%。



96年來臺旅客目的別人數統計圖  
Visitor Arrivals by Purpose of Visit, 2007

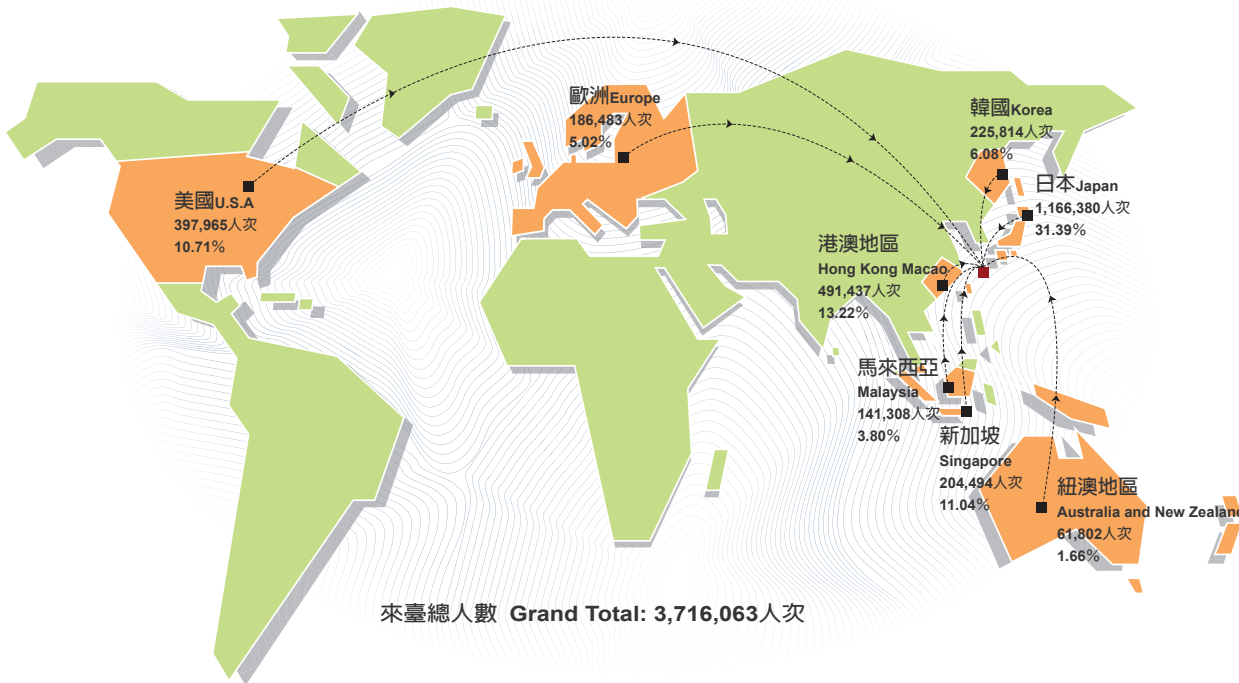


The largest source of arrivals in Taiwan was Japan, with 1,166,380 visitors accounting for 31.39% of the total; this was an increase of 0.42% over 2006. Hong Kong was second with 491,437, accounting for 13.22% and representing a growth of 13.79%. This was followed by the United States with 397,965, 10.71% of the total, up 0.80%; Korea with 225,814, 6.08% of the total, up 15.06%; Singapore with 204,494, 5.50% of the total, up 11.04%; and Malaysia with 141,308, 3.80% of the overall figure, up 22.66%.

Analysis by purpose of visit shows that the largest number of arrivals came for tourism; these visitors numbered 1,648,507, making up 44.36% of the total—the highest percentage in 10 years. The second largest number came for business purposes: 930,775, accounting for 25.05% of the total. Males made up 57.76% of total arrivals. Those aged 30-39 accounted for the largest age group, with 24.07% of the total. The average length of stay was 6.52 nights.

According to the Tourism Bureau's "2007 Annual Survey Report on Visitors Expenditure and Trends in Taiwan," most of the visitors (41.24%) organized their own trips and did not use local travel agents to arrange their activities. Those who came on package itineraries arranged by travel agencies made up 32.90% of the total. The main factors attracting visitors to Taiwan were 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 63 out of each hundred partaking in this activity. Following, in order, were the National Palace Museum (45 out of 100), Taipei 101 (39), Taiwan Democracy Memorial Hall (Chiang Kai-shek Memorial Hall) (35), and the Martyrs' Shrine (29). Ninety-eight percent of all visitors said that they would consider visiting Taiwan again, and the overall satisfaction ratio with their Taiwan experience was 86%.

96年來臺旅客居住地分析圖  
Visitor Arrivals by Residence, 2007





來臺旅遊市場重要指標值  
Major Inbound Tourism Indices for 2007

372萬人次 3,716,063 persons	來臺旅客人次，較上年成長5.58% International arrivals, up 5.58%
52.14億美元(1,712億元臺幣) US\$5.214 billion	觀光外匯收入，較上年成長1.52% Foreign-currency tourism receipts, up 1.52%
1,403美元 US\$1,403	來臺旅客每人每次平均消費，較上年減少3.84% Average per-person spending in Taiwan, down 3.84%
6.52夜 6.52 nights	來臺旅客平均停留夜數，較上年減少0.40夜 Average length of stay, down 0.40 night
215.21美元 US\$215.21	來臺旅客每人每日平均消費，較上年成長2.06% Average spending in Taiwan per person per day, up 2.06%
165萬人次 1,648,507 persons	觀光目的旅客人次，較上年成長9.16% Travel for tourism purposes, up 9.16%
245.49美元 US\$245.49	觀光目的旅客每人每日平均消費，較上年成長0.01% Average daily spending by each tourist visitor, up 0.01%
93萬人次 930,775 persons	業務目的旅客人次，較上年減少2.01% Travel for business purposes, down 2.01%
204.80美元 US\$204.80	業務目的旅客每人每日平均消費，較上年成長5.51% Average daily spending by each business visitor, up 5.51%
86%	來臺旅客整體滿意度，較上年減少3個百分點 Overall satisfaction ratio for visitors to Taiwan, down 3 percentage points
98%	旅客再度訪臺意願，與上年相當 Willingness of travelers to visit Taiwan again, same as 2006

資料來源：中華民國96年來臺旅客消費及動向調查報告

Source: 2007 Annual Survey Report on Visitors Expenditure and Trends in Taiwan.

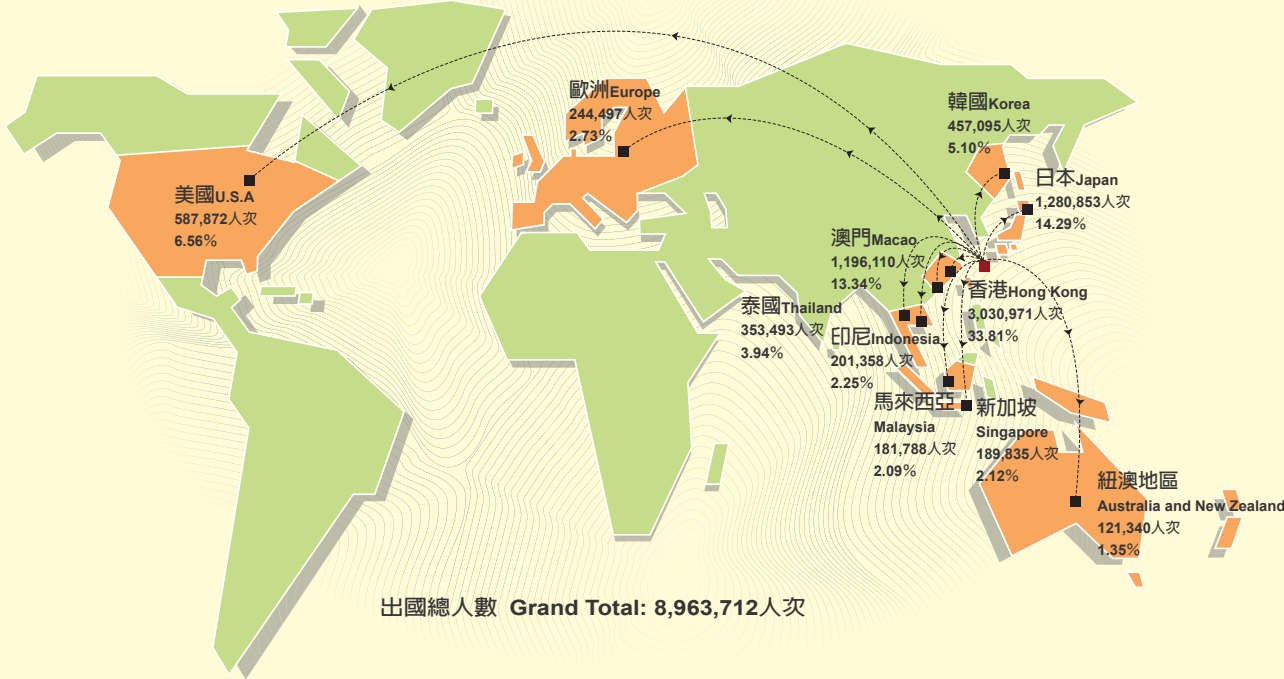
96年來臺旅客每人每日平均消費215.21美元(成長2.06%)，在臺消費細項依序為旅館內消費(占44%)、購物費(占27%)、旅館外餐飲費(占11%)、在臺境內交通費(占8%)、娛樂費(占8%)及雜費(占2%)；推估全年觀光外匯收入達52.14億美元(成長 1.52%)。

### 第三節 國人出國市場

96年國人出國共計896萬3,712人次，較95年增加29萬2,337人次，成長率3.37%。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744萬2,577人次（占83.03%），其次為美洲地區67萬5,033人次（占7.53%）、歐洲地區為24萬4,497人次（占2.73%）、大洋洲地區12萬1,340人次（占1.35%）、其他地區48萬264人次（占5.36%）。

依國家（地區）分析，以赴港澳地區422萬7,081人次最多，其次依序為日本128萬853人次、美國58萬7,872人次、韓國45萬7,095人次及泰國35萬3,439人次。

96年國人出國目的地分析圖  
Visitor Arrivals by Residence, 2007



Visitors to Taiwan in 2007 spent an average of US\$215.21 per day (an increase of 2.06% over 2006). This amount was spent, in order, on hotels (44% of the total), shopping (27%), outside-hotel dining (11%), domestic travel (8%), entertainment (8%), and miscellaneous (2%). This resulted in estimated foreign-currency receipts for the year of US\$5.214 billion (a growth of 1.52%).

### III. Taiwan's Outbound Market

Taiwan citizens made a total of 8,963,712 overseas trips in 2006; this was 292,337 more than the year before, for a growth of 3.37%. Their top area of destination (based on the first stop of their flights) was Asia, with 7,442,577 trips accounting for 83.03% of the total. The American area followed with 675,033 trips, accounting for 7.53%; Europe was third with 244,497, making up 2.73%; and Oceania was fourth with 121,340, or 1.35%. Other areas accounted for 480,264 trips, or 5.36% of the total.

Ranked by country or area, the most popular destination for Taiwan's outbound travelers was Hong Kong with 4,227,081 arrivals, followed by Japan with 1,280,853, the United States with 587,872, Korea with 457,095, and Thailand with 353,439.



另依據本局「中華民國96年國人旅遊狀況調查報告」結果顯示，96年民衆從事出國旅遊以「觀光旅遊」為目的者最多(占60%)，其次依序為「商務」(占25%)、探訪親友(占12%)、短期遊學或求學(占2%)；全年出國的旅次中，旅遊安排以「參加團體旅遊、獎勵或招待旅遊」(占42%)最多，其次依序為「委託旅行社代辦部分出國事項」(占36%)、「購買自由行或參加機加酒行程」(占14%)、「未委託旅行社代辦，全部自行安排」(占8%)；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。

96年國人出國每人每次平均花費為新臺幣48,227元(成長4.1%)，推估全年出國旅遊總支出為新臺幣4,323億元(成長7.7%)。

## 第四節 國民旅遊市場

96年臺閩地區295處觀光遊憩區遊客共計1億4,978萬6,910人次，各類型遊憩區遊客人數前5名如下：

According to the "2007 Survey of Travel by R.O.C. Citizens," most of Taiwan's outbound travelers in 2007 traveled for tourism purposes (accounting for 60% of the total), followed, in order, by business (25%), visiting friends and relatives (12%), and overseas study (2%). The largest portion of this outbound travel was on group tours, incentive tours, or hosted tours (42%), followed by partial arrangement by travel agencies (36%), free individual travel or air ticket plus hotel itineraries (14%), and completely self-arranged travel (8%). Those traveling for tourism purposes did so mainly in response to invitations by friends and relatives, curiosity about things foreign, and relief from pressure.

Each outbound traveler in 2007 spent an average of NT\$48,227 (up 4.1%), resulting in estimated total spending on outbound travel of NT\$432.3 billion (up 7.7%).

## IV. Taiwan's Domestic Travel Market

A total of 149,786,910 travelers visited 295 tourist and recreation spots in Taiwan in 2007. The five most-visited destinations in each category of destination are shown below:

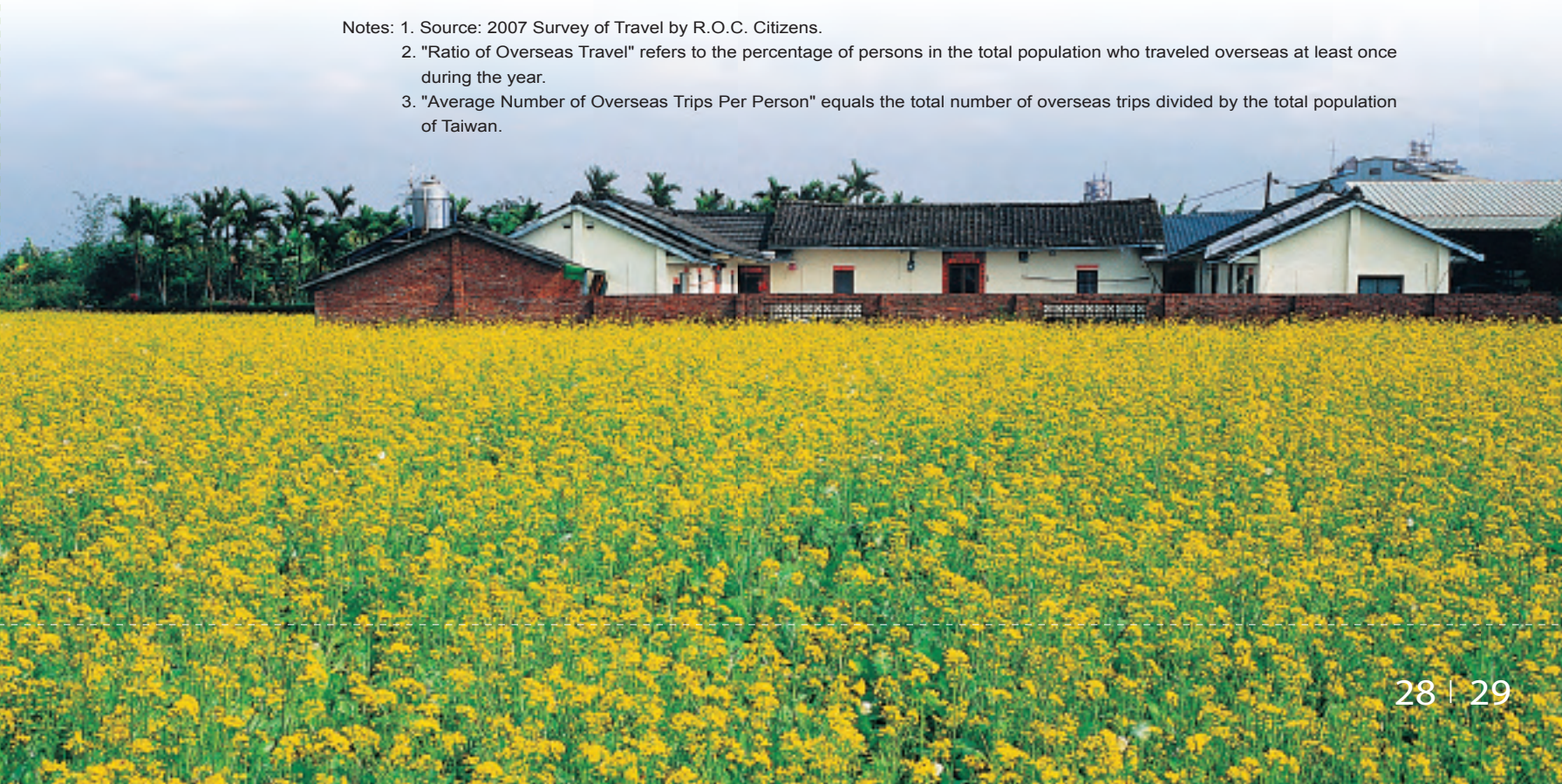
國人出國旅遊重要指標統計表  
Major Outbound Tourism Indices

指標 Index	96年 2007	95年 2006	96年與95年比較 Change
國人出國率 Ratio of Overseas Travel	19.4%	17.9%	增加1.5個百分點 +1.5 percentage points
國人出國總人次 Total Outbound Trips	8,963,712人次 8,963,712 trips	8,671,375人次 8,671,375 trips	成長3.4% +3.4%
平均每人出國次數 Average Number of Overseas Trips Per Person	0.39次 0.39 trip	0.38次 0.38 trip	增加0.01次 +0.01
平均停留夜數 Average Length of Stay	9.8夜 9.8 nights	10.4夜 10.4 nights	減少0.6夜 -0.6 night
平均每人每次旅遊花費 Average Spending Per Person Per Trip	新臺幣48,227元 (美金1,466元) NT\$48,227 (US\$1,466)	臺幣46,307元 (美金1,421元) NT\$46,307 (US\$1,421)	新臺幣：成長4.1% (美金：成長3.2%) NT\$: +4.1% (US\$: +3.2%)
出國觀光總金額 Total Spending on Overseas Travel	新臺幣4,323億元 (美金131.42億元) NT\$432.3 billion (US\$13.142 billion)	臺幣4,015億元 (美金123.26億元) NT\$401.5 billion (US\$12.326 billion)	新臺幣：成長7.7% (美金：成長6.6%) NT\$: +7.7% (US\$: +6.6%)

註：1.資料來源：中華民國96年國人旅遊狀況調查報告。

- 2.「國人出國率」係指當年至少曾出國1次人口數占總人口數之百分比。
- 3.平均每人出國次數＝國人出國總人次÷臺閩地區總人口數。

Notes: 1. Source: 2007 Survey of Travel by R.O.C. Citizens.  
2. "Ratio of Overseas Travel" refers to the percentage of persons in the total population who traveled overseas at least once during the year.  
3. "Average Number of Overseas Trips Per Person" equals the total number of overseas trips divided by the total population of Taiwan.







臺閩地區主要觀光遊憩區遊客人次  
Visitors to Major Tourist Sites in Taiwan in 2007

類型 Class	觀光遊憩區 Scenic Sports	遊客人次排名前5名 Number of 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	352萬8,817人次 3,527,717 Visitors
	八卦山風景區 Mt. Bagua Scenic Area	345萬511人次 3,450,511 Visitors
	日月潭風景區 Sun Moon Lake Scenic Area	105萬7,302人次 1,057,302 Visitors
	福隆遊客服務中心 Travel Information Service Fulong Tourist Center	88萬7,918人次 887,918 Visitors
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	84萬2,251人次 842,251 Visitors
國家公園區內觀光遊憩區 Tourism and Recreation Areas in National Park	陽明公園 Yangmingshan National Park	232萬4,000人次 2,324,000 Visitors
	臺九線沿線景觀區 The Provincial Highway 9 Scenic Areas	226萬871人次 2,260,871 Visitors
	臺八線沿線景觀區 The Provincial Highway 8 Scenic Areas	160萬3,827人次 1,603,827 Visitors
	國立海洋生物博物館 National Museum of Marine Biology and Aquarium	129萬8,490人次 1,298,490 Visitors
	太魯閣國家公園遊客中心 Taroko National Park Tourist Center	64萬4,135人次 644,135 Visitors
公營觀光區 Government Sites	國立臺灣民主紀念館 National Taiwan Democracy Memorial Hall	742萬6,855人次 7,426,855 Visitors
	市立動物園 Taipei City Zoo	337萬215人次 3,370,215 Visitors
	國立自然科學博物館 National Museum of Natural Scienc	336萬6,965人次 3,366,965 Visitors
	國立故宮博物院 National Palace Museum	265萬551人次 2,650,551 Visitors
	蓮池潭 Lotus Lake	199萬1,000人次 1,991,000 Visitors
縣市級風景特定區 County / City Scenic Areas	五峰旗瀑布 Wufongci Waterfall	254萬4,495人次 2,544,495 Visitors
	內灣風景區 Neiwan Scenic Area	198萬3,235人次 1,983,235 Visitors
	港南運河風景區 Gangnan Coastal Scenic Area	96萬4,000人次 964,000 Visitors
	知本溫泉風景特定區 Jhihben Hot Spring Scenic Area	64萬7,775人次 647,775 Visitors
	蘭潭 Orchid Lake	57萬1,983人次 571,983 Visitors

類型 Class	觀光遊憩區 Scenic Sports	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 Sitou Forest Recreation Area	104萬4,883人次 1,044,883 Visitors
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	84萬2,251人次 842,251 Visitors
	太平山國家森林遊樂區 National Mt. Taiping Forest Recreation Area	37萬4,086人次 374,086 Visitors
	藤枝國家森林遊樂區 Ten-chih National Forest Recreation Area	25萬4,560人次 254,560 Visitors
	墾丁國家森林遊樂區 Kending National Forest Recreation Area	23萬9,877人次 239,877 Visitors
海水浴場 Beaches	旗津海水浴場 Cijin Beach	66萬9,300人次 669,300 Visitors
	福隆蔚藍海岸 Fulong Beach	50萬4,397人次 504,397 Visitors
	翡翠灣濱海遊樂區 Greenbay Beach	20萬699人次 200,699 Visitors
	通霄海水浴場 Tongsiao Beach	5萬7,764人次 57,764 Visitors
	頭城海水浴場 Toacheng Beach	3萬8,460人次 38,460 Visitors
民營觀光區 Amusement Theme Sites	臺北101觀景臺 Taipei 101 Observatory	131萬2,832人次 1,312,832 Visitors
	劍湖山世界 Janfusun Fancyworld	125萬3,291人次 1,253,291 Visitors
	六福村主題遊樂園 Leofoo Village Theme Park	94萬577人次 940,577 Visitors
	月眉育樂世界 Yamay Resort	91萬80人次 910,080 Visitors
	小人國主題樂園 Window on China Theme Park	71萬8,351人次 718,351 Visitors
寺廟、古蹟、歷史建物及其他 Temples, Historic Sites, and Other Areas	南鯤鯓代天府 Daitian Temple at Nankunshen	1,009萬2,300人次 100,092,300 Visitors
	北港朝天宮 Chaotian Temple at Beigang	568萬6,100人次 5,686,100 Visitors
	麻豆代天府 Daitian Temple at Madou	301萬3,930人次 3,013,930 Visitors
	淡水金色水岸 Golden Shore at Danshuei	278萬人次 2,780,000 Visitors
	八里左岸公園 Left Bank Park at Bali	248萬人次 2,480,000 Visitors





依據「中華民國96年國人旅遊狀況調查報告」結果顯示，96年國人平均每人國內旅遊次數為5.57次，推估96年12歲及以上國人國內旅遊總次數約為11,025萬個旅次(成長2.5%)；平均每人每次旅遊天數為1.52天；國人多利用週末或星期日從事國內旅遊(占58%)，其次是利用平常日(占25%)、國定假日(占17%)；民衆在國內的旅遊方式大多數採「自行規劃行程旅遊」(占89%)；選擇旅遊據點考慮因素以「景觀優美」居首，其次依序為「探訪親友」、「交通便利」、「距離遠近、假期長短」等；旅客對所到過的遊覽地區整體滿意度為96%。

96年國人國內旅遊每人每次平均花費為新臺幣1,989元(成長-4.7%)；花費細項依序為交通費(占25%)、餐飲費(占24%)、購物費(占21%)、住宿費(占16%)、娛樂費(占7%)及其他費(占7%)；推估全年國人國內旅遊總消費計為新臺幣2,193億元(成長-2.2%)。

隨各公民營觀光遊憩設施品質的顯著提升，以及地方節慶活動的舉辦，預期國民旅遊市場將更加熱絡，滿意度亦將提升。

According to the "2007 Survey of Travel by R.O.C. Citizens", each Taiwan resident made an average of 5.57 domestic trips in 2007. The total number of domestic trips by all residents aged 12 and above is estimated at approximately 110,250,000, a growth of 2.5% over the year before, and each trip lasted an average of 1.52 days. Most of this domestic travel (58%) was carried out on weekends, followed by ordinary weekdays (25%) and national holidays (17%). Most of the domestic trips (89%) consisted of self-planned itineraries; major factors in choice of destination included, in descending order, scenic beauty, visiting friends and relatives, convenience of transportation, distance, and length of holiday. The overall ratio of satisfaction with destinations visited was 96%.

The average spending per person per trip for domestic travelers in 2007 was NT\$1,989 (down 4.7%). In descending order, this spending was on transportation (25% of the total), dining (24%), shopping (21%), accommodation (16%), entertainment (7%), and others (7%). The total amount spend on domestic tourism for the year is estimated at NT\$219.3 billion (down 2.2%).

With the significant enhancement of the quality of government and privately operated tourist and recreation sites, along with the organizing of local festival activities, the domestic tourist market is expected to become more lively and the satisfaction ratio is expected to rise.

國人國內旅遊重要指標統計表  
Major Domestic Tourism Indices

指標 Index	96年 2007	95年 2006	96年與95年比較 Change
國人國內旅遊率 Domestic Travel Ratio	90.7%	87.6%	增加3.1個百分點 +3.1 percentage points
平均每人旅遊次數 Average Trips Per Person	5.57次 5.57 trips	5.49次 5.59 trips	增加0.08次 +0.08 trips
國人國內旅遊總旅次 Total Number of Domestic Trips	1億1,025萬旅次 110.25 million	1億754萬旅次 107.54 million	成長2.5% +2.5%
平均到訪據點數 Average No. of Destinations Visited	1.64個 1.64 places	1.66個 1.66 places	持平 No change
平均停留天數 Average Stay	1.52天 1.52 days	1.67天 1.67 days	減少0.15天 -0.15 day
假日旅遊比例 Ratio of Travel on Holidays	75.5%	74.5%	增加1個百分點 +1 percentage point
旅遊整體滿意度 Overall Satisfaction	96.3%	96.0%	持平 No change
平均每人每日旅遊花費 Average Daily Spending Per Person	臺幣1,309元 (美金39.79元) NT\$1,309 (US\$39.79)	新臺幣1,249元 (美金38.34元) NT\$1,249 (US\$38.34)	新臺幣：成長4.8% (美金：成長3.8%) NT\$: +4.8% (US\$: +3.8%)
平均每人每次旅遊花費 Average Spending Per Person Per Trip	臺幣1,989元 (美金60.47元) NT\$1,989 (US\$60.47)	臺幣2,086元 (美金64.03元) NT\$2,086 (US\$64.03)	新臺幣：負成長4.7% (美金：負成長5.6%) NT\$: 4.7% (US\$: 5.6%)
國人國內旅遊總花費 Total Spending on Domestic Tourism	臺幣2,193億元 (美金66.67億元) NT\$219.3 billion (US\$6.667 billion)	臺幣2,243億元 (美金68.85億元) NT\$224.3 billion (US\$6.885 billion)	新臺幣：負成長2.2% (美金：負成長3.2%) NT\$: -2.2% (US\$: -3.2%)

- 註：1.資料來源：中華民國96年國人旅遊狀況調查報告；調查對象為12歲以上國民。
- 2.「國人國內旅遊率」係指當年至少曾從事國內旅遊1次人口數占總人口數之百分比。
3. “持平” 表示在5%顯著水準下，經T檢定後無顯著差異。

Notes: 1. Source: 2007 Survey of Travel by R.O.C. Citizens; limited to travelers age 12 and above

2. "Domestic Travel Ratio" refers to the percentage of domestic residents who traveled at least once during the year.

3. "No change" indicates no significant change, following T verification, within the significant statistical standard of 5%.



## 第五節 觀光對經濟之影響（觀光衛星帳）



96年編製觀光衛星帳計畫，主要為編製95年之帳表，並依據更新之統計數據及資料，修正88年至94年之觀光衛星帳表。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3類之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，95年觀光支出達新臺幣5,601.52億元，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，95年達新臺幣1,933.57億元，較94年增加87億元，另95年國人國內旅遊與國人出國支出分別為2,283.84億元及1,384.12億元，亦較94年為高。95年各觀光商品項目支出金額皆較94年增加，其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23%，餐飲佔22%，住宿約佔8%。

95年觀光GDP約新臺幣2,684億元，佔當年全國GDP 之2.26%，觀光活動所創造之全職員工人數為26萬641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)

The compilation of the tourism satellite account (TSA) in 2007 included primarily the accounts for 2006 and revision of the TSA for 1999 through 2005 in accordance with updated statistical figures and data. Tourism expenditures in the TSA encompass accommodation, dining, transportation, car rental, travel services, entertainment, shopping, and others. Tourism expenditures within Taiwan are calculated in three categories: outbound travelers, domestic travelers, and inbound travelers.

As calculated by the TSA, tourism expenditures in Taiwan in 2006 amounted to NT\$560.152 billion; the largest portion was contributed by domestic travelers, followed by inbound travelers and then outbound travelers. With the increase in international visitor arrivals, spending by inbound travelers in Taiwan hit a record high of NT\$193.357 billion in 2006, an improvement of NT\$8.7 billion over 2005. Spending in Taiwan by domestic and outbound travelers in 2006 reached NT\$228.384 billion and NT\$138.412 billion, respectively, both higher than the year before. All categories of tourism spending showed increases in 2006; the largest portion of total spending was on transportation, at 36%, followed by shopping and others at 23%, dining at 22%, and accommodation at 8%.

Taiwan's tourism GDP in 2006 amounted to approximately NT\$268.4 billion, accounting for 2.26% of overall GDP. Total full-time job creation by tourism during the year was 260,641. The largest portions of the jobs were provided by dining and land transportation, followed by accommodation and travel services.

92年至95年觀光支出統計表  
Tourism Expenditures for 2003-2006

單位：新臺幣 億元  
Unit: NT\$ 100Million

	92年 2003	93年 2004	94年 2005	95年 2006
住宿 Accommodation	351.33	394.78	392.96	438.45
餐飲 Dining	943.66	1,322.03	1,167.39	1,256.07
交通 Transportation	1,362.18	1,744.43	1,812.20	2,030.60
陸上運輸 Land Transport	547.84	680.67	630.39	744.58
航空運輸 Air Transport	814.34	1,063.76	1,181.81	1,286.02
汽車出租 Car Rental	74.26	77.65	82.21	93.35
旅行服務 Travel Services	106.51	144.69	153.67	169.77
娛樂服務 Entertainment	250.96	355.52	255.81	301.15
購物及其他觀光商品 Shopping and Others	1,120.09	1,213.54	1,295.97	1,312.14
觀光支出合計 Total Travel Spending	4,208.98	5,252.63	5,160.21	5,601.52
類型比例 Ratio, by Type	國人出國 Outbound	19.46%	22.17%	24.77%
	國人國內 Domestic	51.57%	48.16%	39.45%
	來臺旅客 Inbound	28.97%	29.67%	35.78%
		28.97%	29.67%	35.78%

92年至95年觀光之國內生產毛額  
Tourism GDP, 2003-2006

單位：新臺幣 億元  
Unit: NT\$ 100Million

年別 Year	觀光GDP 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
92年 2003	2,218.11	—	2.11%
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%



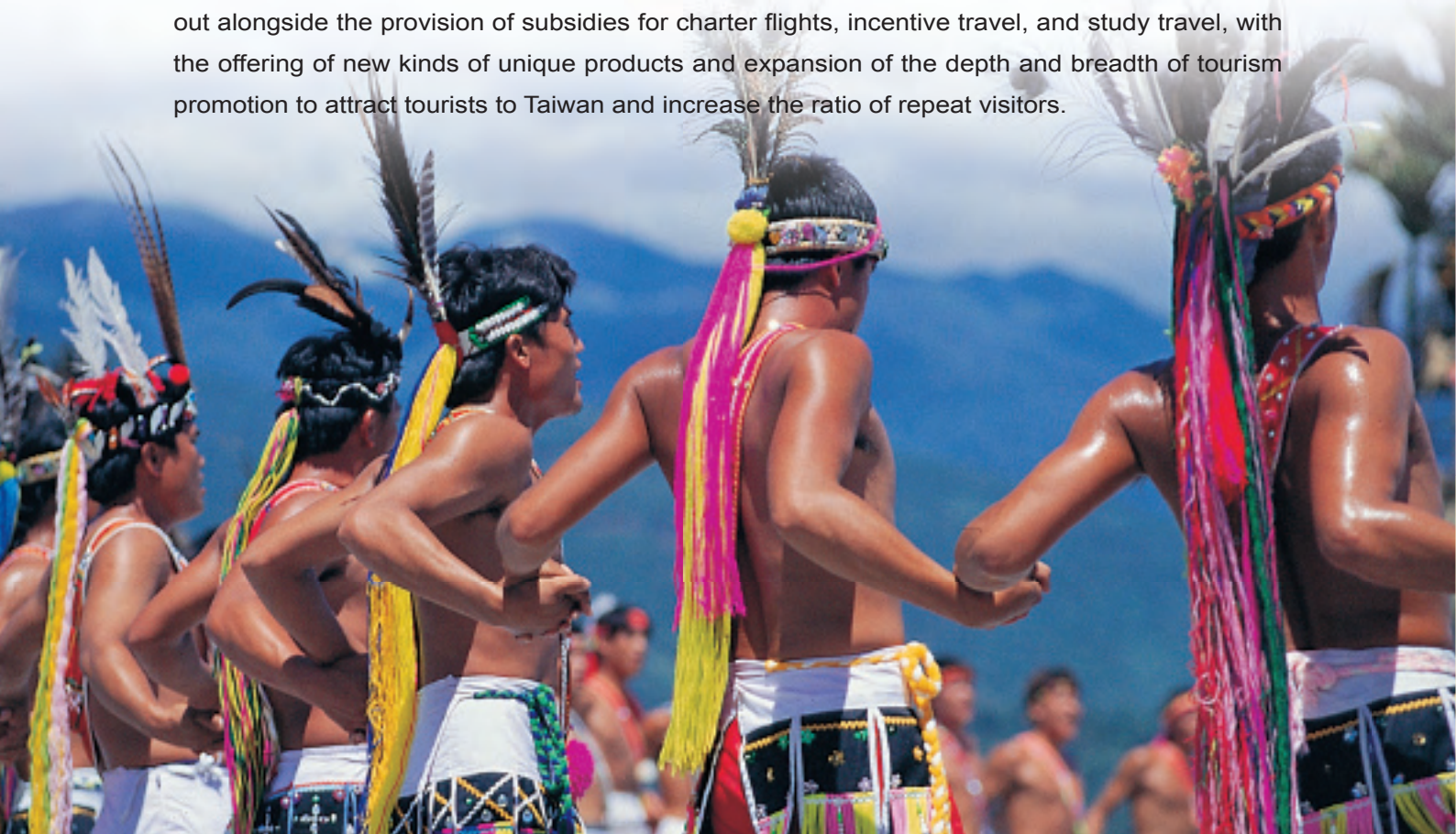


## 第二章 國際觀光宣傳與推廣

### Chapter 2: International Tourism Advertising and Promotion

96年國際觀光宣傳突破以往傳統宣傳手法，整合現有資源及流行趨勢，運用偶像劇情節、邀請代言人拍攝宣傳影片及海報、深度旅遊報導及影片、置入性行銷廣告、及國際知名頻道與叢書合作等創新手段，進行整體宣傳，塑造亞洲「臺流」新趨勢，打造臺灣成為流行與傳統文化和諧共存新地標，並搭配包機獎助、獎勵旅遊、修學旅行補助，以新型特色產品，擴大觀光宣傳之廣度與深度，吸引旅客來臺觀光並提高重遊率。

The Tourism Bureau's international tourism advertising in 2007 broke away from the traditional mold to adopt innovative methods such as the combining of existing resources with popular trends in the use of popular dramatic program plots, the inviting of spokespersons to shoot promotional films and posters, in-depth travel reports and films, placement advertising, and cooperation with internationally known TV channels and book collections. The aim was to carry out integrated promotion and create a "Taiwan fad" in Asia, molding Taiwan into a new landmark where popular and traditional cultures co-exist in harmony. This promotion was carried out alongside the provision of subsidies for charter flights, incentive travel, and study travel, with the offering of new kinds of unique products and expansion of the depth and breadth of tourism promotion to attract tourists to Taiwan and increase the ratio of repeat visitors.



#### 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	亞洲旅遊愛好者 Those who like to travel in Asia	與國際知名電視節目或旅遊專書合作，例如Discovery「Thirsty Traveler」、National Geographic臺灣系列節目、ESPN、Travel In Taiwan英文雙月刊與日日月刊、新聞局光華雜誌、Taiwan Journal與Taiwan Review，僑委會華僑月刊與宏觀週報、質協之產業雜誌、美國商會Topics雜誌等開闢旅遊專頁。 Cooperation with internationally prominent TV programs and travel publications such as Discovery's "Thirsty Traveler", a series of Taiwan programs on the National Geographic Channel, ESPN, the "Travel in Taiwan" English-language bimonthly and Japanese-language monthly, the Government Information Office's "Taiwan Panorama", "Taiwan Journal", and "Taiwan Review", the Overseas Compatriots Affairs Commission's magazines, the Taiwan External Trade Development Council's "Taiwan Products" magazine, and the American Chamber of Commerce's "Topics" magazine.
日本 Japan	女性上班族 銀髮族 旅行愛好者 Female office workers Senior citizens Travel aficionados	以F4為日、韓地區代言人，「Wish to see you in Taiwan」為宣傳主軸，以臺灣之旗艦景點與特色拍攝25集60分鐘之偶像劇在日本與韓國當地主要電臺播出，並利用代言人在亞洲地區以偶像劇、記者會、歌友會等方式進行整合性行銷宣傳，營造「臺流」之趨勢。 Use of the F4 pop group as spokespersons and "Wish to see you in Taiwan" as a slogan in the shooting of 25 60-minute pop shows at flagship destinations in Taiwan 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."
韓國 Korea	20至35歲女性暨商務人士 Women aged 20-35 and business travelers	
港星馬 Hong Kong, Singapore, Malaysia	30歲至39歲結伴旅遊者 40歲至49歲家庭親子旅遊者 30 to 39-year-old travelers with companions 40 to 49-year-old family travelers	以蔡依林與吳念真為東南亞地區代言人，配合「Welcome 2 Taiwan」新的宣傳策略，以新舊元素帶出臺灣的新鮮魅力，辦理大河戀浪漫久久活動、結合新加坡電視臺拍攝3集旅遊節目、以臺灣4季主題設計各項文宣品，以電視、平面、網路、地鐵、高速公路等媒介，辦理宣傳。 Use of Jolin Tsai and Wu Nien-chen as spokespersons in the 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, airing of three Taiwan travel programs on a Singapore TV channel, production of publicity materials based on themes of the four seasons, and promotion using TV, print, Internet, subway, freeway, and other media.
歐美 Europe and America	35歲以上旅客 50歲以上銀髮族 (住在目標國主要都市，經濟能力較優之人士，喜好旅行，不是第一次出國，而且對亞洲文化有一定程度認識) Travelers aged 35 and over Senior citizens aged 50 and over (Those who live in major cities in the target countries and have relatively good economic power, who like travel, who are not traveling abroad for the first time, and who have a certain understanding of Asian culture.)	除結合王建民於ESPN合作「王建民專訪專輯」，以提升臺灣形象外，聯合航空業者與國內旅館業者，推出「過境旅客79元起優惠住房專案」活動，並以電視、平面、網路、燈箱等整合性行銷方式辦理宣傳。 Interview with Chien-Ming Wang on ESPN so as to enhance Taiwan's image, cooperation with airline companies and domestic hotels in introducing US\$79-per-night transit packages in Taiwan, and carrying out of integrated promotional campaigns through TV, print media, the internet, and light boxes.



## 第一節 多元創新宣傳手法

### 一、以偶像代言觀光，創造亞洲「臺流」旋風

近年來亞洲地區娛樂事業蓬勃發展，臺灣拍攝之優質偶像劇、電影更為箇中翹楚，在亞洲各地區播放後，造成一股不容小覷的「臺流」旋風，更為臺灣觀光產業帶來另一波高額的觀光收入。本局運用此新興宣傳手法，邀請臺灣知名偶像為臺灣觀光代言，推銷追星遊程，以新世代角度推銷臺灣。

#### (一) 日本市場

看準F4在日韓的高人氣及「臺流」風潮，本局邀請F4擔任日韓市場臺灣觀光大使、在臺灣辦理兩場日韓國際歌友會、拍攝宣傳廣告片、製作F4公仔、護照、T-恤、提袋等周邊商品、業者宣傳摺頁與海報、並於日本富士與TBS電視臺播放F4主持之美食與購物節目，記者會參與記者每場約300人，2場歌友會共吸引1萬多人來臺參與追星，為臺灣帶來超過新台幣10億元觀光收入，代言效益驚人。12月在日本首映的偶像劇「這裡發現愛」劇中景點更成為影迷們來臺朝聖必到之地，目前本局已出版的「跟著偶像遊臺灣」追星手冊，就是以此劇景點為基礎，結合其他具國際知名度的臺灣偶像劇及電影景點，提供粉絲來臺追星參考，吸引粉絲追星熱度，並提高重遊造訪率。

## I. Multiple Innovative Promotions

### 1. Use of Pop Stars as Spokespersons to Create a "Taiwan Fad" in Asia

The entertainment industry has flourished in the Asian region in recent years, and Taiwan has been especially successful with its filming of quality pop shows and movies. The presenting of these productions around Asia has created a strong "Taiwan fad" and has brought the island a wave of tourism receipts. The Tourism Bureau has used this new promotional tool in a new-age way by inviting prominent Taiwanese pop idols to serve as spokespersons for Taiwan tourism and marketed "chase the stars" itineraries.

#### (1) Japan Market

Accurately assessing the high popularity of the F4 pop group in Japan and Korea, and the "Taiwan fad", the Tourism Bureau invited F4 to serve as Taiwan tourism ambassadors in the Japanese and Korean markets, held two international fan meets in Taiwan for Japanese and Koreans, filmed advertisements, and produced promotional brochures and posters for travel agents. F4 also hosted culinary and shopping programs on Japan's Fuji and TBS channels, press conferences were held with about 300 reporters participating in each one, and two fan meets attracted more than 10,000 travelers to Taiwan to "chase the stars". This generated tourism receipts in excess of NT\$1 billion for Taiwan, providing astonishing proof of the effectiveness of this effort. The pop show "Wish to see you again", screened in Japan for the first time in December, was shot at scenic spots that attracted fans to Taiwan on pilgrimages to visit them. The Tourism Bureau's "Travel in Taiwan with pop idols" Celebrity Tour Handbook is based on the scenes used in that show, combined with scenic spots seen in other internationally popular pop films and movies; this provides a good reference for those coming to Taiwan to "chase the stars", attracting fans and heightening the rate of repeat visitors.







## (二) 東南亞市場

本局邀請蔡依林與吳念真擔任代言人，以潮人與達人帶路方式，藉新舊元素帶出臺灣的新鮮魅力，推介臺灣觀光新概念「Welcome 2 Taiwan」，大力開拓自由行、重遊旅客、青年客層及親子旅遊客群。2位代言人於7月出席在港星馬舉辦之記者會，親臨現場分享臺灣旅遊經驗，逾100位媒體記者與當地經營臺灣旅遊業者共同參與。此外，由侯孝賢導演拍攝的宣傳電視廣告片，於港星馬3地電視臺同時播放，並配合各種媒體刊登，展開全面性多管道宣傳攻勢，加以沙龍寫真旅遊與婚紗攝影的推波助瀾，來臺旅客人次快速成長，96年創下2位數成長的紀錄。

## 二、與國際知名節目合作，成功行銷臺灣觀光意象

宣傳成功與否與媒體通路的運作息息相關，傳統宣傳方式多以平面媒體廣告及專題報導為主，近年來隨著網路、電子媒體的發展，讓觀光宣傳亦具有無國界無時差之效果。

### (一) 日本市場

日本關西地區每日放送電視臺收視率頗高之「魔法餐廳」節目，4月來臺採訪臺灣美食餐廳，節目首播後募集300名旅客來臺旅遊。日本人氣團體「柚子」及知名雜誌社「角川MAGAZINES」合作，於8月來臺取景拍攝專刊，創造相關媒體價值達新臺幣3,500萬元。透過日本電視宣傳及知名藝人介紹，搭配旅行社販賣相關遊程，大幅提高日本來臺之旅遊意願。

### (二) 東南亞市場

新加坡電視臺Channel 8製播3集「鐵定臺灣Welcome to Taiwan」旅遊專輯，配合新加坡秋季國際旅遊展（NATAS）展期於新加坡地區播出，藉由新加坡2位知名主持人搭配導覽帶出臺灣北、中、南等地區的新鮮風貌，並安排臺灣在東南亞地區觀光代言人吳念真先生介紹，播出後深受當地親子團體的喜愛。

### (2) Southeast Asian Market

The Tourism Bureau invited Jolin Tsai and Wu Nien-chen to act as its spokespersons in this market and serve as guides showing off the fresh allure of Taiwan's new and old attractions, and introducing the new "Welcome 2 Taiwan" concept, so as to develop the FIT, repeat, youth, and family travel groups. In July the two spokespersons joined press conferences held in Hong Kong, Singapore, and Malaysia, where they shared their Taiwan travel experiences with more than 100 reporters and local operators of Taiwan tours. An advertising video shot by the famous movie director Hou Hsiao-hsien was aired by TV stations in those three places at the same time, and advertisements were placed in various kinds of media as part of an all-out multi-channel promotional offensive bolstered by the marketing of salon and wedding photography in Taiwan. The result was a double-digit growth in arrivals in Taiwan from those markets.

## 2. Cooperation with Prominent International TV Programs in the Successful Marketing of Taiwan's Tourism Image

The success or failure of advertising efforts is closely related to media channels. Traditional advertising relied mainly on print advertising and special reports; with the development of the Internet and electronic media in recent years, however, tourism promotion no longer is subject to borders and time zones.

### (1) Japanese Market

"Magic Restaurant", the highly popular program aired daily in the Kansai region of Japan, was brought to Taiwan in April to visit Taiwanese restaurants; after the first airing of the resulting program, 300 travelers were brought to Taiwan. The popular Japanese Pomelo group and the prominent Kadokawa Magazines cooperated in shooting a special program in Taiwan in August, creating a media value of NT\$35 million. Introduction through Japanese TV advertising and popular stars, together with the marketing of related itineraries by travel agents, greatly increased the willingness of Japanese travelers to visit Taiwan.

### (2) Southeast Asian Market

Singapore's Channel 8 produced a three-part "Welcome to Taiwan" travel series, which was aired in Singapore during the autumn NATAS travel fair there. Two prominent Singaporean program hosts helped guide viewers through the fresh face of the tourist scene in northern, central, and southern Taiwan, with introductions by Taiwan's tourism spokesperson Wu Nien-chen. The programs proved highly popular among the people of that area.





(三) 歐美市場

- 舊金山第一大報舊金山紀事報（San Francisco Chronicle）2月18日出刊的週末旅遊版，以封面專輯報導「臺灣的寶藏」搭配彩色臺灣景點照片，大幅報導臺灣的都會自然風光、美食及原住民特色，並稱許臺灣「慰藉人心的中華美食已無人能出其右」。美國CNBC電視節目製作小組亦於同年9月來臺拍攝2集旅遊專輯節目：KARMA TREKKERS以原住民文化慶典活動與臺灣觀光旅遊景點為主要內容、LET'S SHOP則介紹臺灣特有的在地產品與結合旅遊娛樂具特色之購物地點，節目於加拿大、日本、韓國、英國、義大利及中東地區等45個國家不同的頻道播出並包裝成行程販售。
- Discovery頻道「一個城市六個朋友：臺北」於歐洲及亞洲地區共計50多個國家播出，有助於提升臺灣國際觀光能見度，並由全球知名旅遊出版商Lonely Planet發行本節目DVD，作為FIT旅客深度旅遊指南，本片內容對臺北市的文化傳承如布袋戲、平溪天燈、相命街、原住民等著墨頗深。此外，該頻道知名旅遊節目「Thirsty Traveler」亦於3月來臺取材拍攝，以「Made In Taiwan」專題，介紹臺灣啤酒、金門高粱及埔里紹興酒，於歐、美、亞洲12個國家主要頻道及10家國際航空公司機上播放，宣傳效益極高。
- National Geographic Traveler盛讚臺灣可能是「亞洲最佳旅遊目的地」，英國維京旅遊保險公司訪問一千多位英國民眾，選出「專家推薦必遊景點」，其中將臺灣的太魯閣名列第五，與澳洲雪梨大橋、義大利威尼斯運河、瑞士少女峰等全球知名景點並列為專家推薦十大必遊景點。

(3) European and American Markets

- In the weekend travel section of its Feb. 18 issue, San Francisco's top newspaper, the "San Francisco Chronicle", featured the "treasures of Taiwan" as its cover story. The section used color photos of Taiwan scenery with lengthy reports of the island's urban and natural landscapes, fine dining, and aborigine peoples as well as praise for Taiwan's unparalleled cuisine. The CNBC channel from the U.S. also sent a production team to Taiwan in September to shoot two programs: "Karma Trekkers", focusing on aborigine festivals and scenic landscapes, and "Let's Shop", introducing Taiwan's unique local products and shopping areas combined with entertainment possibilities. The programs were aired in 45 countries, including Canada, Japan, Korea, England, Italy, and the nations of the Middle East, and the contents they covered were packaged and marketed as tour itineraries.



- The Discovery channel broadcast a program on Taipei in more than 50 countries in Europe and Asia, greatly burnishing Taiwan's international tourism awareness. The "Lonely Planet" published a DVD of the program to serve as an in-depth guide for FIT travelers. The program provided deep introductions to aspects of Taipei's heritage, including hand-puppet opera, the Pingsi Heavenly Lanterns, Fortune Tellers' Street, and indigenous peoples. The "Thirsty Traveler" program, produced by the same channel, also visited Taiwan in March to film the island's beer, Kinmen Kaoliang spirits, and Puli's Shaohsing wine in a program themed "Made in Taiwan" that was aired on major channels in 12 European, American, and Asian countries as well as on flights operated by 10 international airlines.
- The "National Geographic Traveler" voted Taiwan as one of the most worth visiting of Asia's islands, and a British travel insurance company, after surveying more than 1,000 British citizens, listed Taiwan's Taroko Gorge as the fifth among 10 must-visit spots throughout the world, along with the Sydney bridge and the Venice canals.



### 三、 結合臺灣的驕傲，向國際宣傳

- (一) 臺北 101 大樓跨年煙火是全世界看到臺灣的最佳利器，本局與中華電信公司共同合作購買臺北 101 大樓牆面廣告，進行跨年點燈廣告，並搭配跨年 188 秒的燦爛煙火施放活動，向國際宣傳，獲臺灣 TVBS、美國有線電視網 CNN、路透社、美聯社、日本 NHK 電視臺及香港翡翠臺實況轉播，讓世界同步欣賞。
- (二) 與 ESPN 合作，首播臺灣之光王建民「走上投手丘、擁抱全世界」8 集專輯，由本局獨家贊助，於臺灣地區 ESPN 世界體育中心每週播 出 2 次，為期 1 個月，並配合王建民出賽時間於 6 月 23 日及 6 月 29 日在美東地區 ESPN Baseball Tonight 頻道專輯精華內容。
- (三) 搭配臺灣國際自由車環臺賽與每年最盛大之臺灣自行車展，利用自行車賽事與臺灣美麗風光之結合，與 ESPN 頻道合作，將各場比賽路線以轉播之方式播出，讓臺灣美麗之風光，無形中展現在全世界世人的眼前。



### 3. Marketing the Pride of Taiwan to the World

- (1) The New Year's Eve fireworks display at the Taipei 101 tower is an excellent tool for bringing the attention of the world to Taiwan. On that occasion the Tourism Bureau and Chunghwa Telecom jointly purchased the building's wall for lighting advertising for a New Year's Eve international promotion in conjunction with the 188-second fireworks performance that was broadcast by Taiwan's TVBS, America's CNN, Reuters, Japan's NHK, and Hong Kong's TV-TVB Jade for the whole world to enjoy.
- (2) The Tourism Bureau cooperated with the ESPN channel to produce and air an eight-part series featuring Taiwan's baseball star Chien-Ming Wang. The series was sponsored exclusively by the Tourism Bureau. There were two broadcasts per week for a month by ESPN's Taiwan-area world sports center. Portions were also broadcast on the ESPN Baseball Tonight program, in coordination with Wang's baseball games, on June 23 and 29.
- (3) The Tour de Taiwan and the Taiwan bicycle exhibition were used to show off Taiwan's scenic beauty along with the bike competition. The Tourism Bureau cooperated with ESPN in broadcasting the route of each stage of the race to bring Taiwan's beautiful scenery to the eyes of the world.





## Japan Area

於LALA TV 分連續播出「旅に恋して～臺灣」節目。  
A series of "Love of Travel – Taiwan" programs was broadcast on Lala TV.



提供相關資訊或行政協助給予報社，獲旅行新聞、旅行Media、釜山日報、每日經濟新聞、東亞日報等60家以上平面媒體報導臺灣旅遊訊息。

Information and administrative support was provided to more than 60 print media for reporting on travel in Taiwan.





歐美地區  
Europe/America Areas

宣傳方式 Method of Promotion	內容 Content of Promotion
宣傳製作物 Production of Promotional Materials	美金79專案及旅遊簡式。 The US\$70 stopover and simple travel programs were produced.
電視廣告TV Advertising	美國CNN電視廣告。 Ads were placed on CNN in the U.S.
電視專輯 TV Serial Programs	與國際知名電視節目合作Discovery「暢飲天下」、National Geographic Channel（國家地理頻道）節目合作 Programs were produced in cooperation with the Discovery Channel's "The Thirsty Traveler" and with the National Geographic Channel.
平面廣告 Print Advertising	1. 於美國Time、Travel Age West、Travel Weekly、USTOA等雜誌刊登宣傳廣告。 2. 歐洲刊登旅遊同業雜誌，如Travel Talk、FVW、Travel One、Conde Nast Traveler、Sunday Times Travel、La'Figaro、L'Express及車體廣告如德國電車、巴士、倫敦計程車車體等。 1. Promotional ads were placed in Time, Travel Age West, Travel Weekly, and USTOA. 2. Ads were placed in European travel media including Travel Talk, FVW, Travel One, Conde Nast Traveler, Sunday Times Travel, La'Figaro, and L'Express, as well as on vehicle bodies such as Germany's trolleys and buses and London's taxis.
網路廣告 Internet Advertising	Business week.com、TravelAgeWest.com、expedia.com、TravelWeekly.com、Blog建置、Tour Operator List。 Internet ads were placed on Business week.com, TravelAgeWest.com, expedia.com, TravelWeekly.com, Blogs, and Tour Operator List.
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 go2taiwan.net website in North America.
公關活動 Public Relations Activities	1. Travel Age West美食活動饗宴。 2. 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 the Travel Age West culinary activity. 2. Press releases were issued on a regular basis; press clippings were taken of Taiwan travel reports; 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 全方面拓展國際宣傳通路

一、開發新興市場，耕耘頂級客源

(一) 東南亞新興市場

東南亞新興市場觀光消費力日漸受到重視，本局積極加強與該區各界合作，極力邀訪當地重要媒體與業者來臺參觀，例如菲律賓著名24小時電視新聞頻道ANC News Channel、介紹世界聞名頂級休閒享樂主題之黃金節目「Executive Class」及24小時播放旅遊專業頻道the Living Asia Channel皆來臺製播臺灣旅遊節目；除電子媒體外，菲國第2大英語報社Philippine Star、PHILSTAR Daily及the Philippine Daily Inquirer報社，亦於其週末生活版大幅介紹臺灣旅遊資訊。

(二) 中東市場

本局聯合外交部駐外館處及外貿協會，主動邀請杜拜及阿不達比當地旅遊業者來臺參訪，並完成阿拉伯語版文宣之印製，積極打進中東地區來臺旅遊觀光市場。當地業者對我觀光景點及友善人民等讚譽有加，未來如能簡化簽證流程及提供回教餐廳認證等相關配套，可望吸引中東地區頂級客源之青睞。

二、推動多元旅遊不餘力，臺灣真的一次玩不完

到臺灣旅遊除可欣賞秀麗風光外，由於多元文化的交融，亦發展出許多特殊主題行程，本年度日本貴婦團、香港美食團及奧地利高價登山團接續訪臺，並帶進千萬觀光商機，顯示臺灣特殊主題及高品質行程深具市場潛力。

II. Omnibearing Expanding of International Promotion Channels

1. Development of Emerging Markets and Cultivation of Top-end Tourist Sources

(1) Emerging Markets in Southeast Asia

The travel consumption power of emerging Southeast Asian markets is receiving increasing attention, and the Tourism Bureau has strengthened its cooperation with travel operators and has worked hard to invite major media and travel agency representatives there to visit Taiwan. The 24-hour ANC News Channel in the Philippines, the "Executive Class" program that introduces top-end global leisure activities, and the 24-hour Living Asia Channel that broadcasts travel programs exclusively all came to Taiwan to produce travel programs. In addition, the Philippine Star (the Philippines' second-largest English-language newspaper), Philstar Daily, and the Philippine Daily Inquirer all published lengthy reports on Taiwan travel in their weekend leisure sections.

(2) The Middle Eastern Market

The Tourism Bureau cooperated with the overseas offices of the Ministry of Economic Affairs in inviting travel operators from Dubai and Abu Dhabi to visit Taiwan, and Arabic-language promotional materials were produced in order to penetrate the Middle Eastern market for Taiwan tourism. The Middle Eastern tourism operators highly praised Taiwan's scenic attractions and friendly people; if necessary measures can be accomplished—the simplification of visa procedures, the provision of accreditation for Moslem restaurants—Taiwan can be expected to attract top-level tourists from the Middle East.



2. Promotion of Diversified Travel – Visiting Taiwan Once Is Not Enough

Tourists in Taiwan can enjoy more than exquisite scenery; thanks to the island's mixture of different cultures, they can also experience many theme itineraries with varied characteristics. During this year Japanese ladies' groups, Hong Kong culinary groups, and Austrian high-value mountain-climbing groups visited Taiwan one after the other, bringing with them countless business opportunities and proving that Taiwan's unique themes and high-quality itineraries offer tremendous market opportunities.







- (一) 繼「日本文藝春秋」專欄作家來臺拍攝臺灣環島鐵道之旅專輯，完整 15 頁報導臺灣高鐵、阿里山森林火車、集集線、南迴線及東部幹線，在本局努力促成之下，日本 JTB 旅行社發行之「列車時刻表」雜誌打破 19 年來傳統，首度以「臺灣高鐵」為封面及 7 頁全彩內文，介紹臺灣高鐵全線觀光景點，鎖定日本鐵道迷來臺。本局遂於 12 月 28 日辦理國寶級蒸汽火車頭 CK124 鐵道懷舊旅試乘活動，共召募 300 名日本旅客、鐵道迷及媒體訪臺。
- (二) 除推廣獎勵旅遊、登山旅遊及鐵路旅遊外，本局亦積極推出蜜月婚紗、農業觀光、保健旅遊、修學旅行、運動觀光等產品，期吸引更多元之國際旅客來臺觀光。

- (1) Following a visit to Taiwan by a "Japanese Cultural Age" columnist to shoot a special collection on a Taiwan round-the-island railway tour, and the compilation of a 15-page report on Taiwan's high-speed rail, the Alishan forest railway, the Jiji Line, the South Link Railway, and the East Coast trunk line, thanks to efforts by the Tourism Bureau the "Railroad Timetable" published by the Japanese travel agency JTB broke a 19-year tradition and, for the first time, introduced Taiwan's high-speed rail with a cover and seven color pages, assuring travel to Taiwan by Japanese railway fans. On Dec. 28 the Tourism Bureau organized a trial ride with the national treasure-class steam locomotive CK124, attracting 300 Japanese tourists, railroad fans, and media representatives to Taiwan.
- (2) In addition to promoting incentive travel, mountain-climbing tours, and railway tours, the Tourism Bureau also introduced honeymoon and wedding photo tours, agricultural tourism, health tourism, educational tours, and sports tourism, among other products, with the aim of attracting a more diversified range of international tourists to Taiwan.

### 3. Opening European and American Sales Channels and Introducing Preferential Itineraries

#### (1) European Market

After years of labor the Tourism Bureau succeeded in gaining entry into the sales channels of the ninth largest travel agency in England, the fourth largest in France, and the third largest in Germany, thus boosting Taiwan's market share in those countries. In the development of products, Germany's third-largest travel agency, Meier's Weltreisen, encompasses 16,000 retail travel agencies under its banner; it has increased the number of pages devoted to Taiwan in its autumn/winter tour catalogue from two to four and has added Kending to its Taiwan itineraries. This indicates that Taiwan has evolved from a stopover point to a tourist destination, thereby adding to length of stay and amount of money spent on the island.

#### (2) American Market

To encourage the million American travelers who visit Southeast Asia each year to choose Taiwan as a stopover point, the Tourism Bureau worked with international airline companies and domestic hotels in offering a "stop over in Taiwan for US\$79 per night" program. The program was advertised in the media and marketed through airline agents, stimulating growth in the consumption and number of visitors from America.



### 三、打通歐美販售通路、推出各項優惠行程

#### (一) 歐洲市場

經過數年耕耘，本局成功打入英國前9大、法國前4大及德國第3大等旅行社之販售通路，已有效提升臺灣的市場佔有率。在產品開發方面，德國第3大旅行社Meier's Weltreisen 旅行社旗下共有1萬6,000家經銷旅行社，其販售秋冬產品型錄中，已將臺灣行程由2頁增至4頁，並在遊臺行程中增加墾丁行程，顯見臺灣已由過去過境點（Stop-over）轉型為旅遊目的地（Tourist Destination），且增加在臺停留夜數及消費金額。

#### (二) 美國市場

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」之優惠房價，並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與人次的成長。





四、獎助郵輪包機，擴大來臺途徑

臺灣屬於海島型國家，不論是地理位置、氣候及人文資源皆優於鄰近國家，港口深具發展郵輪觀光潛力，郵輪旅遊亦可帶動周邊極大的經濟效益。91年初訪臺之「公主號郵輪」，每年皆定期彎靠臺灣，帶進人數眾多且逐年成長之外籍旅客；為歡迎這些高消費群的郵輪旅客，本局推出迎賓配套及港務費用優惠獎助方案，96年計有19艘郵輪停靠臺灣港口，共接待23,727位旅客。由於臺灣在亞洲郵輪旅遊市場地位日趨重要，隸屬世界第三大郵輪公司「Royal Caribbean International」海洋迎風號，將於97年2月香港－沖繩亞洲航線中彎靠基隆港與高雄港，每航次可載運旅客約2,500人，相信更將為臺灣觀光相關產業帶來莫大商機。

為增加國際旅客來臺的可及性，亦積極開拓定期航班來臺。新加坡勝安航空（SilkAir）於96年5月25日首航新加坡－高雄，本局與該航空合作邀請新加坡業者及媒體等20人，隨首航班機來臺考察南部新遊程，並安排旅遊業者座談會，邀請南臺灣飯店、休閒農業發展協會及休閒農場、高雄市政府及Inbound旅行業者等與星業者交流，推廣南部新遊程。美國聯合航空公司(UA)亦於同年6月9日起開闢舊金山－臺北航線，本局亦與UA旗下旅行社，如美西前3大銷售亞洲產品主流旅行社Majestic Vacations合作促銷臺灣7天5夜UA假期，並開發美國AAA汽車俱樂部會員來臺、邀請UA機上雜誌「HEMISPHERES」旅遊作家來臺，以「Three Perfect Days」專題介紹臺灣，對於亞洲以外地區之宣傳效益極高，有助提高臺灣在世界舞臺的曝光度。

除定期航班的拓展外，更藉由包機來臺獎勵措施，吸引日、韓業者推出包機遊臺行程，全年吸引109架次包機，募集13,625人次。

五、積極參加國際觀光活動，打開國際旅遊版圖

配合各主要客源市場宣傳推廣，依據宣傳主軸針對目標客群，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8大國際旅展、4大國際會議展及歐美大型郵輪展，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。除大型旅展，亦於世界各地辦理觀光說明會、專案推廣活動及街頭表演，藉由不同的表現方式，全方位行銷臺灣觀光新產品。



5. Participation in International Tourism Activities to Expand Taiwan's Territory in the International Tourism Arena

The Tourism Bureau, its overseas branches, the Taiwan Visitors Association, and the overseas offices of the different ministries and commissions jointly carried out a tourism promotion plan focused on various target groups. Missions were organized to participate in eight major international travel fairs, four large international conferences and exhibitions, and big American and European cruise-ship exhibits with the aim of marketing Taiwan tourism products to important buyers, international groups, travel operators, and consumers in order to expand Taiwan's territory in the international tourism arena and open up different sources of tourists. 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.



## 第三章 國民旅遊

### 第一節 推動大型節慶活動

#### 一、整合資源首次舉辦臺灣溫泉美食嘉年華

臺灣得天獨厚，擁有冷泉、熱泉、濁泉、海底泉等多樣性泉質，是世界知名的溫泉勝地，從1896年第一座溫泉旅館（北投溫泉天狗庵）興建至今，臺灣的泡湯文化已有112年歷史，近年來臺灣溫泉業者為傳統泡湯注入新的健康養生概念，舉凡 泉水療、游泳池、三溫暖、按摩池、養生浴、泉健身館等應有盡有；加上臺灣的美食佳餚早已聞名中外，是近年吸引外籍旅客來臺觀光主因。本局今年首度結合溫泉保健養生特色及現代人健康飲食需求，將臺灣「溫泉」及「美食」兩大觀光資源整合規劃「臺灣溫泉美食嘉年華」活動，藉由整合溫泉區資源及宣傳行銷通路，輔導溫泉業者提昇臺灣溫泉區遊憩品質、推廣溫泉區一泊二食經營型態，提供遊客別具特色的溫泉養生內涵，以增加觀光產業經濟產值及建立臺灣溫泉旅遊品牌新形象，進而能永續經營。



（一）活動內容概述：鑑於以往各地舉辦溫泉區行銷活動，宣傳通路資源分散，為整體宣傳臺灣溫泉美食產品，本局特別整合行銷通路，並與國際宣傳推廣計畫結合，透過各項通路推廣（專刊、網頁、記者會、說明會及相關媒體），宣傳臺灣溫泉、美食及特色旅遊景點，豐富臺灣溫泉區觀光遊程體驗。

（二）活動期程：自 96 年 10 月 13 日至 97 年 1 月 31 日止，為期近 4 個月。

（三）規劃範圍：以餐飲住宿設施集中之溫泉區為主；至餐飲住宿設施較少之溫泉區，則視其意願，邀約加入，全臺共計 11 個縣市、16 個溫泉區及 212 家配合業者。

北部：金山萬里、北投、陽明山（含紗帽山）、烏來、礁溪。

中部：谷關、泰安、廬山及東埔。

南部：關子嶺、寶來、不老、四重溪。

東部：瑞穗、安通、知本。

## Chapter 3: Domestic Travel

### I. Promotion of Major Festival Activities

#### 1. Integration of Resources for the First Taiwan Hot Spring and Cuisine Carnival

Taiwan is uniquely blessed with many types of mineral springs—cold springs, hot springs, mud springs, and seawater springs—making it a world-famous hot-spring destination. The island's hot-spring culture now has a history of 112 years since the first hot-spring hotel (Tiangouan, in Beitou) was built in 1896, and in recent years hot-spring operators have infused new health concepts into their traditional hot-spring offerings—hot-spring aquatherapy, swimming pools, sauna, massage pools, hot-spring gyms—and these innovations, combined with cuisine that is so well known throughout the world, have become major factors attracting foreign travelers to Taiwan. This year the Tourism Bureau combined the healthy characteristics of hot springs with the needs of modern man for healthy dining, bringing together the two important tourism resources of hot springs and fine dining into the Hot Spring and Cuisine Carnival. This event integrated hot-spring resources with advertising and promotion channels, along with guidance to hot-spring operators in upgrading the quality of recreation in hot-spring areas and offering "one night and two meals" to give tourists a unique hot-spring health experience. This increased the production value of the tourism industry and established a new image for the Taiwan hot-spring tourism brand, thereby facilitating its sustainable operation.

(1) Description: In view of the dispersed nature of hot-spring promotional resources utilized by different areas in the past, the Tourism Bureau integrated the marketing channels for Taiwan's hot springs and fine dining and combined them with its international advertising and promotion campaigns. Taiwan's hot springs, fine dining, and unique tourist sites were promoted through special reports, websites, press conferences, seminars, and the media to enrich the tourist experience in the island's hot-spring areas.

(2) Carnival dates: The Carnival lasted four months, from Oct. 13, 2007 to Jan. 31, 2008.

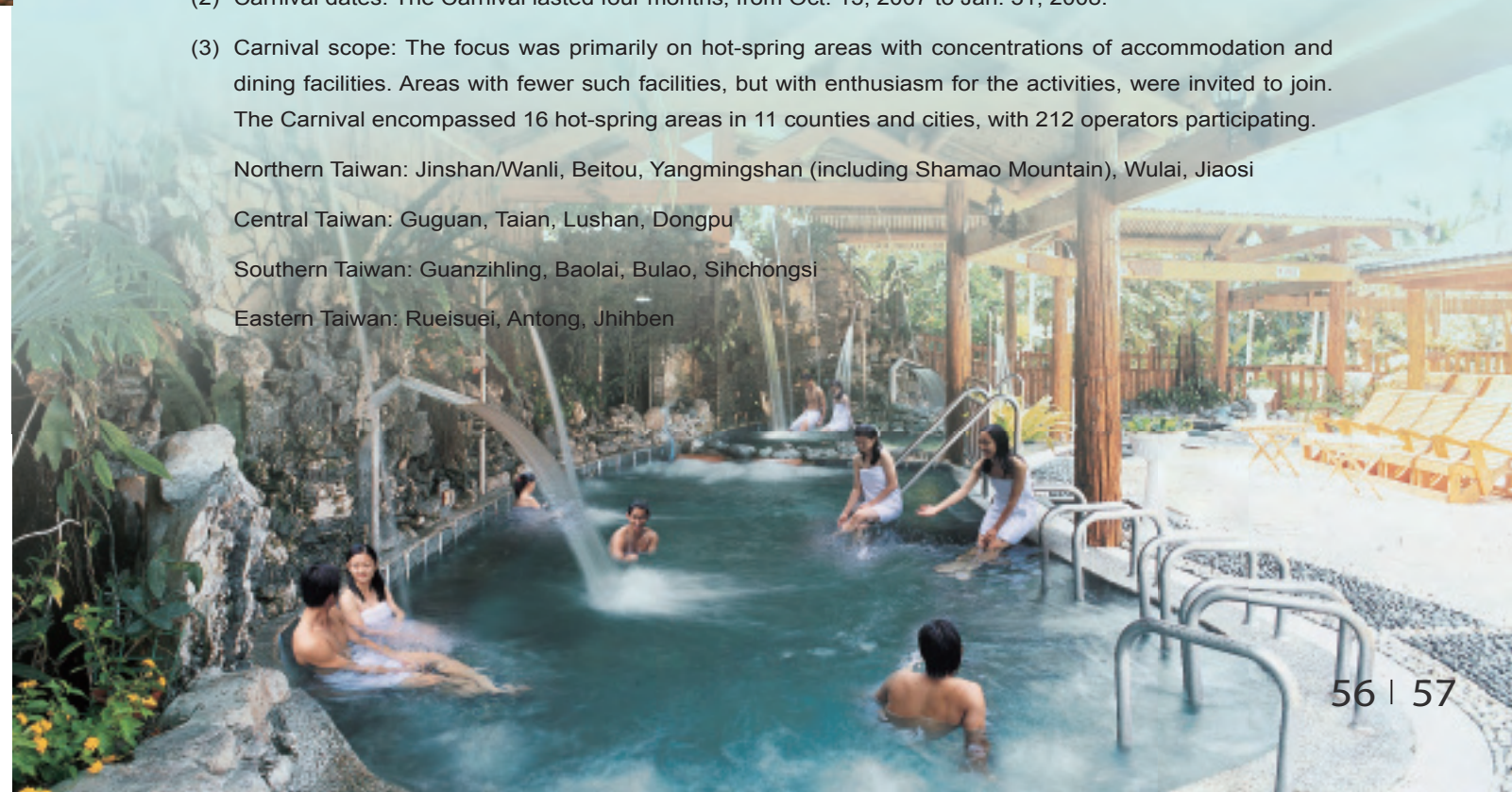
(3) Carnival scope: The focus was primarily on hot-spring areas with concentrations of accommodation and dining facilities. Areas with fewer such facilities, but with enthusiasm for the activities, were invited to join. The Carnival encompassed 16 hot-spring areas in 11 counties and cities, with 212 operators participating.

Northern Taiwan: Jinshan/Wanli, Beitou, Yangmingshan (including Shamao Mountain), Wulai, Jiaosi

Central Taiwan: Guguan, Taian, Lushan, Dongpu

Southern Taiwan: Guanzihling, Baolai, Bulao, Sihchongsi

Eastern Taiwan: Rueisuei, Antong, Jhihben





(四) 系列活動規劃

(4) Carnival Activities

地點 Location	活動 Activity	活動日期 Dates
礁溪 Jiaosi	臺灣溫泉美食嘉年華啟動儀式 Inaugural ceremony for the Taiwan Hot Spring and Cuisine Carnival	96.10.13 Oct. 13, 2007
廬山、東埔及南北港溪 Lushan, Dongpu, Nanbeigang River	2007南投溫泉季 2007 Nantou Hot-spring Festival	96.10.13~96.10.21 Oct. 13-21, 2007
安通、瑞穗 Antong, Rueisuei	2007花蓮溫泉季「山海戀」溫泉嘉年華 2007 Hualien Hot-spring Festival	96.10.15~96.11.15 Oct. 15-Nov. 15, 2007
北投 Beitou	2007年臺北溫泉季 2007 Taipei Hot-spring Festival	96.10.25~96.11.30 Oct. 25-Nov. 30, 2007
谷關 Guguan	谷關湯饗（發現百年谷關） Guguan Hot-spring Fest (Discovering the Century of Guguan)	96.11.3~97.1.31 Nov. 3, 2007-Jan. 31, 2008
知本 Jihiben	臺東溫泉祭 Hot-spring Festival	96.11.9~97.1.31 Nov. 9, 2007-Jan. 31, 2008
金山 Jinshan	金山萬里溫泉季 Jinshan/Wanli Hot-spring Festival	96.11.10~97.1.20 Nov. 10, 2007-Jan. 20, 2008
礁溪 Jiaosi	2007冬戀宜蘭溫泉季 2007 Winter Love Yilan Hot-spring Festival	96.11.16~96.12.15 Nov. 16-Dec. 15, 2007
寶來、不老 Baolai, Bulao	山城花語溫泉季系列活動 Mountain Town and Flower Talk Hot-spring Activities	96.12.7~97.1.27 Dec. 7, 2007-Jan. 27, 2008
關子嶺 Guanzihline	愛上關子嶺 In Love with Guanzihling	97.1.11~97.1.20 Jan. 11-20, 2008
四重溪 Sihchongsi	風動四重溪-溫暖全家的心 Sihchongsi Breezes – Warming the Family Hearts	96.11.9~97.1.31 Nov. 9, 2007-Jan. 31, 2008

二、辦理「旅行臺灣・說自己的故事－尋找臺灣的美麗與感動」活動

由相關部會及各縣市政府共同推薦具觀光價值及條件之景點，依自然、在地、文化及活力等4類，共篩選300處特色景點，建置完整之特色景點資料庫，分層羅列相關旅遊資訊，便於民衆規劃旅遊行程。

以名（達）人之特色景點體驗分享方式，邀請嚴長壽、蔣勳等50位名人及150位達人於網站中分享旅行故事，藉其細膩的觀察與筆觸，提供民衆深刻且多元的旅遊體驗，並將其中30位名人私房景點故事集結發行「旅行臺灣－名人說自己的故事」專書，且於全臺配合辦理「旅行臺灣・說自己的故事」系列講座，與民衆面對面分享旅行體驗；專書版稅收入則全數投入辦理「旅行臺灣兒童公益旅行活動」，以邀請偏遠鄉鎮地區兒童出門旅行臺灣。

為鼓勵全民旅行臺灣，活動設計10款旅行意象圖案的明信片，由民衆寫下自己的景點旅行體驗後寄回，四個月內，共收到了將近10萬張的明信片回函；另分別於平面媒體與影音部落格辦理旅行故事徵文比賽，鼓勵民衆寫下旅行過程中屬於自己的旅行體驗，與更多人分享自己的景點故事。

2. Holding of "Tour Taiwan, Tell Your Own Story – Seeking the Beauty and Feeling of Taiwan"

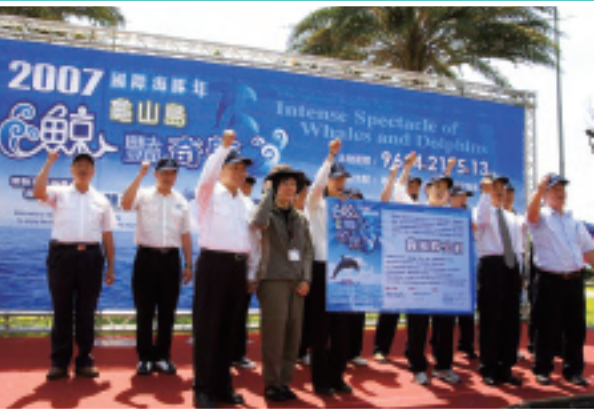
Attractions with tourist value and requisite conditions were recommended by the related ministries and commissions along with county and city governments, and 300 of them were selected for their special characteristics in four categories: nature, local features, culture, and activities. A complete databank of information on these attractions was constructed for travelers to use in planning their trips.

Prominent personages were used to share their special travel experiences. A total of 200 such personages, including Stanley Yen and Chang Hsun, were invited to share their verbal and written travelers' tales on the website, and 30 of them were chosen for the compilation of their favorite private tourist spots in a book entitled "Touring Taiwan – Prominent Personalities Tell Their Own Stories." A series of lectures was also held throughout Taiwan, with the personalities sharing their experiences with the public face to face. All of the royalty income from the book went to pay for a program of travel around the island for children from remote areas.

To encourage the public to travel throughout Taiwan, 10 postcards with special travel image designs were produced and members of the public were asked to write their travel experiences on the postcards and mail them in. Almost 100,000 of the postcards were received within four months. A travel story contest was held through the print media and Internet blogs to encourage the public to write down their own travel experiences and share their travel stories with more people.







本活動提倡深度、人文及漫遊的旅行方式，發掘臺灣在地及特色之美，希望民衆透過旅行來感受臺灣之美，並邀請國內外朋友一起尋找臺灣的美麗與感動。

### 三、「微笑臺灣319鄉」分享之旅系列活動

與天下雜誌合辦「微笑臺灣319鄉」分享之旅系列活動，印製100萬冊「微笑319鄉護照」免費發送全國民衆，配合網路活動，藉以帶動旅遊風潮。另發行「微笑319鄉護照」-國民旅遊卡專案，鼓勵公務員利用休假旅行臺灣。

## 第二節 友善旅遊環境相關措施

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、深入了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、友善之觀光旅遊環境，提昇國際形象。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旅客服務中心功能，加強服務旅客。
- (二) 依建立之旅遊服務中心識別系統（CIS），輔導地方政府及相關單位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點設置旅遊服務中心及遊客中心。
- (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、設置旅遊諮詢服務熱線

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，提供全國境內之國內外旅客交通、旅遊及緊急聯絡電話等相關資訊之諮詢服務。

This activity was designed to promote in-depth, cultural, and leisurely travel, and the discovery of Taiwan's unique local attractions. The aim was for the people to enjoy the beauty of Taiwan through travel, and to invite domestic and foreign travelers to seek out the beauty and the feeling of Taiwan.

### 3. "Smiles of Taiwan's 319 Townships" Travel Activity

The Tourism Bureau cooperated with "Commonwealth" magazine in organizing the "Smiles of Taiwan's 319 Townships" travel activity. One million "Smiles of 319 Townships Passports" were printed and given free to people around Taiwan, and along with Internet activities were used to create a travel fad. A national travel card was also issued to encourage civil servants to use their vacation time to travel around Taiwan.

## 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 involved in travel, 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 strengthened so as to reinforce service quality for international travelers.
- (2) A corporate identity system (CIS) for Travel Service 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.
- (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. 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.



另為提供友善之觀光遊憩環境，整合國家風景區、國家公園、森林遊樂區（含大學實驗林）、國家農場及各縣市政府已建立之旅遊服務體系，運用旅遊諮詢服務熱線(0800-011-765)，建立單一窗口服務之「觀光旅遊假日門市服務機制」，即時處理假日遊客眾多衍生之環境清潔課題。

### 三、建置觀光導覽地圖牌

輔導高雄市、基隆市、新竹市、南投縣（埔里鎮）、嘉義縣（新港鄉）、彰化縣（鹿港鎮）辦理完成轄內觀光客聚集區域之街道地圖牌規劃設計作業。

### 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，96 年度國外旅客計 4 萬多人次，國內旅客計 4 萬 9,000 多人次，總旅客量計 8 萬 9,100 多人次，直接觀光收益計達 9,150 萬餘元；自 93 年度開辦至今，總旅客量超過 35 萬人次，其中國外旅客 15 萬多人次（約佔總數 42%），國內旅客 20 萬多人次（約佔總數 58%），直接觀光收益計達 3 億 6,000 餘萬元。

（二）執行「交通部觀光局補助臺灣觀光巴士宣傳行銷暨提昇服務品質要點」，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（中及英文）、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、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。

Travel service systems set up by national scenic areas, national parks, forest recreation areas (including university experimental forests), national farms, and county and city governments were integrated so as to provide a friendly tourism environment. The Travel Information Call Center (0800-011-765) was used to establish a "holiday tourist retail service mechanism" to provide the immediate handling of environmental cleanliness issues caused by the large numbers of travelers during holiday periods.

### 3. Installation of Tourist Guide Map Signs

Assistance was provided to Kaohsiung City, Keelung City, Hsinchu City, Nantou County (Puli Town), Chiayi County (Singang Township), and Changhua County (Lugang Town) in the planning and installation of street guidemap signs in locations with dense concentrations of tourists.

### 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 40,000 foreign tourists and 49,000 domestic travelers—over 89,100 in all—utilized the system in 2007, generating direct tourism receipts in excess of NT\$91.5 million. From its inauguration in 2004 the system has served more than 350,000 travelers, of which more than 150,000 were foreigners (approximately 42% of the total) and over 200,000 were locals (about 58%), and has generated more than NT\$360 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 (<http://taiwantourbus.com.tw>) was set up, and a product manual, posters, 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.





## 五、連續假期間辦理觀光地區交通疏運措施，提供國人安全、順暢及愉快之假期

- (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) 推動重點觀光地區闢駛景點間接駁專車，並配套辦理交通管理措施。
- (三) 印發全國性「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。

96年度國民旅遊卡發卡數約59萬張，公務人員強制休假補助費約新臺幣70億元，其中，約有61%（新臺幣43億）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231億元。

另為兼顧提振國內觀光產業景氣及公務人員消費權益，96年起除由經濟部及本局篩選地方政府自行輔導優良「商圈」及「觀光夜市」納入「國民旅遊卡」特約商店佈設範圍外，自同年7月1日起，對於公務人員「休假日」於國內有「住宿」或參加「旅行團」者，放寬為半日以上休假且不必異地消費，休假日前後，其連接之假日於「國民旅遊卡特約商店」之刷卡消費亦納入補助。

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

- (1) 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.
- (2) Shuttle bus services were promoted at key destinations, along with accompanying traffic management measures.
- (3) 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 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 Jan. 1, 2003 the government implemented the National Travel Card measure 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 590,000 Travel Cards were circulating in 2007, and compulsory vacation subsidies amounting to about NT\$7.0 billion were provided to civil servants. About 61% of that amount (NT\$4.3 billion) was used with tourism-related industries, stimulating another NT\$23.1 billion in spending in other industries.

To revitalize the domestic tourism industry while considering the consumption interests of civil servants, beginning on July 1 the scope of utilization of the National Travel Card was extended from the original contract store screened by the Ministry of Economic Affairs and the Tourism Bureau in business districts and tourist night markets. Now, civil servants on holiday who rent domestic accommodation or participate in domestic group tours lasting for at least a half-day need not limit their consumption to other than their home areas and may use their subsidized Travel Cards during vacation days as well as the days preceding and following them.







# 食

*Delicacies beyond Satisfaction*

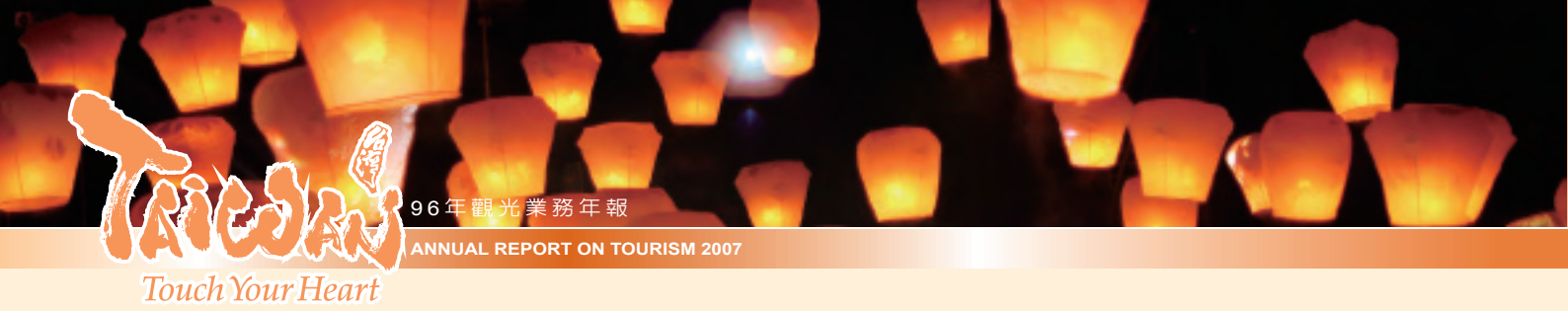
臺灣的美食小吃包羅萬象，  
從世界各國名菜到傳統地方料理，  
應有盡有，  
滋味教人難忘。

Taiwan's snacks come in infinite variety,  
From exquisite foreign dishes to traditional  
local foods,  
All you could wish for,  
With tastes you won't forget.

ANNUAL REPORT ON TOURISM 2007 TAIWAN, REPUBLIC OF CHINA







# 第四章 觀光資源

## 第一節 觀光資源開發與經營管理機制

### 一、觀光資源之開發與管理機制

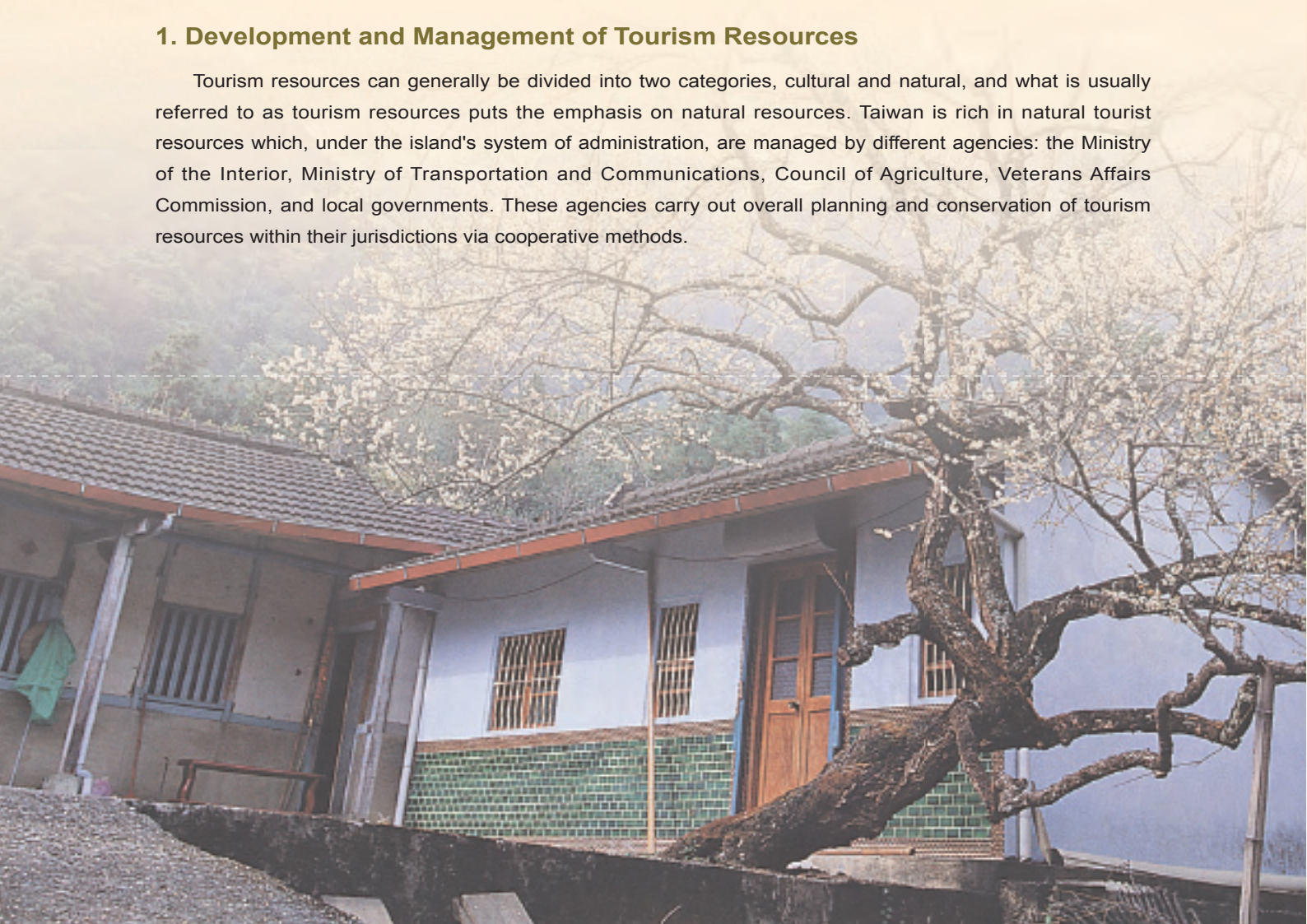
觀光資源大體上可分人文觀光資源及自然觀光資源兩大類，通常所指觀光資源偏重於自然資源部份。臺灣之自然觀光資源相當豐富，其經營管理因行政體制，分由內政部、交通部、農委會、退輔會及地方政府等機關主政，並以合作方式就所轄區域觀光資源進行整體規劃及保育。

## Chapter 4: Tourism Resources

### I. Preservation and Development of Tourism Resources

#### 1. Development and Management of Tourism Resources

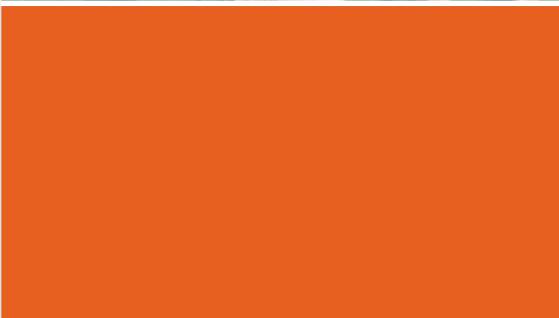
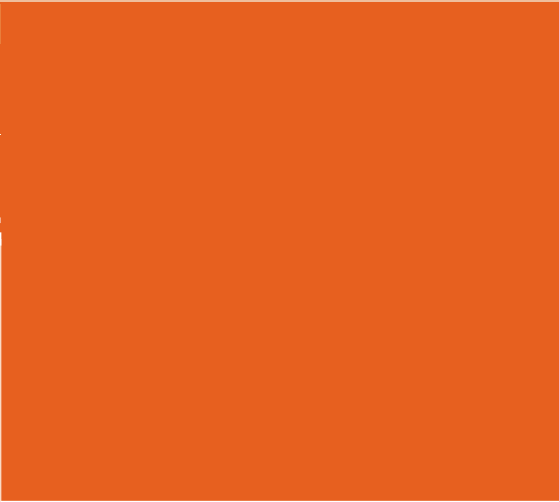
Tourism resources can generally be divided into two categories, cultural and natural, and what is usually referred to as tourism resources puts the emphasis on natural resources. Taiwan is rich in natural tourist resources which, under the island's system of administration, are managed by different agencies: the Ministry of the Interior, Ministry of Transportation and Communications, 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.



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"	<p>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，分別由本局所轄管理處負責規劃經管。</p> <p>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。</p> <p>3. 縣（市）定：青草湖、淡水、礁溪及霧社等4處縣定風景特定區。</p> <p>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、礁溪五旗峰及鐵砧山等14處縣級風景特定區。</p> <p>5. 未評定：完成特定區計畫尚未辦理評鑑等級，有大湖、中埔、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。</p> <p>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, Matsu, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast, and Siraya.</p> <p>2. Provincial scenic areas: Four scenic areas were previously announced by the Taiwan Provincial Government: Shihmen Reservoir, Cheng Cing Lake, Wulai, and Green Lake.</p> <p>3. County and city scenic areas: There are four county and city scenic areas: Cingcaohu, Danshuei, Jiaosi, and Wushe.</p> <p>4. County and city grade scenic areas: Fourteen scenic areas have been announced by county and city governments: Cising Lake, Shihfen Waterfall, Little Wulai, Lunar World, Dongshan River, Mingde Reservoir, Inner Jhihben Hot Springs, Jhihben Hot Springs, Taian Hot Springs, Meihua Lake, Rueifang, Phoenix Valley, Wucifong at Jiaosi, and Tiejhan Mountain.</p> <p>5. Unevaluated: Planning has been carried out for 17 scenic areas that have not yet been assessed as to grade level: Dahu, Jhonglun, Renyi Lake, Butterfly Valley at Liouguei, Tianwei Horticultural Area, Shihgang Dam, Wufong Temple, Lalashan, Dongpu Hot Springs, Jhonggheng Lake at Meinong, Caoling, Cingcyuan, Sitou Forest Recreation Area, Cueifong, Longtan Lake, Lushan Hot Springs, and Lantan.</p>
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"	<p>包括墾丁、玉山、陽明山、太魯閣、雪霸、金門及東沙環礁國家公園等7處，由內政部設置國家公園管理處專責經營管理，其中東沙環礁於93年2月奉行政院核示規劃，並於96年1月17日正式公告成立國家公園，海洋國家公園管理處於96年10月4日正式成立。</p> <p>Seven national parks have been established by the Ministry of the Interior and are administered by national park headquarters set up by the Ministry: Kenting, Yushan, Yangmingshan, Taroko, Shei-Pa, Kinmen, and Pratas Islands. The Executive Yuan approved the plan for the Pratas Islands National Park in February 2004; the national park was officially established on Jan. 17, 2007; and the marine national park administration was formally established on Oct. 4, 2007.</p>



觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
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: Taipingshan, Alishan, Dasyueshan, Kending, Dongyanshan, Manyueyuan, Neidong, Mt. Hehuan, Wuling, Basianshan, Aowanda, Shuangliou, Tengjih, Jhihben, Fuyuan, Chihnan, Guanwu, and Siangyang. 2. Agricultural and forestry agencies under the Veterans Affairs Commission: Two forest recreation areas, Cilan and Mingjih, are administered by the forestry conservation office of the Veterans Affairs Commission. 3. University experimental forests: Two experimental forests, Sitou and Hueisun, 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, Cingjing, Changhua, Chiayi, Pingtung, Hualien, and Taitung.
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、30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 six 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	供民衆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.



## 二、觀光資源之規劃建設重點

### （一）推動觀光客倍增計畫－套裝旅遊線之整備

觀光客倍增計畫自91年推動至96年完成，在套裝旅遊線上，以「顧客導向」之思維，配合減量原則、維護生態、環境優先、國際水準、便利遊客之規劃理念，有效運用資源，改善旅遊線各項軟硬體設施，建構具國際魅力之套裝旅遊路線。路線之規劃係以國家風景區為主，整合國家公園及具國際魅力的風景區、森林遊樂區與民營旅遊區，作為統合發展觀光資源的骨幹，整頓沿線地區周邊環境。依此將全臺觀光資源納入北部海岸、日月潭、阿里山、恆春半島、花東等5條既有套裝旅遊路線，以及蘭陽北橫、桃竹苗、雲嘉南濱海、高屏山麓、脊樑山脈、離島澎湖及離島馬祖等7條新興旅遊路線，共計12條套裝旅遊路線，進行總體性的規劃建設與經營管理。6年來執行成果包括：

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

### (1) Implementation of the "Doubling Tourist Arrivals" Plan – Preparation of Package Tour Routes

From the time the "Doubling Tourist Arrivals" plan was inaugurated in 2002 to its completion in 2007, the Tourism Bureau worked under a customer-oriented thinking and the principles of waste reduction, ecological preservation, the environment first, international standards, and traveler convenience in making effective use of resources to improve hardware and software facilities so as to build up package travel routes with international allure. The planning of the routes was based primarily on national scenic areas, while also integrating national parks and other internationally attractive scenic areas, forest recreation areas, and privately operated tourist spots to serve as the framework for the development of tourism resources and improvement of the environment around the routes. This effort encompassed the tourism resources of all Taiwan in five existing package travel routes (the North Coast, Sun Moon Lake, Alishan, Hengchun Peninsula, and Hualien-Taitung) along with seven new routes (Lanyang/Northern Cross-Island Highway, Taoyuan/Hsinchu/Miaoli, Southwest Coast, Kaohsiung/Pingtung Foothills, Central Mountain Range, Penghu, and Matsu) in the work of overall planning, construction, and operation. This effort has yielded the following results over the past six years:





- 1、完成410處重要景點設施建設及194處閒置空間整頓及綠美化，重現景點新風華。
- 2、完成15條道路桿線地下化及67條道路拓寬或景觀改善，及1640件違章拆除工作，並於旅遊線及景點沿線設置雙語化指標共2855面，改善道路景觀及提供清楚指引。
- 3、新建19處旅遊服務中心，改善42處旅遊服務中心之解說服務設施，提供友善旅遊服務。
- 4、妥善整頓或新設166處停車場（約4176個停車位），設置約367間優質公廁，營造便利旅遊環境。
- 5、改善16處觀光漁港或碼頭設施，營造安全水岸遊憩環境。
- 6、建置17條步道（總長約188公里）及27條自行車道（總長約150公里），開創漫遊步道或自行車道之旅遊風氣。
- 7、改善27處聚落景觀及周邊環境，重塑城鄉新風貌。
- 8、套裝旅遊線遊客量成長76.14%（從91年2,116萬人次至96年達3,727萬人次），創造觀光產值約新臺幣745億元。



(二) 補助地方政府興建風景區公共設施

- 1、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128件風景區公共設施整建及興建工程。
- 2、補助辦理「高雄旅遊線計畫」，改善高雄港旗后燈塔及旗后砲臺景觀動線。
- 3、為集中、有效協助地方政府興建風景區公共設施，特擬定「建構美麗臺灣－風華再現計畫（整備觀光遊憩設施建設）」，於未來4年內系統性建設地方風景區、觀光地區或旅遊帶之觀光遊憩設施，重拾遊客過往回憶，再現昔日風華，並針對地方政府已陸續投資、國際觀光客及國民旅遊常去之景點及路線，進行提昇設施服務水準及周邊整體環境品質之工作，藉由型塑高品質之觀光旅遊據點，產生聚焦集客作用，促進國人國內旅遊，進而吸引國際觀光客到訪。

(三) 持續推動溫泉區之整建及經營管理輔導

- 1、依據「溫泉開發管理方案」及「溫泉觀光整體開發建設計畫」，繼續推動辦理各溫泉區之整建及開發工作。
- 2、針對烏來、礁溪、東埔、廬山溫泉四處整建溫泉區進行環境品質改善，並協助辦理「原住民地區溫泉永續經營及輔導計畫」。

- a. Completion of facilities at 410 major scenic spots and rectification and beautification of 194 idle spaces.
- b. Completion of underpasses for 15 trunk roads, widening or scenic improvement of 67 roads, and removal of 1,640 illegal constructions. In addition, installation of 2,855 bilingual signs along travel routes and around tourist sites, thus improving the scenery and providing clear directions.
- c. Construction of 19 new visitor centers and improvement of interpretive service facilities at 42 visitor centers so as to provide friendly travel services.
- b. Improvement or construction of 166 parking lots (with about 4,176 parking spaces) and installation of 367 public toilets so as to create a convenient travel environment.
- e. Improvement of 16 tourist fishing harbors and wharf facilities so as to create a safe coastal recreation environment.
- f. Building of 17 hiking trails (totaling about 188 kilometers in length) and 27 bikeways (totaling around 150 kilometers) so as to promote the popularity of hiking and biking.
- g. Scenic and environmental improvement at 27 settlements so as to mold a new face for the countryside.
- h. An increase of 76.14% in the number of people utilizing package travel routes (from 21.16 million in 2002 to 37.27 million in 2007), generating a tourism production value of about NT\$74.5 billion.

(2) Subsidizing of Local Governments for the Construction of Public Facilities in Scenic Areas

- a. Subsidies were provided to 24 county and city governments, including Taipei, Keelung, Miaoli, Taichung, Taitung, Hualien, Yunlin, Changhua, and Nantou, for carrying out 128 construction and reconstruction of public facilities projects in scenic areas.
- b. A subsidy was provided for the Kaohsiung Travel Route plan, with improvements to scenic routes at Kaohsiung Harbor's Cihou Lighthouse and the Cihou Fortress.
- c. The "Building a Beautiful Taiwan – Restoration of Glory (Development of Tourist and Recreation Facilities)" plan was formulated to concentrate efforts and assist in the construction of scenic areas by local governments. This plan calls for the systematic construction of facilities in local scenic areas, tourist sites, and tourist belts over the next four years so as to recover the past memories of travelers and restore the glory of the past. The plan also includes the upgrading of facility and service standards, and of the quality of surrounding environments, at scenic spots and routes in which local governments have already invested and which are visited frequently by domestic and international tourists. The goal is to attract tourists, promote domestic travel, and draw international tourists through the formation of high-quality tourist sites.

(3) Continuous Renovation of Hot-spring Areas and Provision of Management Guidance

- a. The renovation and development of hot-spring areas was continued in accordance with the "Hot-spring Development and Management Program" and "Overall Development Plan for Hot-spring Tourism".
- b. Environmental quality improvement was carried out at the Wulai, Jiaosi, Dongpu, and Lushan hot-spring areas, and assistance was provided for implementation of the "Sustainable Hot-spring Operation and Assistance Plan for Aborigine Areas".







### 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、救災標準作業程序，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，提昇導遊及解說人員國內導遊及解說人員生態旅遊內涵。

#### (三) 推展水域遊憩活動

- 1、為推動水域遊憩活動及管理制度，辦理水上摩托車及獨木舟活動安全講習，除實際指導操作水上摩托車活動及安全示範外，並宣導「水域遊憩活動管理辦法及管理政策」。
- 2、因應現有水域遊憩活動管理需要，本局東部海岸、澎湖、花東縱谷、參山等4處國家風景區管理處，公告認定手划船活動適用「水域遊憩活動管理辦法」。

### III. 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 and 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. Jet-ski and canoe safety seminars were held to promote water recreation activities and management systems. Practical directions and safety demonstrations were given for the operation of jet-ski activities, and the "Water Recreation Management Regulations and Policies" were publicized.
- b. In response to the need for management of existing water recreation activities, four of the Tourism Bureau's national scenic area administrations—East Coast, Penghu, East Rift Valley, and Tri-Mountain—announced "Regulations Governing Water Recreation Activities" for application to hand-rowed water craft.







## 第二節 國家風景特定區建設與經營管理

### 一、國家風景區建設與經營管理

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

本區擁有得天獨厚之國際級景觀、遊憩資源完善並具有豐富海岸景觀及人文風情，96年度持續推動「北部海岸旅遊線」重點工作，輔導民間參與投資觀光事業，營造東北角及宜蘭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) 興建舊草嶺隧道自行車道設施工程，增加休憩景點，帶動福隆地區觀光產業發展。
- (2) 完成外澳遊客服務中心及周邊串聯設施，結合烏石港形塑發展陸、海、空遊憩活動，帶動地方民俗及觀光產業發展。
- (3) 兼顧環境、社區、遊客層面，完成龍洞灣、卯澳地區等社區環境改善，增加休憩及觀景等功能。
- (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。

##### 2、經營管理

- (1) 為整合及有效管理地方觀光資源，帶動地方經濟轉型契機，於96年12月25日奉行政院核定通過風景區範圍延伸至宜蘭縣蘇澳鎮南方澳內埤海灘（海陸域面積合計增加約3,411公頃），並更名為「東北角暨宜蘭海岸國家風景區」，以強化解說教育、資訊與旅遊服務及發展生態旅遊。
- (2) 持續輔導民間機構興建暨營運福隆濱海旅館區ROT+BOT案，ROT整建工程業於95年6月完成，BOT部分預計99年3月底前完成。
- (3) 完成「港澳濱海遊憩區」經營管理作業要點。
- (4) 落實龜山島生態旅遊管理機制，輔導娛樂漁船業者。
- (5) 增進生態旅遊觀念，96年檢討修訂「龜山島生態旅遊作業管理要點」，並辦理「龜山島海域娛樂漁船營運及遊客安全管理聯合檢查」及「96年度龜山島經營管理檢討會」。
- (6) 96年度國家級風景特定區經營管理與安全維護督導考核，經評定結果榮獲第3名。

## II. Establishment and Management of Scenic Areas

### 1. Establishment 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 scenes and cultural attractions. Implementation of key tasks regarding the "North Coast Tour Route" was continued in 2007 and the private sector was assisted in investment with the aim of developing the Northeast Coast and Yilan into a coastal tourist destination with international appeal. The key results of this work are as follows:

##### a. Planning and Construction

- (a) Construction of bikeway facilities at the Old Caoling Tunnel and addition of tourist spots there, thus stimulating the development of the tourism industry in the Fulong area.
- (b) Completion of the Waiao Visitor Center and linked facilities, and, together with Wushih Harbor, development of land, sea, and air recreation, thus stimulating the development of the local homestay and tourism industry.
- (c) Community environmental improvement in the Longdong Bay and Maoao areas, with due consideration for the environment, the communities, and tourists, thereby adding to the leisure and scenic functions of the areas.
- (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 2.
- (e) Implementation of other scattered projects to form belt-type tourist sites, enrich the content of recreation, and enhance the quality of the overall travel environment.

##### b. Operation and Management

- (a) To integrate and manage local tourism resources effectively, and bring opportunities of local economic transition, on Dec. 25, 2007 the Executive Yuan approved the extension of the national scenic area to Nanfanggao's Neibei Beach in Yilan County (a total area, including sea and land, of 3,411 hectares) and the change of its name to Northeast and Yilan Coast National Scenic Area. Interpretation and education, information and travel services, and the development of ecotourism were strengthened.
- (b) Assistance for the public sector's investment in and management of the Fulong Coastal Hotel Area ROT+BOT project was continued. The ROT renovation was completed in June 2006, and the BOT portion is scheduled for completion by the end of March 2010.
- (c) Operation and management guidelines for the Gangao Coastal Recreation Area were completed.
- (d) The Turtle Mountain Island ecotourism management mechanism was implemented, and guidance was provided for recreational fishing boat operators.
- (e) Ecotourism concepts were strengthened with the revision of the "Ecotourism Management Guidelines for Turtle Mountain Island" in 2007. The Joint Inspection of the Operation of Recreational Fishing Boats and Traveler Safety Management in the Waters Around Turtle Mountain Island was carried out, and a "2007 Turtle Mountain Island Management Seminar" was held.
- (f) The Northeast and Yilan Coast National Scenic Area placed third in the Tourism Bureau's national scenic area management and safety maintenance supervisory Evaluation in 2007.







### 3、推廣宣傳

- (1) 與國際接軌，辦理「2007龜山島鯨豔奇航」、「東北角峰迴路轉-貢寮雙溪自行車賽」等競技行銷活動，96年全年遊客數達338萬人次，較去年成長約3%。
- (2) 為提昇轄區餐飲業者服務水準，辦理「北部海岸旅遊線餐飲業服務品質提昇輔導訓練」及「北部海岸旅遊線產業聯盟座談會議」等活動。
- (3) 與旅行業者合作推出套裝旅遊行程，辦理「草嶺古道芒花季」活動，計約5萬人次參與，並結合人文辦理「芒花季6年回顧展」、「奧林巴斯攝影展」、「捏麵人展覽及教作」等藝文活動。
- (4) 設計友善的旅遊資訊網頁，提供豐富多語旅遊資訊，並適時更新，結合多元行銷推廣，提昇報導能見度。
- (5) 辦理解說志工培訓、座談、表揚、考核及人力資料庫之建立，並完成第8期解說志工培訓計56人，以充分運用社會資源及專業知識。

### 4、未來發展重點

- (1) 因應新增轄區範圍至宜蘭內埤海灘，將進行「烏石港至蘭陽溪旅遊帶整體景點改善」及「蘭陽溪至南方澳旅遊帶整體景點改善」委託規劃設計監造技術服務案，以妥善經營管理其觀光資源、維護自然與文化之完整性，以利後續規劃建設。
- (2) 另考量雪山隧道於96年11月開放大客車通行後，遊憩型態及動線再度產生變化，亦將延續先前進行之旅遊型態及交通動線調查，實際瞭解臺2線遊憩動線轉變及重車形成用路人心理壓力之因應對策，以作為後續相關遊程規劃與行銷推廣之參考。將以福隆為旗艦景點，結合宜蘭及基隆、金九地區等周邊景點，以區域性之方式整合行銷，帶動目的型之旅遊，以達東北角旅遊之永續發展。



### c. Advertising and Promotion

- (a) Competitive marketing activities were held, including the 2007 Turtle Mountain Island Cruise and the Northeast Coast Circuit – Gongliao-Shuangsi Bicycle Race, to accord with international trends. The national scenic area attracted 3.38 million visitors in 2007, an increase of about 3% over the year before.
- (b) Guidance Training for the Upgrading of Service Quality in the Restaurant Industry Along the North Coast Tour Route, and North Coast Tour Route Industry Alliance Seminar were held to enhance restaurant service standards within the area.
- (c) Package tour itineraries were introduced in cooperation with travel operators and the Caoling Historic Trail Silver Grass Festival was held, with about 50,000 participants. Cultural activities were also held, including a "Looking Back on Six Years of the Silver Grass Festival Exhibition", "Aolinbasih Photo Exhibition", and "Dough Sculpture Exhibit and Teaching" activities.
- (d) A friendly travel information web page was designed to provide a rich variety of multi-lingual travel information. The page is updated when necessary and used together with multi-faceted marketing and promotion to upgrade the exposure of reporting.
- (e) Volunteer interpreter training, seminars, recognition presentations, and evaluation were carried out, and a manpower databank was established. Fifty-six persons participated in the eighth session of volunteer interpreter training, thereby augmenting the use of social resources and professional know-how.

### d. Future Development

- (a) With the expansion of the national scenic area to Neibei Beach in Yilan, two outsourced projects—Overall Scenic Spot Improvement in the Wushih Harbor-Lanyang River Tourist Belt and Overall Scenic Spot Improvement in the Lanyang River-Nafangao Tourist Belt—will be carried out so as to assure the proper management of their tourism resources and maintain their natural and cultural integrity as well as to facilitate follow-up planning and construction.
- (b) In response to the changes in form of recreation and routes of travel following the opening of the Syueshan Tunnel to passenger buses in November of 2007, the previous travel form and transportation route survey will be extended so as to gain a true understanding of countermeasures that are needed in response to the route changes that are taking place along Provincial Highway 2 as well as the psychological pressures exerted on highway users by the presence of heavy vehicles. The results of the survey will be used as a reference in future itinerary planning and marketing. Fulong will be pinpointed as the flagship tourist destination, and Yilan, Keelung, Jinguashih, and Jioufen will be included in integrated regional marketing aimed at stimulating destination travel and achieving the goal of sustainable development of tourism on the Northeast Coast.

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

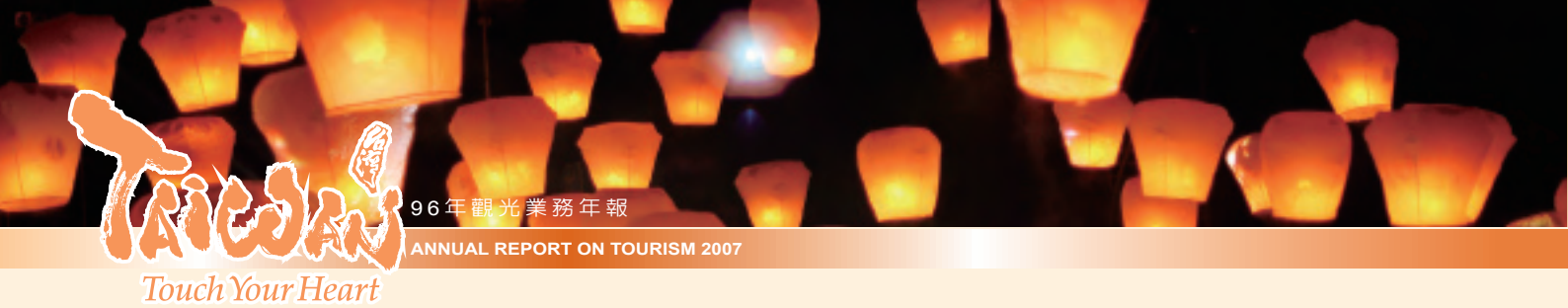
本區具有臺灣東部海岸地區壯麗山水及豐富的自然生態、獨特的史前文化遺址及阿美族傳統文化，具有泛舟、泡湯、潛水、賞鯨等多樣性活動之潛力，為一處四季皆宜的旅遊勝地。96年度持續推動「花東旅遊線」重點工作，重要工作成果如下：

### (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 tribespeople. 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 the "Hualien-Taitung Tour Route" in 2007 are as follows:







### 1、規劃建設

辦理磯崎、石梯秀姑巒、成功三仙臺、都蘭及綠島等5大系統建設計14件工程，完成石梯坪周邊環境改善、成功鎮眺望賞景及綠化、小野柳停車場及賣店周邊環境改善、小野柳遊客中心展示室軟硬體、綠島生態研習中心整修等工程，改善遊憩服務設施，提昇整體旅遊服務品質。

### 2、經營管理

- (1) 提昇遊客安全：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：辦理三仙臺旅館區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、推廣宣傳

- (1) 定期辦理重要年度活動：春、夏季伽路蘭手創市集活動、5月份東海岸竹筏競技賽、7月份秀姑巒溪泛舟觀光活動、7月份東海岸國際衝浪賽、7-8月社區慢走漫遊活動、7-8月阿美族豐年祭活動、10月東岸旗魚季活動、11月份東海岸直排輪馬拉松賽等。
- (2) 配合舉辦大型活動：配合辦理2007臺北國際禮品暨文具春季展覽會、2007臺灣觀光博覽會、96年7、8月花蓮縣星光大道活動、花蓮縣96年10月石雕藝術節活動。
- (3) 推動轄區阿美族民俗文化：研訂「阿美族漁獵文化館經營暨傳統樂器推廣計畫」，舉辦2007東海岸阿美族「獵人文化週」，並將阿美族民俗中心及月光小棧委託經營管理。

### 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) 提供國人優良的旅遊環境，促進東部觀光旅遊事業之發展以紓解西部地區風景區之遊憩壓力。
- (3) 開創新的國際觀光據點，塑造國際級的觀光特色。
- (4) 加強觀光發展與地方產業、地方社區之結合，增進地方收益。



### a. Planning and Construction

Fourteen construction projects in five major systems were carried out at Jici, Shihti-Siouguluan, Chenggong-Sansiantai, Dulan, and Green Island, with the completion of surrounding environmental improvement at Shihtiping, scenic outlook and greening at Chenggong, environmental improvement for the parking lots and shops at Siao Yeliou, hardware and software for the display room at the Siao Yeliou Visitor Center, and renovation of the ecology center on Green Island. These projects improved recreational service facilities and upgraded the overall quality of travel services.

### b. Operation and Management

- (a) Upgrading of travel safety: Traffic alleviation 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 Sansiantai hotel area BOT project; Jhaorih Hot Springs, ecology center, and 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 scheduled annual activities: These activities included the Jialulan Hand-craft Market in spring and summer, East Coast Bamboo Raft Competition in May, tourist rafting on the Siouguluan in July, international East Coast surfing contest in July, community walks in July and August, Amis harvest festivals in July and August, East Coast swordfish festival in October, and East Coast roller blading marathon in November.
- (b) Coordination with large-scale activities: The national scenic area administration cooperated with the 2007 Taipei international gift and stationery spring show, 2007 Taiwan Tourism Expo, Hualien County Starlight Boulevard activities in July and August, and Hualien County Stone Sculpture Festival in October.
- (c) Promotion of Amis folk culture: An "Amis Fishing Culture Hall Operation and Traditional Musical Instrument Promotion Plan" was formulated, the 2007 East Coast Amis "Fishermen's Culture Week" was held, and the operation of the Amis Folk Center and Moonlight Hall wa outsourced.



### 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 alleviate pressure on scenic areas in western Taiwan.
- (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。96年度持續推動「澎湖離島旅遊線」重點工作，重要工作成果如下：

#### 1、規劃建設

- (1) 辦理澎湖國家風景區觀光資源階層體系調查規劃，建立風景區內各景點屬性分類及階層等級評定。
- (2) 辦理湖西黃金海岸濱海度假遊憩帶暨據點整體規劃，為澎湖最長之黃金海岸沙灘規劃整體發展策略。
- (3) 整建馬公、白沙、七美等據點優質公廁6處，建立人性化優質服務設施。
- (4) 整頓小門地質館前街景，成為澎湖遊客到訪率最高景點。
- (5) 辦理菜園休閒漁業區之初期建設，推廣休閒漁業體驗，提供多元遊憩體驗。
- (6) 辦理桶盤及吉貝浮動碼頭整修、險礁嶼碼頭改善暨沙港東港疏濬、北海遊客中心浮動碼頭延長、沙港浮動碼頭聯絡引橋延長，提供遊客上下船之友善服務功能。
- (7) 辦理虎井漁村風貌景觀改善、桶盤環島步道、吉貝東方龍馬周邊環境改善、小門遊憩區周邊環境改善、歧頭遊憩區周邊環境改善，強化景點服務品質服務。

#### 2、經營管理

- (1) 環境整頓－清新亮麗：擬定「澎湖國家風景區環境清新潔淨計畫」，整合各級環保單位、環保團體、當地社區居民、學校，導入社區營造精神，共同辦理淨灘、環境整頓，讓澎湖隨時以清新亮麗面貌迎接遊客，塑造優質旅遊環境。

### (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 eco-tourism. The results of continued implementation of the "Penghu Tour Route" in 2007 are as follows:

#### a. Planning and Construction

- (a) Penghu National Scenic Area graded tourism resource system survey planning was carried out so as to determine the categories and grades of scenic spots within the scenic area.
- (b) Integrated planning was carried out for the Husi Gold Coast Resort and Recreation Belt, providing an overall development strategy for Penghu's longest gold-sand beach area.
- (c) Six quality public toilets at Magong, Baisha, Cimei, and other sites were reconstructed to provide quality human-oriented service facilities.
- (d) The streetscape in front of the Siaomen Geology Museum was improved, making this the site in Penghu with the highest ratio of visitors.
- (e) Preliminary construction of the Caiyuan Tourist Fishery Area was carried out to promote the recreational fishing experience.
- (f) Floating docks at Tongpan and Jibei were renovated, the dock at Sianjiao Islet was improved, the North Sea Visitor Center dock was extended, and the floating dock gangway at Shagang was lengthened to provide tourists with easy boarding and disembarking.
- (g) Scenic improvement at the Hujing fishing village was improved and the environments around the Tongpan round-the-island trail, Longma on Jubei, the Siaomen Recreation Area, and the Citou Recreation Area were improved to enhance the service quality at those scenic sites.

#### b. Operation and Management

- (a) Environmental improvement: The "Penghu National Scenic Area Environmental Cleanliness Plan" was mapped out to bring together environmental protection agencies at all levels, environmental protection groups, the residents of local communities, and schools in the spirit of community development and the joint effort to clean up beaches and improve the environment so that Penghu will present a clean and beautiful face to travelers at all times and create a quality travel environment for them.







(2) 設施維修：辦理舊有禁止、警告等標誌全面清查與檢討，加以更新改善。設置雙語化之警示（告）、指示標誌，落實標誌國際化，提昇優質安全遊憩服務設施。另為避免離島濱海地區因強勁東北季風，垃圾桶內之垃圾隨風漫天飛揚，於96年5月規劃辦理全區戶外木製垃圾桶增製及舊有垃圾桶維護保養，以達整潔美觀之效。

(3) 水域活動管理：

- ・積極輔導水域遊憩活動經營業者合法化，辦理載客船舶安全抽查及各項觀摩研習、訓練，提升遊憩品質，維護遊客安全。
- ・專案輔導吉貝水域活動業者提升服務品質，拆除影響環境及景觀之設施，回復沙灘自然地景。另於西嵵山規劃水域活動相關服務設施，由相關業者籌組自律管理委員自主管理，預計於97年以全新面貌提供水域遊憩環境。

### 3、推廣宣傳

(1) 開拓客源市場

- ・大陸部分：爭取大陸福建地區遊客經金馬小三通到澎湖旅遊，首批遊客105人於9月28日抵達澎湖，96年計有1,090人次抵澎旅遊，增添澎湖觀光淡季旅遊人潮，促進產業活絡極具功能。
- ・國際郵輪部份：爭取麗星郵輪公司旗下的「天秤星」號郵輪於7月4日從基隆搭載1,100名遊客首航澎湖，96年共航行4航次，為澎湖帶來另類旅遊模式，促進澎湖觀光之發展。

(2) 媒體公關

- ・安排大陸中央電視臺由名主播張泉靈小姐率採訪小組5人蒞臨澎湖採訪，有助於吸引大陸人士透過「小三通」模式來澎湖光旅遊，促進澎湖觀光發展。
- ・協助安排英國The Sunday Express日報、The Travel Magazine旅遊雜誌記者及「美國之音」（Voice of America）中文部駐臺記者劉立波先生蒞澎採訪報導，增加澎湖觀光之曝光度。

(b) Facilities maintenance: Old prohibition and warning signs were inventoried and reviewed, and then renewed and improved. Bilingual warning and direction signs were installed to provide internationalized signage and upgrade safe recreation service facilities. To prevent trash from garbage cans in coastal areas from being blown about in the strong northeasterly monsoon winds, more wooden outdoor garbage containers were produced and old garbage cans throughout the scenic area were maintained, and lids were added to them, in May of 2007. The "recyclable garbage" and "general garbage" bin signs were redesigned, thereby providing a cleaner environment.

(c) Management of water activities:

- ・ Guidance was provided for the legalization of water recreation operators, random inspections of passenger boats were carried out and seminars as well as training were held, so as to enhance the quality of recreation and maintain safety for tourists.
- ・ Guidance was provided to water activity businesses on Jibei in upgrading their service quality, and structures that affected the environment and the scenery were removed so as to restore beaches to their natural appearance. Water activity service facilities were planned for Sikanshan, where the operators organized a self-discipline management committee for autonomous management. These efforts are expected to produce a brand-new water recreation environment there in 2008.

#### c. Advertising and Promotion

(a) Development of Tourist Markets

- ・ Mainland China: Chinese tourists from Fujian were attracted to visit Penghu via the "three mini links." The first group of 105 arrived on Sep. 28 and a total of 1,090 mainland Chinese visited Penghu in 2007, adding to the number of arrivals during the low season and bolstering the tourism industry.
- ・ International cruise-ship passengers: A cruise ship of the Star line sailed from Keelung to Penghu for the first time on July 4, bringing 1,100 passengers and inaugurating a rich one-day itinerary. Cruise ships called at Penghu a total of four times in 2007, bringing a new tourism model and stimulating the development of tourism in the islands.

(b) Media PR

- ・ To take advantage of the opening of the "mini three links" between mainland China and Penghu, arrangements were made for program host Zhang Quanling to lead a team of five people from China's Central TV to visit Penghu. The resulting program will encourage Chinese viewers to visit Penghu through the "mini three links."
- ・ The national scenic area administration helped make arrangements for inviting reporters from England's "The Sunday Express", "The Travel Magazine", and Taiwan correspondent Liu Li-po of the Voice of America's Chinese-language service, as well as domestic media, to visit Penghu. Their reports will attract domestic and international tourists to make Penghu their first choice of tourist destination.





## (3) 行銷推廣活動

- 96年5月18日至22日參加大陸福州地區「第8屆海峽兩岸經貿交流活動」，並舉辦「澎湖-福建交流合作座談會」及澎湖觀光行銷推介會，加速推動福建省民眾赴澎湖旅遊。

## (4) 文宣製作

- 平面文宣：規劃印製「澎湖之美」簡冊、「菊島風情畫」畫冊、澎湖全區旅遊導覽等文宣資料，分送各地旅遊服務中心，發揮宣傳與行銷功能。
- 多媒體文宣：辦理澎湖地質地形DVD影片拍攝，行銷推廣澎湖玄武岩之美。

## (5) 節慶觀光活動

- 民俗活動：協助辦理「2007年元宵節萬龜祈福、護蔭蒼生」宗教民俗活動。
- 觀光行銷活動：協助辦理「96年度澎湖縣全國春季名人盃磯釣賽」、「2007澎湖海上花火節」、「2007澎湖石滬文化季」、「2007菊島海鮮節」、「情定雙心、浪漫七美」等觀光行銷活動。
- 生態旅遊活動：辦理10梯次之「綠蠵龜生態研習營」及6梯次「2007澎湖石滬文化季」觀光推廣活動，藉由輔導澎湖傳統漁撈石滬文化產業轉型為休閒漁業體驗活動，豐富觀光旅遊內涵。

## 4、未來發展重點

## (1) 建立澎湖為國際渡假島嶼品牌

- 運用澎湖豐富、多樣的觀光元素，如陽光、沙灘、仙人掌、天人菊、風力、柱狀玄武岩等，強化澎湖之觀光旅遊意象，並以「產品新包裝」、「景點添新粧」、「塑造新話題」、「開發新景點」等手法，發展水域遊憩活動、休閒漁業體驗，開拓澎湖觀光發展新氣象。同步提昇澎湖旅遊品質，建設澎湖成為大陸、港澳、東南亞之熱門觀光旅遊路線。

## (2) 促進民間投資

- 計畫推動澎湖觀光產業推廣中心、林投遊客中心及鄰近海域遊憩活動OT案。
- 輔導漁翁島休閒渡假區BOT案取得國際觀光旅館籌設許可及建築許可。



## (c) Advertising and Promotion

- The national scenic area administration participated in The Eighth Cross-straits Economic and Trade Exchange in Fuzhou on May 18-22. A "Penghu-Fujian Exchange Cooperation Seminar" was held, along with a Penghu tourism marketing meeting, to boost travel to Penghu by residents of Fujian Province.

## (d) Production of Promotional Materials

- Printed materials: The "Beauty of Penghu" brochure, "Romance of the Gaillardia Islands" pictorial and Guide brochures covering the entire Penghu area were also produced and distributed to the Tourism Bureau's visitor centers as well as domestic and international airports for tourists to take free of charge.
- Multimedia materials: A film was shot for a DVD on Penghu's geology to promote the beauty of the islands' basalt formations.

## (e) Tourist Festival Activities

- Folk activities: Assistance was provided for the "2007 Lantern Festival Turtle Blessing and Protection of All Creatures" religious activity.
- Tourism marketing: Assistance was provided for holding the "2007 Penghu County National New Year Rock Fishing Contest", "2007 Penghu Fireworks on the Sea Festival", "2007 Pengu Stone Weir Culture Festival", "2007 Gaillardia Islands Seafood Festival", and "Double Hearts, Romance of Cimei" activities. Besides attracting media attention, these activities also elicited a strong response from tourists.
- Ecotourism activities: Ten sessions of the "Green Sea Turtle Camp" were held to provide tourists with an understanding of Penghu's rich marine ecology. Six sessions of the "2007 Penghu Stone Weir Culture Festival" tourist promotion were held on Jibei. The aim was to enrich the tourist experience by transforming the traditional stone weir fishing industry into a tourist fishing experience.

## d. Future Development

## (a) Establishment of Penghu's International Resort Islands Brand

- Penghu's rich and diversified tourist attractions—sun, sand, cacti, gaillardia flowers, wind power, basalt columns—were used to strengthen the islands' tourism image, and such means as new product packaging, new embellishment of tourist sites, molding of new topics of tourism, and development of new tourist sites were used to develop water recreation and recreational fishing, and thus to inject new energy into the development of tourism. At the same time, efforts were made to upgrade the quality of tourism in Penghu and establish the islands as a hot destination for tourists from mainland China, Hong Kong, Macau, and Southeast Asia.

## (b) Promotion of Private Investment

- Plans were made for the Penghu Tourism Promotion Center, Lintou Visitor Center, and water recreation OT projects.
- Assistance was provided for the Wuwong Island Resort Area BOT project to obtain preparation and construction permission for an international tourist hotel.





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

本區擁有潟湖、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，塑造為海上休閒渡假勝地，96年度持續推動「恆春半島旅遊線」重點工作，重要工作成果如下：

##### 1、規劃建設

- (1) 持續辦理大鵬灣水質改善工作，完成大潭、林邊大排右岸、鵬村農場等3座溼地公園及灣域底泥浚渫第1期工程。
- (2) 持續辦理區內環灣景觀道路施工。
- (3) 辦理區內基礎建設，完成公共取水及環灣自行車道。
- (4) 持續辦理琉球風景區建設，完成環島杉福路段路面整修工程。

##### 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，已完成第1期交地作業。
- (2) 節省人力及增加收入將完成遊憩景點遊客中心、蚵殼島、青洲濱海遊憩區及琉球生態露營區委外經營管理，提供遊憩服務內容，旅遊諮詢、遊客休憩、賞景、住宿、露營。

##### 3、推廣宣傳

- (1) 配合臺灣超級鐵人三項協會共同辦理「奔向臺灣－2007恆春半島113公里國際鐵人三項競賽」。
- (2) 配合屏東縣政府籌劃「2007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，共同行銷「恆春半島旅遊線」，加速觀光客倍增計畫之推動。
- (4) 配合「2007臺灣溫泉美食嘉年華」，辦理「風動四重溪享受泡湯趣」之活動。
- (5) 辦理環灣自行車道之啓用活動，將運動與休憩結合，強力行銷大鵬灣。
- (6) 辦理「愛上夜琉球」、「情定小琉球」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BOT案，結合公部門共同開發大鵬灣為國際級「多功能複合式休閒渡假勝地」。
- (2) 利用人工濕地，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) Dapeng Bay National Scenic Area (<http://www.tbnsa.gov.tw>)

This national scenic area sports natural and cultural riches including a lagoon, mangrove forests, and coral coastlines. Implementation of the "Hengchun Peninsula Tour Route" program was continued in 2007 with the aim of creating an ecotourism environment and multifaceted recreational content, thus molding a popular marine resort destination. The results of this effort are as follows:

##### a. Planning and Construction

- (a) Improvement of water quality in Dapeng Bay was continued. Three wetlands parks were completed—Datan, Linbian Channel Stone Shore, and Pengcun Farm—along with first-stage dredging of the bay.
- (b) Work continued on the scenic round-the-bay road.
- (c) Work was carried out on the area's infrastructure, with completion of public water pumping and a round-the-bay bikeway.
- (d) Construction of the Liouciou Scenic Area continued, with completion of surface renewal on the Shanfu section of the round-the-island Road.

##### b. Operation and Management

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. Operation of visitor centers, Oyster Shell Island, the Cingjhou Coastal Recreation Area, and the Liouciou Eco Campground will be outsourced to save manpower and increase income while providing recreational services, travel information, and traveler leisure, scenic, accommodation, and camping facilities.

##### c. Advertising and Promotion

- (a) A "Run to Taiwan – 2007 Hengchun Peninsula 113-kilometer International Triathlon" was held jointly with the Taiwan triathlon association, and a "2007 Bluefin Tuna Culture and Tourism Festival" and "Hengchun Peninsula Art Festival" were planned together with the Pingtung County Government.

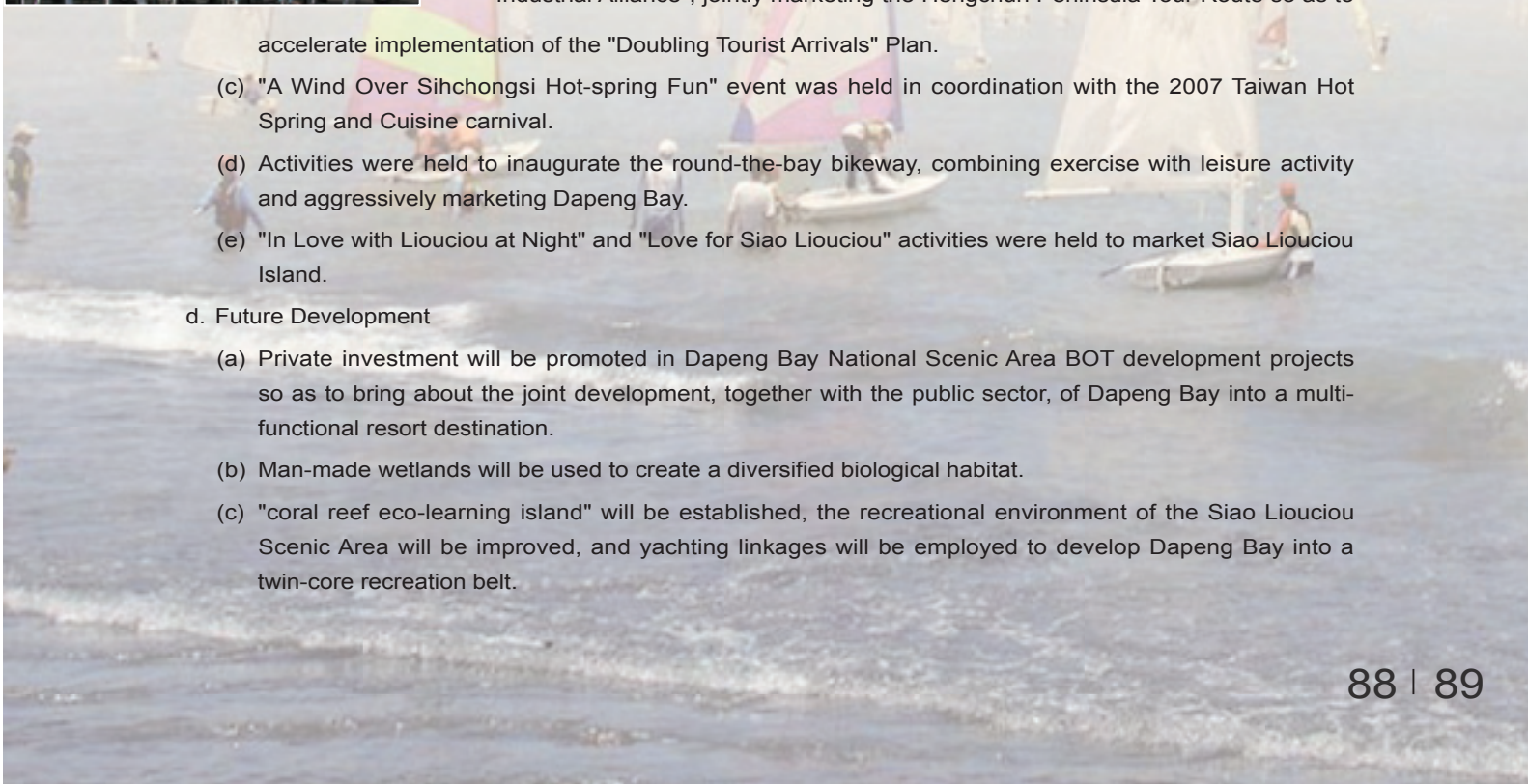
- (b) The scenic area administration participated in travel fairs in Kaohsiung, Taichung, and Taipei in cooperation with the "Hengchun Peninsula Doubling Tourist Arrivals Industrial Alliance", jointly marketing the Hengchun Peninsula Tour Route so as to

accelerate implementation of the "Doubling Tourist Arrivals" Plan.

- (c) "A Wind Over Sihchongsi Hot-spring Fun" event was held in coordination with the 2007 Taiwan Hot Spring and Cuisine carnival.
- (d) Activities were held to inaugurate the round-the-bay bikeway, combining exercise with leisure activity and aggressively marketing Dapeng Bay.
- (e) "In Love with Liouciou at Night" and "Love for Siao Liouciou" activities were held to market Siao Liouciou Island.

##### d. Future Development

- (a) Private investment will be promoted in Dapeng Bay National Scenic Area BOT development projects so as to bring about the joint development, together with the public sector, of Dapeng Bay into a multi-functional 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 Siao Liouciou Scenic Area will be improved, and yachting linkages will be employed to develop Dapeng Bay into a twin-core recreation belt.





#### (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。96年度持續推動「花東旅遊線」重點工作，重要工作成果如下：

##### 1、規劃建設

- (1) 依東部永續發展計畫建構之花東優質景觀廊道及整體行銷，完成「花東縱谷景觀路廊整體規劃案」，並邀集公路總局、林務局、花蓮、臺東兩縣政府及鄉鎮公所等相關單位，共同推動執行各項計畫與後續工作內容。
- (2) 完成鯉魚潭避風塘新建、潭南碼頭景觀改善及環湖自行車道等工程，以發展為「國際級水上遊樂休閒渡假區」。
- (3) 完成羅山瀑布設施改善、羅山管理站與遊客中心整修及六十石山涼亭改善等工程，發展羅山遊憩區及六十石山為「國際級休閒生態養生渡假區」。
- (4) 積極建置「國際及空域飛行傘渡假區」，完成鹿野管理站整修、鹿野高臺新設停車場等工程。
- (5) 完成大豐、瑞穗、赤柯山遊憩區改善、光復馬太鞍溼地自行車道系統及玉長公路景觀設施改善等工程。
- (6) 完成秀林鄉文蘭、萬榮紅葉及瑞穗富民等原住民部落環境改善工程。

##### 2、經營管理

- (1) 積極辦理遊憩設施活化再利用，完成鯉魚潭露營區、鳳凰山莊、崙天遊憩區及卑南遊客中心等遊憩據點委外出租經營案，並完成民間參與池上休憩區營運案及鳳林遊憩區興建暨營運案兩案簽約。
- (2) 加強改善指示、標示界標系統，陸續建置雙語化交通指標系統，提供正確旅遊資訊。

#### (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 "Hualien-Taitung Tour Route" was continued in 2007, producing the following major results:

##### a. Planning and Construction

- (a) The "General Plan for the East Rift Valley Scenic Corridor" was completed in accordance with the "East Rift Valley Sustainable Development Plan" and overall marketing strategy, and the Directorate General of Highways, Forestry Bureau, Hualien and Taitung county governments, and town and township officers were invited to participate in the joint implementation of the different plans and follow-up tasks.
- (b) The constructin of Bifengtang at Liyu Lake, scenic improvement at Tannan Wharf, and a round-the-lake bikeway were completed with the aim of developing the lake into an international-class water recreation resort.
- (c) Improvement of Luoshan Waterfall facilities and renovation of the Luoshan Ranger Station and Visitor Center were completed, and the rest pavilion at Lioushihdan Mountain was improved with the aim of developing the Luoshan Recreation Area and Lioushihdan Mountain into an international-class eco-resort.
- (d) The Luye Ranger Station was renovated and a new parking lot on Luye Plateau was built as part of the effort to develop an "international and paragliding resort".
- (e) Improvements were completed at the Dafong, Rueisuei, and Chihke Mountain recreation areas, and scenic improvement for the bikeway system at Guangfu's Mataian Wetlands and the Yuchang Highway was carried out.
- (f) Environmental improvement was carried out in the indigenous villages of Wunlan in Sioulin Township, Hongye in Wanrong, and Fumin in Hongye.

##### b. Operation and Management

- (a) In the revitalization and reuse of recreational facilities, the operation of the Liyu Lake Campground, Phoenix Villa, Luntian Recreation Area, and Pinan Visitor Center was outsourced; the private participation in the Chihshang Recreation Area Campground project was completed, and a contract was signed for the building and operation of the Fonglin Recreaion Area.
- (b) Improvement of the signage system was reinforced with the successive installation of bilingual transportation sign systems so as to provide accurate travel information.







- (3) 策訂「清淨家園全民運動-細部執行計畫」，以強化區內各遊憩據點的清潔維護。
- (4) 策訂「加強遊客安全教育實施計畫」、「災害事件處理標準作業程序（SOP）」及「從事泛舟活動應注意事項」等規範，並落實安全教育宣導與訓練。
- (5) 建置完成地理資訊系統，以落實遊憩設施維護管理及掌握土地利用情形。

### 3、推廣宣傳

- (1) 文宣品製作及網站改版：完成花東縱谷導覽手冊等文宣編製，並重新製作「花東縱谷國家風景區簡介DVD」及觀光旅遊網改版，提供遊客更豐富詳盡的旅遊資訊。
- (2) 辦理萬統盃花東縱谷國際超級馬拉松路跑賽、環花東國際自行車大賽、來去洄瀾-國際鐵人三項精英賽、洄瀾慶端陽龍舟競渡嘉年華、想飛的季節系列活動、「2007陽光、活力、關山馬」全國自由車公路錦標賽系列活動等。
- (3) 辦理2007臺灣溫泉美食嘉年華系列活動，結合溫泉、美食、特色旅遊景點及相關休閒文化，豐富觀光遊程體驗，打造安通、瑞穗等新型態觀光產業。並與農委會、花東兩縣政府等單位，合作推廣花東縱谷花海廊道。

### 4、未來發展重點

- (1) 積極改善各項軟、硬體設施，發展為水、陸、空多元遊憩活動之旅遊勝地，促進地方經濟繁榮。
- (2) 配合「東部永續發展計畫」建構花東優質景觀廊道及整體行銷，持續推動優質景觀路廊並形塑重要門戶之意象。
- (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。



- (c) The "National Clean Home Movement – Detailed Implementation Plan" was worked out to strengthen the maintenance of cleanliness at tourist sites within the national scenic area.
- (d) The "Implementation Plan for the Strengthening of Traveler Safety Education," "Standard Operating Procedures for the Handling of Disasters", and "Instructions for Participating in Rafting Activities" were formulated, and safety education and training was carried out.
- (e) A geological information system was established to follow through with the maintenance and management of recreational facilities and gain an understanding of the status of land use.

#### c. Advertising and Promotion

- (a) Production of promotional materials and revision of website: An East Rift Valley guidebook was printed, the "East Rift Valley National Scenic Area Introductory DVD" was republished, and the tourism website was revised to provide travelers with a rich and complete range of travel information.
- (b) The East Rift Valley International Invitational Super Marathon, international bicycle race, international triathlon, dragon boat racing carnival, paragliding activities, and national bicycle championship were held.
- (c) The 2007 Taiwan Hot Spring and Cuisine Carnival activities were held, combining hot springs, cuisine, and unique tourist sites, enriching the tourist travel experience and creating a new form of tourism at such places as Antong and Rueisuei. The national scenic area administration also cooperated with the Council of Agriculture and the county governments of Hualien and Taitung in promoting the East Rift Valley sea-of-flowers corridor.

#### 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 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」。96年度持續推動「馬祖離島旅遊線」重點工作，重要工作成果如下：

##### 1、規劃建設

- (1) 辦理「馬祖重點觀光區前置招商作業顧問案」，促進民間共同參與馬祖重點觀光區經營管理之可行性。
- (2) 辦理大坵環島步道整建、坂里午沙遊憩區三期基礎設施、東莒地區景觀設施改善，維護整建具生態地景特色之景點，提供遊客親近自然之旅遊體驗。
- (3) 辦理南竿媽祖宗教園區第三期基礎設施，以媽祖靈穴為中心，整建週邊景觀及基礎設施，推動媽祖文化主題旅遊。
- (4) 改善戰爭和平紀念公園主題館週邊景觀改善、南竿北海坑道設施，將解戰據點設施活化再利用，呈現馬祖戰地風情。
- (5) 辦理四鄉五島入口意象設計裝修2期工程，塑造中柱、青帆、猛澳港等島際交通門戶入口意象，以馬祖特有的自然、人文景觀等佈景主題迎接到訪遊客。

##### 2、經營管理

- (1) 以永續經營及低密度開發為原則，逐年開發整建暨有景點，改善維護公共設施，健全四鄉五島遊憩系統。
- (2) 與連江縣政府共同舉辦首屆「馬祖觀光產業升級高峰論壇」，邀集兩岸三地專家學者共同為馬祖觀光產業把脈，作為後續觀光發展之重要參考。
- (3) 輔導觀光業者提升視野及服務品質，協助社區環境整治，培訓解說志工，結合民間力量共同打造優質旅遊環境、提升服務品質。

#### (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". Work on the "Matsu Tour Route" was continued in 2007, with the following major results:

##### a. Planning and Construction

- (a) The "Matsu Key Tourist Site Preliminary Investment Promotion Consultant Project" was carried out to study the feasibility of promoting private participation in the operation of key tourist areas.
- (b) Reconstruction of the Dachiou round-the-island trail was carried out, third-stage basic facilities construction of the Wusha Recreation Area at Banli was implemented, scenic facilities were improved in the Dongjyu area, and tourist sites with ecological landscapes were maintained and renovated to provide travelers with the experience of getting close to nature.
- (c) Third-stage construction of basic facilities was carried out in the Matsu Religion Park on Nangan, with a focus on the Matsu Lingsyue, and surrounding landscapes and basic facilities were renovated to promote Matsu culture-themed tourism.
- (d) Peripheral scenery at the theme hall in the Peace Memorial Park and facilities in the North Sea Tunnel on Nangan were improved, and sites released from military control were renovated for reuse, so as to manifest the romance of the Matsu battleground.
- (e) Second-stage renovation of entrance images of the five islands was carried out so as to mold entrance images for Zhongjhu, Cingfan, Mengao, and other islands and welcome arriving travelers with Matsu's unique natural and cultural sights.

##### b. Operation and Management

- (a) Under the principle of low-density development for sustainable operation, existing tourist sites are renovated year by year and public facilities are improved and maintained so as to strengthen the recreational systems of the five islands.
- (b) The first Matsu Tourism Industry Upgrading Summit was held jointly with the Lienchiang County Government, with experts and scholars being invited from both sides of the Taiwan Straits to "take the pulse" of Matsu's tourism industry and provide an important reference for ongoing tourism development.
- (c) 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) 建構全區雙語化導覽解說系統、提供多語言版本文宣資訊，建構友善無障礙之旅遊環境，擴展服務層面至國際遊客。
- (5) 辦理生態賞鷗等精緻旅遊，結合導覽解說及教育宣導，並以總量管制等方式落實保育工作，達到觀光資源永續利用。

### 3、推廣宣傳

- (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：馬祖藝術季—擺暎嘉年華。
  - ・ 推出最具代表性之生態旅遊活動，凝聚國內外遊客焦點：2007馬祖生態賞鷗。
  - ・ 以「媽祖在馬祖」為號召，吸引兩岸三地遊客：媽祖回娘家、媽祖在馬祖昇天祭系列活動。
  - ・ 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。
  - ・ 推廣馬祖豐富多元的海濱生態旅遊：2007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，包括國立師範大學「離島週」宣傳活動、「民生旅展」參展、「2007南島族群婚禮系列活動」，以及竹科境外行銷等。
- (3) 提高媒體曝光率，包括聯合報、自由時報、中國時報等平面媒體，公共電視、東森新聞、民視、TVBS等電視媒體，及中廣新聞網、聯合新聞網…等共30餘件媒體報導。
- (4) 文宣、紀念品開發製作，包括馬祖戰地坑道之旅DVD、賞玩馬祖-觀光護照、馬祖國家風景區導覽摺頁、采丰錄、四鄉五島分區導覽圖、黑嘴端鳳頭燕鷗紀念徽章、馬祖國家風景區簡介等，宣傳馬祖觀光特色。

### 4、未來發展重點

- (1) 以永續發展為前提，打造馬祖成為兼具生態地景、媽祖文化、傳統聚落、戰地風情之「海上桃花源」。
- (2) 全面提昇遊憩品質及服務水準，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。



- (d) A bilingual guidance and interpretation system was constructed throughout the national scenic area and multilingual promotional information was provided so as to build up a friendly and obstacle-free travel environment and expand the scope of services to international travelers.
- (e) Tern-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.

### 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
  - ・ Introduction of the most representative ecotourism activities to concentration the attention of domestic and foreign tourists: 2007 Matsu Tern-watching
  - ・ Use of the slogan "Mazu on Matsu" to attract tourists from the two sides of the Taiwan Straits: Mazu Returns Home and Mazu Ascends to Heaven on Matsu Festival
  - ・ Introduction of visits to Military Hall, frogman exercises, and 240 cannon exercises: Battlefield Code Tours
  - ・ Promotion of Matsu coastal ecotours: 2007 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 "Offshore Islands Week" promotional activity by National Taiwan Normal University, participation in the "Travel in Life" exhibition, "2007 Austronesian Wedding Activities", and Matsu marketing activity at Hsinchu Science Park.
- (c) Cooperation with the media to boost exposure, including the United Daily, Liberty Times, China Times, and other print media; Public TV, Eastern News, Formosa TV, TVBS, and other TV stations; and the Central Broadcasting news website, United news website, and others, resulting in more than 30 media reports.

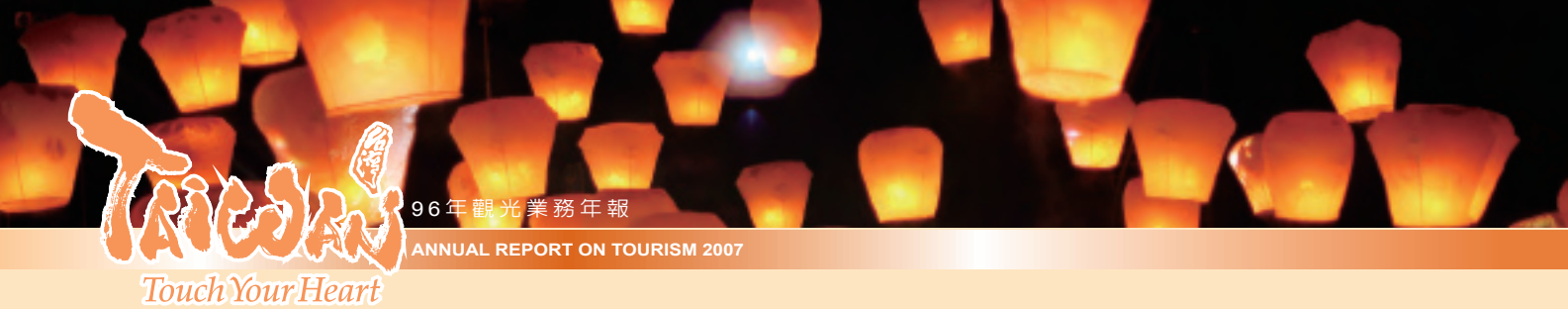


- (d) Publicity materials and souvenirs were developed and produced, including a "Matsu Battleground Tunnel Tour" DVD, "Playing Around Matsu – Tourist Passport", Matsu National Scenic Area guide brochure, guide maps for the five islands, Chinese crested tern commemorative pin contest, and Introduction of the Matsu National Scenic Area, all designed to publicize the special features of Matsu.

### d. Future Development

- (a) Under the precondition of sustainable development, Matsu will be developed into a "paradise on the sea" containing ecological sights, Mazu 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、多樣化的休閒渡假遊憩體驗區。96年度持續推動「日月潭旅遊線」重點工作，重要工作成果如下：

#### 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視覺景觀改善、環潭步道系統-九龍口親水步道新建、污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。
- (3) 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BOO案。
- (4) 規劃辦理日月潭向山觀光旅館BOT案及車埕木業展示館OT案。

#### 2、經營管理

- (1) 景觀環境整頓：辦理旅遊線沿線不良景觀整頓與改善，提昇旅遊環境景觀品質。
- (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、觀光路段辦理圍籬區隔工程。賡續執行辦理日月潭環湖步道水社至九龍口段林木疏伐通視案件。
- (3) 提昇遊樂安全及品質：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。

#### 3、推廣宣傳

- (1) 規劃、執行年度觀光遊憩活動：辦理2007日月潭九族櫻花祭系列活動、日月潭嘉年華、日月潭美食展。
- (2) 推動觀光與文化結合之創新行銷推廣策略：辦理日月潭邵族音樂暨舞蹈展演案、2007湖畔燈飾造境案、辦理日月潭新詩徵集活動及2007日月潭跨年鳴鐘祈福系列活動。
- (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：辦理環湖巴士系統，提供遊客於環潭道路遊賞日月潭，並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渡假區。
- (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。



### (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 culture, with water and land activities being combined together to provide a highquality, diversified resort experience. Implementation of the major tasks of the "Sun Moon Lake Tour Route" was continued in 2007, with the following 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 Shueishe, Ita Thao, and Checheng areas, construction of the Jioulongkou Waterside Trail of the round-the-lake trail system, water treatment plant, and sewerage construction.
- (b) International competitive bidding was carried out for the Siangshan Administrative Center (including a visitor center) and Shueishe Park projects.
- (c) Implementation continued on construction of the self-designed private Sun Moon Lake-Formosan Aboriginal Culture Village cable car BOO project.
- (d) Planning was carried out for the Siangshan Tourist Hotel BOT Project and the Checheng Logging Industry Exhibition Hall OT project.

#### b. Operation and Management

- (a) Scenic environment improvement: Rectification and improvement were carried out at sites of poor scenery along travel 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 Shueishe-Jioulongkou section of the round-the-lake trail was continued.

- (c) Upgrading of travel safety and quality: Tourist site operation and safety maintenance demonstrations were held, together with water rescue training and the training of accommodation (hotel and home stay), boating, restaurant, and souvenir shop personnel.

#### c. Advertising and Promotion

- (a) Planning and implementation of annual tourism activities: The 2007 Sun Moon Lake-Formosan Aboriginal Culture Village Cherry Blossom Festival, Sun Moon Lake Carnival, and Sun Moon Lake Culinary Festival were held.
- (b) Implementation of the innovative tourism and culture integrated marketing and promotion strategy: The Sun Moon Lake Thao Music and Dance Expo, 2007 Lakeside Lighting Project, Sun Moon Lake New Poetry Contest, and 2007 Sun Moon Lake New Year's Eve activities were held.
- (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-island bus system has been completed, providing travelers the means to visit sites around the lake, and the Nantou Bus Co. 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.







#### (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，壯闊之山岳、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。96年度持續推動「桃竹苗旅遊線」及「脊樑山脈旅遊線」重點工作，重要工作成果如下：

##### 1、規劃建設

- (1) 完成桃竹苗旅遊線「獅頭山風景區鹿場公共服務設施工程」等公共遊憩設施建設計14項；完成「桃竹苗旅遊線遊憩據點公共設施工程規劃設計」等先期規劃設計案計3項。
- (2) 完成脊樑山脈旅遊線「八卦山風景區彰化縣花壇鄉大嶺巷登山步道公共設施工程」、「梨山風景區谷關捎來步道等設施整修工程」等公共遊憩設施建設計22項；完成「脊樑山脈旅遊線遊憩據點公共設施工程規劃設計」等先期規劃設計案計7項。
- (3) 依促進民間參與公共建設法規定，以ROT方式引進民間參與梨山賓館之經營管理，惟經多次流標後，改依市場機制審慎評估後續推動方向，並積極辦理梨山賓館建物基礎圖說建立及建築物耐震能力評估等前置作業。

##### 2、經營管理

- (1) 完成八卦山風景區寶藏寺遊憩區委託彰化縣芬園鄉公所經營管理作業。
- (2) 訂定設施卡、維護紀錄卡及相關填報須知，落實公共設施及遊憩據點安全暨清潔維護管理工作。
- (3) 訂定「96年度國家級風景特定區經營管理與安全維護執行計畫」，並配合觀光局辦理96年度管理處經營管理與安全維護督導考核及平時督導檢查事宜。
- (4) 辦理96年度「緊急災害救護教育」第一線救護人員訓練研習會。
- (5) 辦理96年觀光地區春節交通疏運計畫。
- (6) 辦理96年度「清淨家園全民運動計畫」機關環境清潔維護工作。

##### 3、推廣宣傳

- (1) 舉辦觀光行銷活動：透過主辦、合辦及協辦等方式辦理各項重要觀光行銷活動：



#### (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 mountgains, seas of clouds, geologic landscapes, century-old historic sites, and aborigine, Fujianese, and Hakka cultures, giving them a strong appeal to tourists. Work continued in 2007 on the "Taoyuan-Hsinchu-Miaoli tour route" and "Central Mountain Range tour route" tasks, with the following major results:

##### a. Planning and Construction

- (a) Fourteen public recreational facility construction projects were completed along the Taoyuan-Hsinchu-Miaoli Tour Route, including the Luchang public facilities project in the Lion's Head Mountain Scenic Area, and three preliminary plans were completed, including the "Planning and Design of Public Facilities at Recreational Sites along the Taoyuan-Hsinchu-Miaoli Tour Route".
- (b) Twenty-two public recreational facilities construction projects on the Central Mountain Range Tour Route were completed, including the "Construction of Dalingsiang Mountain Trail Public Facilities at Huatan Township, Changhua County in the Mt. Bagua Scenic Area" and "Renovation of Shaolai Trail at Guguan in the Lishan Scenic Area". Planning and design was completed for seven projects, including "Planning and Design for the Construction of Public Facilities at Tourist Sites on the Central Mountain Range Tour Route".
- (c) The ROT method was to be used to bring private participation into the operation of the Lishan Hostel in accordance with the provisions of the Act for the Promotion of Public Participation in Infrastructure Projects; but several bids failed, and careful evaluation in accordance with the market mechanism was carried out to determine how the project should proceed. The establishment of basic charts for the hostel's structure, evaluation of the structure's earthquake resistance, and other preliminary tasks were carried out.



##### b. Operation and Management

- (a) The outsourcing of the operation of the Baozang Temple Recreation Area in the Mt. Bagua Scenic Area to the Fenyuan Township Office in Changhua County was completed.
- (b) Instructions were formulated for filling out facilities cards, maintenance record cards, and other related forms, carrying through with safety and cleanliness management of public facilities and recreational sites.
- (c) The "2007 National Scenic Area Management and Safety Maintenance Implementation Plan" was formulated, and coordination was provided for the Tourism Bureau's 2007 national scenic area management and safety maintenance supervisory evaluation as well as routine supervisory inspections.
- (d) The 2007 Emergency Disaster Rescue Training seminar for front-line rescue personnel was carried out.
- (e) The 2007 Chinese New Year traffic alleviation plan for tourist destinations was carried out.
- (f) The work of maintaining environmental cleanliness was carried out under the 2007 "National Clean Home Movement plan".

##### c. Advertising and Promotion

- (a) Tourism promotion activities: Major tourism promotion activities carried out either solely or jointly, or with sponsorship by the national scenic area administration, included the following:





- 獅頭山風景區：辦理「2007南庄鄉觀光服務品質研習會」、「五月雪滿山頭-南庄按靚活動」、「賽夏族巴斯達隘祭」、「南庄夏泰客活動」及「南庄瓦祿文化節」等活動。
- 梨山風景區：辦理「YA-YA-TA梨山生態饗宴-原舞花賞」活動、「2007第14屆梨山馬拉松」、「發現谷關-百年湯饗」及「2007谷關鼓藝節」等活動。
- 八卦山風景區：辦理「2007鷹揚八卦-全民賞鷹」活動、「2007臺灣跑水祭」及「2007八卦山脈美利達盃單車嘉年華」等活動。

(2) 宣導品製作：完成灰面鷲鷹簡介與悠遊谷關DVD影音光碟、獅山遊憩區步道系統簡介（中、英文）摺頁、松柏嶺遊憩區步道自行車道系統簡介、2008參山手札及賀卡等。

(3) 志工培訓：完成解說志工招訓計41名，並於梨山、谷關及松柏嶺遊客中心新增志工導覽解說服務，另持續辦理各項解說教育課程訓練，以提昇解說服務品質。

(4) 網路行銷：加強觀光資訊網便民服務，提供線上申請導覽解說服務、留言版及首長信箱與政府資訊公開等服務。並增加資訊安全宣導及添購資訊軟硬體設備，以提供更安全、便利之24小時觀光旅遊資訊網服務。

#### 4、未來發展目標

- (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」高山渡假遊憩區；「谷關地區」成為泡湯、美食渡假遊憩區。
- (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。

- Lion's Head Mountain Scenic Area: The "2007 Nanjhuang Toirism Service Quality Seminar", "Snow on the Mountains in May – Nanjhuang Ancian Activity", "Saisiat Basihdayi Festival", "Nanjhuang Saisiat-Atayal-Hakka Festival", and "Nanjhuang Tile Green Culture Festival".
- Lishan Scenic Area: The "Lishan Yayata Eco-fest" activities, "14th Lishan Marathon", "Discover Guguan – A Century of Hot Springs", and "2007 Guguan Drum Arts Festival".
- Mt. Bagua Scenic Area: The "2007 Eagles over Bagua – National Eagle-watching", "2007 Taiwan Running Water Festival", and "2007 Bagua Range Merida Cup Bicycle Carnival".

(b) Production of promotional materials: DVD's introducing he black-faced spoonbill and travel in Guguan, Chinese- and English-language brochures on the Lion's Head Mountain trail network, brochures on the Songboling Scenic Area trail and bikeway networks, and 2008 Tri-Mountain souvenirs and cards were produced.

(c) Volunteer training: Forty-one volunteer interpreters were trained, and volunteer interpreter services were added at the Lishan, Guguan, and Songboling visitor centers. The offering of interpreter training courses was continued so as to upgrade the quality of interpreter services.

(d) Internet marketing: Public-convenience services on the tourism information website were strengthened with the provision of online application for interpretative services, a bulletin board, and home-page mailbox, as well as the opening up of government information. Information security publicity was strengthened, and information hardware and software were procured so as to provide secure and convenient 24-hour online tourism information services.

#### 4. Future 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 homestays, 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-spring 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。96年度持續推動「阿里山旅遊線」重點工作，重要工作成果如下：

#### 1、規劃建設

- (1) 臺18線道路景觀：完成入口意象、觸口牛埔仔自然休憩園區景觀草坪、觸口地久吊橋改善工程。
- (2) 鄒族文化遊憩系統：完成臺18線鄒族地區入口意象、達邦、新美、來吉等工藝館展示工程、樂野米洋溪步道及山美、茶山遊憩設施改善工程。
- (3) 石棹、奮起湖遊憩系統：完成奮起湖綠籬廊道、福華道路路面護坡、福華步道、龍頭龍頂步道入口等改善工程。
- (4) 西北廊道遊憩系統：完成圓潭自然生態園區、圓潭遊客中心導覽展示、太平茶之道設施、太興遊憩設施、太平-大尖山步道工程。

#### 2、經營管理

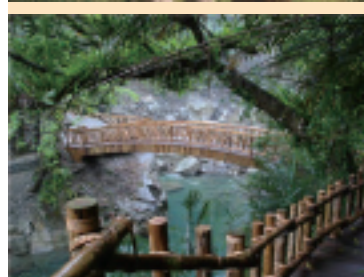
- (1) 執行96年春節暨櫻花季交通疏運計畫，提供大眾接駁專車服務，有效紓解瓶頸路段交通壅塞，提高旅遊體驗滿意度。
- (2) 輔導奮起湖、瑞里社區籌組環境清潔管理委員會，積極推動轄區7處景點由社區民衆進行設施認養及清潔維護工作。
- (3) 會同縣府相關單位辦理臺18線賣店及旅行業檢查、取締哄抬物價行為，建立優質旅遊環境。
- (4) 榮獲行政院「2007優質英語生活環境」特優獎、交通部96年「清淨家園全民運動計畫」部屬機關環境清潔現場訪查評比第1名。

#### 3、推廣宣傳

- (1) 辦理達邦、來吉、光華地區生態旅遊資源調查，舉辦14場社區生態旅遊公衆論壇座談會，落實社區環境資源監測機制及分享生態旅遊成果經驗。
- (2) 辦理「2007鄒族舞弄你」大阿里山旅遊資訊服務站創新歌舞展演、「2007阿里山與螢共舞暨行動旅展」、「2007阿里山步道遊蹤」、「2007神木下婚禮」等四季觀光節慶活動，吸引旅遊人潮。
- (3) 辦理第3期導覽志工甄選培訓及第1、2期導覽志工進階訓練，加強志工解說知識技能，提升旅遊服務品質。

#### 4、未來發展重點

- (1) 整頓臺18線道路景觀，清新沿線旅遊環境。
- (2) 營造鄒族部落整體風貌，健全西北廊道遊憩服務設施。
- (3) 推廣生態旅遊及特色觀光活動，提升旅遊服務品質。



### (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, feeling, 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 tasks of the "Alishan Tour Route" continued in 2007, with the following results:

#### a. Planning and Construction

- (a) Scenery along Provincial Highway 18: Improvement work was completed on the entrance image, lawn landscaping in the Nioupuzai Nature Park at Chukou, and the Dijiou Suspension Bridge at Chukou.
- (b) Tsou culture and recreation system: Work was completed on the entrance image for the Tsou area on Provincial Highway 18; handicraft exhibit halls at Dabang, Sinmei, and Laiji; Miyang Stream Trail at Leye; and improvement of facilities at Chashan.
- (c) Shihjhuo-Fencihu recreation system: Improvement was completed on the "green hedge corridor" at Fencihu, the surface of Fuhua road, and entrance images for Fuhua Trail and Longtou Longding Trail.
- (d) Northeastern corridor recreation system: Work was completed on the Yuantan Natural Ecology Park, guidance displays at Yuantan Visitor Center, Taiping Way of Tea facilities, Taising recreational facilities, and Taiping-Dajian Mountain Trail.

#### b. Operation and Management

- (a) The traffic alleviation plan was carried out during the Chinese New Year and cherry-blossom seasons and the public was provided with shuttle services so as to relieve traffic bottlenecks and congestion, thus enhancing the satisfaction of visitors.
- (b) The Fencihu and Rueili communities were assisted in organizing environmental cleanliness committees, and the "adopting" and cleanliness maintenance of seven tourist sites by the people of local communities was implemented.
- (c) Inspections of stores and travel operators on Provincial Highway 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 Outstanding Award in the 2007 Quality Bilingual Living Environment awards, and a first place for environmental cleanliness in the Ministry of Transportation and Communication's 2007 "National Clean Home Movement" for subsidiary agencies.

#### c. Advertising and Promotion

- (a) Ecotourism resource surveys were carried out in the Dabang, Laiji, and Guanghai areas and 14 community ecotourism public forums were held, thus following through with the ecommunity environmental resource monitoring mechanism and sharing ecotourism experiences.
- (b) Four seasonal festivals were held to attract tourists: the "2007 Tsou Dancing with You", "2007 Alishan Dancing with Fireflies and Action Travel Fair", "2007 Walking Alishan's Trails", and "2007 Wedding Under the Sacred Tree".
- (c) The third session of volunteer guide selection and training was held and the first and second sessions of advanced volunteer guide training were carried out to strengthen the skills of volunteer interpreters and upgrade the quality of travel services.

#### d. Future Development

- (a) Scenery along Provincial Highway 18 was improved to provide a fresh travel environment.
- (b) The overall appearance of Tsou villages was improved so as to strengthen recreational service facilities in the northwestern corridor.
- (c) Ecotourism and tourism with unique features were promoted to upgrade the quality of travel services.





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

本區擁有極佳之縱谷景緻，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，96年度廣續推動「高屏山麓旅遊線」重點工作，順利引進民間參予投資觀光事業，有效營造本旅遊線為具有國際魅力之景點。重要工作成果如下：

##### 1、規劃建設

- (1) 完成霧臺遊憩區發展生態旅遊執行計畫成果發表。
- (2) 完成三地門鄉遊憩據點公共設施第三期改善工程。
- (3) 完成荖濃溪畔眺望公園工程。
- (4) 完成涼山瀑布據點排水設施及環境改善工程。
- (5) 完成高屏山麓旅遊線美濃景觀聯絡道路公共設施改善工程。
- (6) 完成新威森林公園外環步道改善工程。
- (7) 完成高屏山麓旅遊線交通道路指標系統改善工程。
- (8) 完成塔羅流溪綠美化步道整建工程。
- (9) 持續推動新威大橋新建工程。

##### 2、經營管理

- (1) 研訂「高雄縣茂林鄉公共造產132縣道大門口停止收費案」，於96年7月間獲致茂林鄉公所、代表會及鄉內各部落會議通過，並於97年1月1日執行，將增加遊客進入該鄉旅遊意願，預估遊客旅遊人次將由95年之17萬餘人次提升至97年之40萬人次，增加該鄉觀光產值每年約5000萬元，進而吸引民間投資旅館意願，促進茂林鄉觀光事業發展。
- (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，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) 賽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月開始有服務收入70萬5,817元，除減少政府預算支出，增加服務收入，有效提升服務機能及效率。
- (4) 瑪家文物館原經工程會列為閒置空間，經96年度導入各項活化措施後，已成功轉型為瑪家遊客中心，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。

##### 3、推廣宣傳

- (1) 配合「臺灣溫泉美食嘉年華」活動，與高雄縣政府觀光交通局整合六龜溫泉業者，共同推出2007「山城花語溫泉季」活動，行銷轄區寶來及不老溫泉區溫泉資源及提供遊客春節期間休閒旅遊去處。



#### (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 key tasks of the "Kaohsiung-Pingtung Foothills Tour Route" continued in 2007, with the introduction of private investment in tourism enterprises and the development of the national scenic area into a destination with international allure. Major achievements during the year include the following:

##### a. Planning and Construction

- (a) A presentation was held on the results of implementation of the plan to develop ecotourism in the Wutai Recreation Area.
- (b) Third-stage improvement of public facilities at recreation sites in Sandimen Township was completed.
- (c) Construction of the Laonong Riverside View Park was completed.
- (d) Water drainage facilities and environmental improvement were completed at Liangshan Waterfall.
- (e) Improvement of public facilities on the Meinong scenic access roads in the Kaohsiung-Pingtung Foothills Tour Route was completed.
- (f) Outer-loop trail improvement in the Sinwei Forest Park was completed.
- (g) The improvement of road signage on the Kaohsiung-Pingtung Foothills Tour Route was completed.
- (h) Renovation of the Taluoliou River Green Trail was completed.
- (i) Construction work on the Sinwei Bridge was continued.

##### b. Operation and Management

- (a) The "Cessation of Toll Payment at the Main Entrance on County Highway 132 in Maolin Township, Kaohsiung County" was formulated, approved in July 2007 by the Maolin Township Office, representative council, and aborigine villages within the township, and implemented on Jan. 1, 2008. This move will boost the willingness of travelers to enter the township for tourism purposes, and the number of visitors is projected to increase from more than 170,000 in 2006 to 400,000 in 2008. This will boost the township's tourism production value by about NT\$50 million per year, attract private investment in hotels, and stimulate the development of the tourism industry in Maolin Township.
- (b) The OT outsourcing of the Liouguei service area was completed, with a six-year contract being signed on Dec. 12, 2007. The contract calls for the investment of NT\$5.92 million in restaurant, retail sales, and other tourism and recreation operations; it will stimulate the development of local peripheral industries, reduce government expenditures, increase government income, and provide jobs.
- (c) With the introduction of high-quality service facilities, from January 2007 service income in Saijia Park totaled NT\$705,817; besides reducing outlays from the government budget, this also increases service income and upgrades service functions and efficiency.
- (d) The Majia Museum was originally listed by the Public Construction Commisison as idle space, but following the introduction of revitalization measures in 2007 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 Highway 185.

##### c. Advertising and Promotion

- (a) In coordination with the Taiwan Hot Spring and Cuisine Carnival, the national scenic area administration worked with the Kaohsiung County tourism and transportation bureau in bringing Liouguei's hot-spring operators together in organizing the "Mountain Town Flower Talk Hot-spring Festival", marketing Baolai and Bulao hot-spring resources and providing travelers a place to go during the Chinese New Year





- (2) 參展「中國時報高雄國際旅遊展覽活動」、「民生報旅展」、及「臺中旅展」，藉旅展行銷高屏山麓旅遊線各景點及活動特色。
- (3) 辦理「2006/2007雙年賞蝶系列活動（首部曲-茂林紫蝶幽谷賞蝶季、二部曲-六龜彩蝶谷及美濃黃蝶季）」，推出賞蝶及生態解說活動。
- (4) 與高雄縣政府共同主辦「飊山競水鐵人三項暨全國荖濃溪泛舟活動」，結合地理環境發展出來的鐵人戰賽（路跑、自由車及泛舟三項），充滿新鮮、刺激與挑戰，更是一項不論任何年齡均不嫌太晚的健康優質活動。
- (5) 辦理「南島族群婚禮活動」，以原住民婚禮為活動主軸，結合週邊景點套裝遊程規劃並行銷原住民石板屋蜜月套房、原住民伴手禮及風味餐等，來提供中外人士參與體驗原住民文化，已連續辦理2年頗受外界肯定與好評。

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年度完成新威大橋興建營運通車，解決高屏山麓旅遊線交通動線串聯之問題。

holiday.

- (b) Travel fairs were used to market the tourist sites and activities along the Kaohsiung-Pingtung Foothills Tour Route, with participation in the China Times Kaohsiung International Travel Exhibition, Min Sheng Pao Travel Fair, and Taichung Travel Fair.
- (c) The 2006/2007 Butterfly-watching activities were held (Maolin Purple Butterfly Valley Butterfly-watching Festival, Liouguei Colored Butterfly Valley/Meinong Yellow Butterfly Festival), with butterfly-watching and ecological interpretation activities.
- (d) The Triathlon and Laonong River Rafting event was held jointly with the Kaohsiung County Government, with the triathlon based on the geography (running, biking, and rafting) and filled with freshness, excitement, and challenge in a healthy activity for all ages.
- (e) "Austronesian Wedding" activities were held, with the focus on weddings of indigenous peoples and package itinerary planning that encompassed nearby tourist sites along with the marketing of honeymoon suites in aborigine stone-slab houses, aborigine souvenirs, and local cuisine. These activities, which allowed travelers from Taiwan and abroad to experience Taiwan's aborigine culture, have been held two years in a row and have won plaudits from outsiders.

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 provided through working circles and industry alliances to Kaohsiung and Taitung 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>

北海岸、野柳及觀音山地處臺灣北部，山明水秀，天藍海深、風景奇麗、古蹟林立，為兼具自然景觀、溫泉資源與古蹟、藝術文化寶地。5年來，已完成觀音山遊客中心整建、三芝遊客中心及淺水灣停車場新建環境改善、白沙灣環境景觀改善、金山萬里自行車道及野柳遊憩區環境美化等重要之改善工程。96年度持續推動「北部海岸旅遊線」重點工作，重要工作成果如下：

1、規劃建設

- (1) 辦理野柳海洋世界遊憩區（北側停車場及地質公園入口改善）工程。

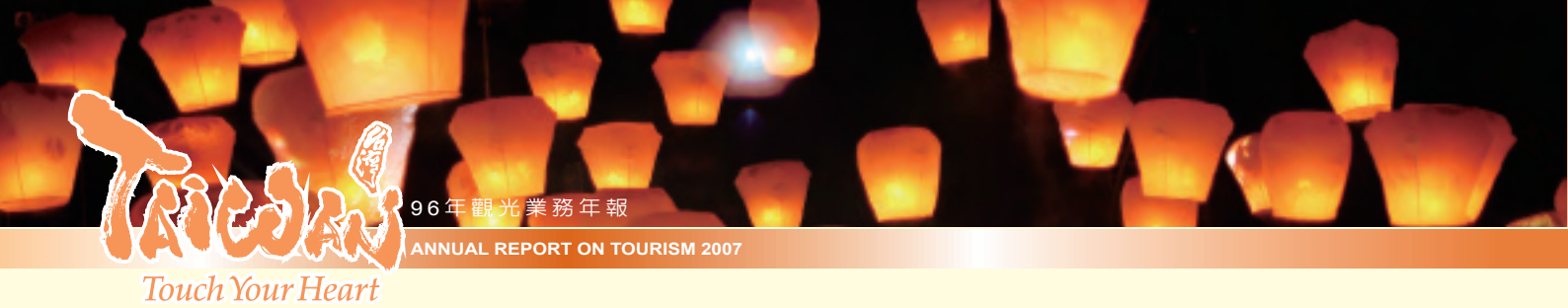
(11) North Coast and Guanyinshan National Scenic Area (<http://www.northguan-nsa.gov.tw>)

The North Coast, Yeliou, and Mt. Guanyin areas of northern Taiwan feature exquisite mountains and waters, blue skies and deep seas, beautiful scenery, and numerous historic sites, providing unparalleled opportunities for experiencing natural scenery, hot-spring resources, history, art, and culture. The reconstruction of the Guanyinshan Visitor Center, construction and environmental improvement at the Sanjhih Visitor Center and Cianshuei Bay parking lot, scenic improvement of the Baisha Bay environment, and environmental beautification along the Jinshan-Bali Bikeway and at the Yeliou Recreation Area were all completed within the past five years. Work on the key tasks of the "North Coast Tour Route" continued in 2007, with the following major results:

a. Planning and Construction

- (a) Construction was carried out at the Ocean World Recreation Area in Yeliou (parking lot at the northern edge of the area and improvement of the entrance of the Geo-Park).





- (2) 辦理獅頭山及周邊環境、石門洞遊憩區及周邊環境景觀改善工程。
- (3) 完成臺2線萬里及金山據點、石門及三芝據點之景觀改善、危險邊坡改善、永興村段景觀改善及綠美化改善工程。
- (4) 完成核二廠前景觀涼亭邊坡加固及萬里金山地區自行車木棧道欄杆固定設施改善工程。
- (5) 辦理白沙灣展示及行政空間暨戶外設施工程。
- (6) 完成觀音山凌雲寺周邊公共設施及聖公媽停車場及周邊改善工程。
- (7) 完成八里赤土崎軍事營區及既有坑道再利用工程。

## 2、經營管理

- (1) 經營管理策略：以顧客導向理念，充實遊憩軟硬體設施，加強人性化服務與設施國際化，營造友善與安全旅遊環境，讓觀光客有賓至如歸的感受。
- (2) 觀光資源維護管理：針對所管公共設施及遊憩據點設置巡邏箱與設施清潔維護檢查表，每日編排巡查人員巡查，遇有損害或不堪使用，隨時報請修理或改善。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) 安全維護：執行「公共安全白皮書—觀光地區遊樂設施安全管理之策略與措施」，落實安全管理及教育訓練，提升救災救護能力，加強維護遊客安全。

## 3、推廣宣傳

- (1) 製作北海岸及觀音山景點解說摺頁，提供觀光資訊與服務，讓遊客深度了解北海岸及觀音山豐富的觀光資源，並以中、英、日、韓文多語文編輯，傳達北海岸及觀音山文化、自然、知性、生態的觀光景點。
- (2) 邀請國內、外媒體蒞處採訪，透過專題報導及影片介紹展現北海岸及觀音山人文生態之美，增加北海岸及觀音山觀光資源之曝光度，並結合北海岸觀光巴士及溫泉資源，進而吸引國人優先選擇來北海岸及觀音山觀光旅遊、泡湯，促進北海岸及觀音山觀光之發展。
- (3) 舉辦「觀音觀鷹」、「八里文旦節」、「石門國際風箏節」、「北海岸婚紗留情影」、「金山萬里溫泉季」、「淺水灣夕陽音樂會」及「邀請中南部旅行社業者北海岸熟悉之旅」等觀光活動，效果顯著，對產業發展有實質助益。
- (4) 擴大舉行「北海岸婚紗留情影」活動招攬香港、新加坡、馬來西亞等地新人二度蜜月及全家福來北海岸進行婚紗拍攝及觀光遊樂之套裝旅遊行程。

## 4、未來發展重點

- (1) 推動野柳地質公園國際化。
- (2) 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。



- (b) Scenic improvement was carried out at Lion's Head Mountain and surrounding environment and the Stone Arch Recreation Area and surrounding environment.
- (c) Scenic improvement was carried out at tourist sites along Provincial Highway 2 in Wanli and Jinshan, dangerous slopes were improved, and scenic and beautification improvement on the Yongsing section were accomplished.
- (d) Slope fixing was carried out at the scenic pavilion in front of the 2<sup>nd</sup> nuclear power station and the railings along the Wanli-Jinshan wooden bicycle path were improved.
- (e) Construction of the Baisha Bay Exhibition and Administration facilities, and outdoor facilities, was carried out.
- (f) Improvement work was completed on public facilities around Lingyun Temple and the Shenggongma parking lot and surroundings.
- (g) Engineering for the reuse of the Chihtuci army camp and existing tunnel at Bali was completed.

## 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 that makes visitors feel at home.
- (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) Safety maintenance: The provisions of the "Public Safety White Paper – Safety Management Strategies and Measures for Amusement Facilities in Tourist Areas" were implemented so as to carry out safety management and training, to upgrade disaster rescue capabilities, and to strengthen the maintenance of traveler safety.

## c. Advertising and Promotion

- (a) North Coast and Guanyinshan interpretive brochures were produced and tourist information and services were provided so that travelers could gain a deep understanding of the area's rich tourism resources. The brochures were written in Chinese, English, Japanese, and Korean so as to provide information on the cultural, natural, educational, and ecological sites within the national scenic 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 Guanshan National Scenic Area, boosting the exposure of the area's tourism resources. Promotion that integrated the North Coast tour bus routes and hot-spring resources attracted travelers to make the North Coast and Guanyinshan their priority choice of destination for tourism and hot-spring bathing, stimulating the development of tourism in the area.
- (c) Tourism activities were held, including "Eagle-watching at Guanyinshan", "Shihmen International Kite Festival", "North Coast Wedding Photo" tours, "Jinshan/Wanli Hot-spring Festival", "Cianshuei Bay Sunset Concert", and "North Coast Fam Tour for Travel Agents from Central and Southern Taiwan". These activities had a substantial effect in promoting the development of the tourism industry.
- (d) "North Coast Wedding Photo" tours were expanded to attract couples from Singapore, Malaysia, and other areas for wedding photos, second honeymoons, and family photos, and for package tour itineraries.

## d. Future Development

- (a) The internationalization of the Yeliou Geo-Park will be promoted.
- (b) The 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.



## (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，96年持續推動「雲嘉南旅遊線」重點工作，重要工作成果如下：



### 1、規劃建設

- (1) 城西觀光休閒停泊區-曾文溪口河段數值模擬分析規劃。
- (2) 北門鹽灘溼地改善復育調查規劃。
- (3) 雲嘉南濱海國家風景區遊客意向調查暨旅遊人次推估模式建立規劃。
- (4) 雲嘉地區周邊景觀暨公共設施改善工程委託設計監造。
- (5) 好美寮地區周邊景觀暨遊憩設施改善。
- (6) 布袋遊艇港東防波堤段步道。
- (7) 馬沙溝周邊景觀暨遊憩公共設施改善。
- (8) 鰲鼓溼地觀海樓賞鳥設施及周邊景觀改善。
- (9) 井仔腳鹽田休憩設施改善。
- (10) 北門行政園區周邊景觀綠美化改善。
- (11) 七股西寮社區東側景觀綠美化改善。
- (12) 南鯤鯓臺17線西側停車場公共設施。
- (13) 鹿耳門廣場景觀改善。

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

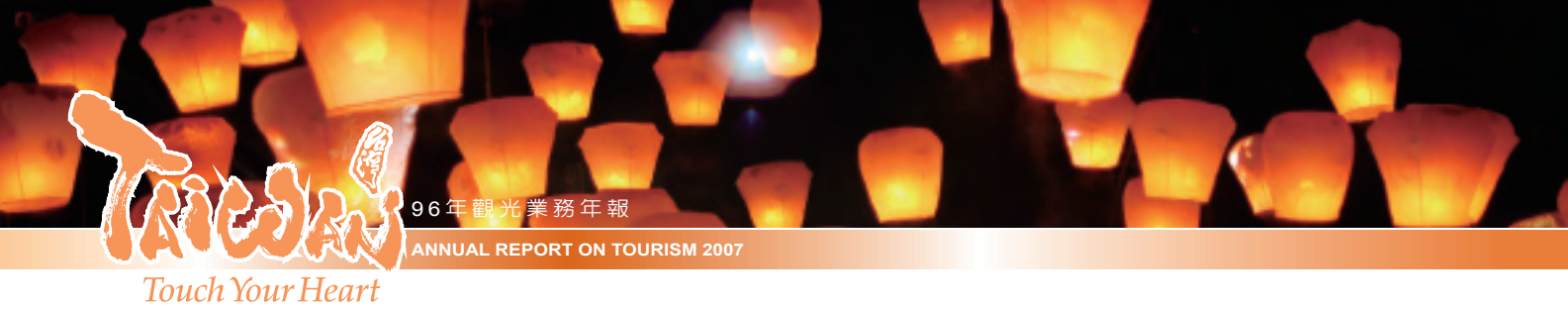
This national scenic area is divided into three major recreational systems: Yunjia, Nanying, and Taijiang. The key sites in the Yunjia system are wetlands, fish markets, shoals, and ancient temples. The key sites in the Nanying system are salt pans, lagoons, water areas, and the black-faced spoonbill. In the Taijiang system, the key tourist spots are historic ruins, historic sites, and mangrove ecologies. In 2007 the national scenic area administration continued work on the key tasks of the "Southwest Coast Tour Route" with the aim of building 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. The key results of this effort are as follows:

### a. Planning and Construction

- (a) A digital simulation analysis plan for the Chengsi tourist parking area – Zengwun Estuary river section was carried out.
- (b) A Beimen salt coast wetlands improvement and restoration survey was planned.
- (c) Planning was carried out for the establishment of a model for traveler orientation and tourist arrivals forecasting for the Southwest Coast National Scenic Area.
- (d) Commissioned design and construction monitoring for the improvement of peripheral landscapes and public facilities in the Yunjia area was carried out.
- (e) Improvement of peripheral landscapes and recreational facilities in the Haomeiliao area was accomplished.
- (f) The eastern breakwater trail at the Budai marina was completed.
- (g) The peripheral landscaping and public recreational facilities at Mashagou were improved.
- (h) Bird-watching facilities and peripheral landscaping at the Aogu Wetlands Sea-viewing pavilion were improved.
- (i) Leisure facilities at the Jingzaijiao Salt Fields were improved.
- (j) Landscaping around the Beimen Administration Park was improved.
- (k) Landscaping was improved on the eastern side of the Siliao Community in Cigu.
- (l) Public facilities at the parking lot on the west side of Provincial Highway 17 in Nankunshen were completed.
- (m) Landscaping was improved at Luermen Plaza.







## 2、經營管理

- (1) 派員巡查濱海地區約1,300公頃土地及轄區遊憩據點，避免土地遭濫用及佔用，並將委外人員分配至各遊憩據點，加強海岸線及遊憩據點環境整理維護。
- (2) 建立四縣市聯繫機制，協商處理觀光建設及經管事宜。
- (3) 成立七股管理站，就近維護七股地區觀光設施，提升遊憩品質。
- (4) 整建馬沙溝濱海遊憩區現有設施，推廣水上遊憩活動。
- (5) 善用區內特有之自然生態、開臺史蹟及鹽業風華，發展潟湖、濕地、紅樹林與文化體驗等特殊的海岸生態旅遊及文化采風觀光活動。

## 3、推廣宣傳

- (1) 舉辦「2007活力海洋－歡樂馬沙溝」及「2007鯤鯓王平安鹽祭」活動。
- (2) 補助臺南市鹿耳門天后宮管理委員會辦理「2007丁亥媽祖行春觀光文化祭」活動、正統鹿耳門聖母廟辦理「2007媽祖文化觀光節」系列活動及臺南縣環境保護聯盟辦理「2007黑琵盃路跑」系列活動。
- (3) 與臺南市政府共同合辦「2007悠遊鹿耳門、驚豔臺江城」、「牽守護沙洲」活動，並與嘉義縣政府共同主辦「海之夏祭」活動。
- (4) 舉辦第3期導覽解說人員暨志工研習訓練。

## 4、未來發展重點

建設雲嘉南濱海國家風景區為以濕地水鳥生態、內海水域遊憩、人文產業文化為主要魅力之國際級濱海濕地生態公園。

## b. Operation and Management

- (a) People were sent to patrol about 1,300 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 for the negotiation of issues related to tourism construction and management.
- (c) The Cigu Ranger Station was established to protect tourism facilities in the nearby Cigu area and upgrade the quality of recreation.
- (d) Existing facilities in the Mashagou Coastal Recreation Area were rebuilt so as to promote water recreation.
- (e) Good use was made of the area's unique natural ecology, historic sites from the early development of Taiwan, and the salt industry, and special coastal ecology tours and cultural tourism encompassing lagoons, wetlands, mangrove forests, and cultural experiences were developed.

## c. Advertising and Promotion

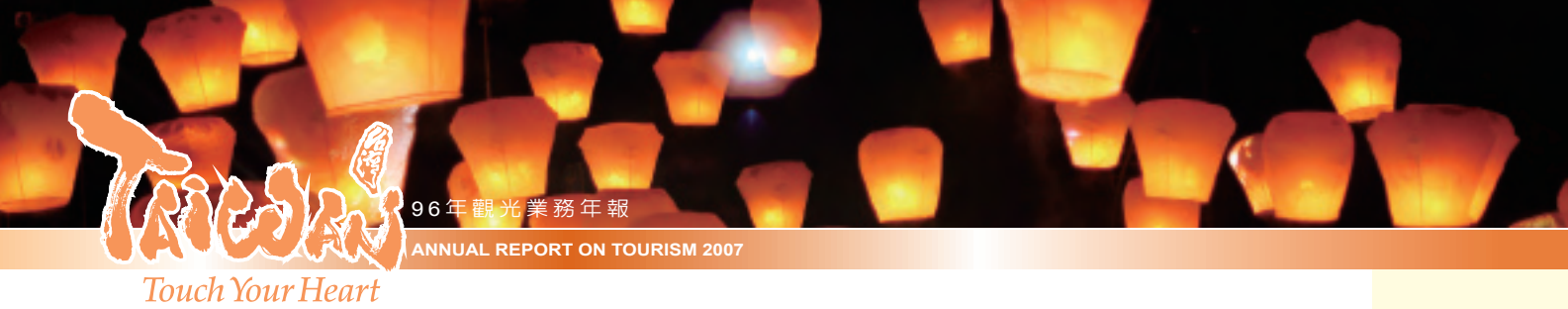
- (a) The "2007 Living Ocean – Joy at Mashagou" and "2007 Kunshen King Salt of Peace Festival" were held.
- (b) Subsidies were provided to the management committee of the Luermen Queen of Heaven Temple in holding the "2007 Mazu Tourism and Culture Festival", the Orthodox Luermen Holy Mother Temple in holding the "2007 Mazu Culture and Tourism Festival", and the Tainan County Environmental Protection Alliance in organizing the "2007 Black-Faced Spoonbill Road Run".
- (c) The "2007 Touring Luermen and Taijiang" and "Guarding Mashagou" activities were organized jointly with the Tainan City Government, and the "Sea Summer Festival" was held jointly with the Chiayi County Government.
- (d) The third session of guide interpreter and volunteer training was held.

## d. Future Development

The Southwest Coast National Scenic Area will be developed into an international-class coastal wetlands ecology park with wetland waterfowl ecology, inner sea water recreation, and industrial culture providing the primary allure.







(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。96年持續推動「雲嘉南旅遊線」重點工作，重要工作成果如下：

1、規劃建設

- (1) 更新遊憩據點環境與景觀，提供優質旅遊環境，完成關子嶺入口意象及溫泉老街景觀改善、關子嶺紅葉公園整修、大埔鄉情人公園及大埔拱橋區景觀改善、左鎮遊憩系統化石館人行動線暨烏山獼猴保護區環境改善、南化鄉竹仔尖烏山登山步道景觀及綠美化、白河鎮綠色隧道環境改善、八田與一紀念公園景觀。
- (2) 整建旅遊服務設施，營造友善的旅遊環境，完成梅嶺地區遊客服務設施整建及綠美化、楠西鄉梅嶺停車場、江家古厝停車場第一期整建、東山鄉仙公廟停車場整建。
- (3) 體驗西拉雅文化，提昇西拉雅原民文化意象，完成西拉雅生活體驗園區入口區及入口意象改善、西拉雅生活體驗園技藝廣場及週邊環境改造、夜祭場平埔風采文物館周邊環境改善。
- (4) 提供旅遊資訊，豐富旅遊行程，強化旅遊深度，完成關子嶺嶺頂公園及遊客資訊站、大埔鄉曾文管理站內部整修、西拉雅國家風景區景點行銷燈箱。

2、經營管理

- (1) 協同各水庫管理機關、航政機關及地方政府等相關單位辦理本轄境內水域遊憩活動及船舶管理聯合稽查作業，藉以提升遊客安全。
- (2) 訂定「災害防救緊急應變及通報作業要點」，並編制災害防救暨緊急救護應變小組及任務分工表；另與行政院衛生署南區緊急醫療災難應變指揮中心（EOC）建立溝通窗口，掌控轄區內各災情通報，俾能立即獲得正確資訊，並掌握轄內急救責任醫院之救護資源。

(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. Implementation of the key tasks of the "Yunlin-Chiayi-Tainan Tour Route" was continued in 2007, with the following major results:

a. Planning and Construction

- (a) Environments and landscapes at tourist sites were improved to provide a high-quality travel environment. Improvement of the entrance image and Old Hot-spring Street landscaping at Guanzihling were improved, the Hongye Park there was renovated, the landscape of Lovers' Park and arched bridge area was improved, the line of movement in the fossil museum and the environment of the Wushan Formosan Rock Monkey Preserve in the Zuojhen Recreational System were improved, landscaping and beautification at the Jhuzihjian Wushan Mountain Trail in Nanhua Township and the Green Tunnel environment in Baihe Town were improved, and the Hatsuta Yoichi Memorial Park landscape was improved.
- (b) Travel service facilities were remodeled to create a friendly travel environment. Projects completed included remodeling and beautification of the Meiling area travel service facilities, the Meiling parking lot in Nanhua Township, first-stage remodeling of the parking lot at the Ancient Jiang Family Residence, and remodeling of the Siangong Temple parking lot in Dongshan Township.
- (c) To provide a Siraya cultural experience and upgrade the image of Siraya aboriginal culture, the entrance area and entrance image of the Siraya Life Experience Park were improved, the Art Plaza and surrounding environment in the same park were improved, and surrounding environmental improvement was carried out at the Pingpu Museum at the Night Sacrifice plaza.
- (d) To provide travel information, enrich travel itineraries, and deepen the travel experience, the Lingding Park and visitor information station at Guanzihling were completed, the interior of the Zengwun Ranger Station in Dapu Township was renovated, and advertising light boxes for tourist sites in the Siraya National Scenic Area were produced.

b. Operation and Management

- (a) Joint inspection of water recreation activities and boat management within the national scenic area was carried out together with reservoir management agencies, boat administration agencies, and local governments with the aim of upgrading traveler safety.
- (b) "Guidelines for Disaster Prevention and Relief, Emergency Response, and Reporting" were established, and a disaster prevention and rescue response team was included in the organizational structure and a mission division-of-labor chart was established. A channel of communication was set up with the southern emergency operations center (EOC) of the Department of Health with the aim of maintaining a grasp of disaster reporting within the national scenic area, enabling the immediate acquisition of accurate information, and maintaining a grasp of the rescue resources of responsible hospitals within the scenic area.







- (3) 辦理「西拉雅國家風景區交通指標系統整體規劃」案，依本轄範圍內交通指標系統現況作整體規劃，內容除包含交通指示標誌設置位置選定、尺寸及造型建議及地籍資料調查外，亦要求其標示內容文樣須符合國際化、雙語化。
- (4) 依據行政院環境保護署「清淨家園全民運動計畫」及交通部觀光局「清淨家園全民運動計畫之細部執行計畫」訂定清潔維護細部執行計畫並據以訂定期程辦理環境清潔考核。
- (5) 結合關子嶺、梅嶺等地方相關團體辦理淨山健行活動，除以解說方式讓參加人員瞭解當地產業外，並藉由淨山活動提升轄內環境保育意識。
- (6) 訂定巡查計畫，採定期、不定期及聯合督導方式，掌握轄區內各項公共設施狀況、環境清潔、維護自然資源景觀及查察有無違反觀光發展條例等情事，以維護遊客安全，提升遊憩服務品質。

### 3、推廣宣傳

- (1) 辦理西拉雅走鏢文化系列活動－啓動記者會、造勢記者會、看見西拉雅，頭社太祖夜祭、感覺西拉雅，飛番走鏢之夜、體驗西拉雅，飛番走鏢親子活動等，宣傳西拉雅族傳統及發揚走鏢文化。
- (2) 主辦西拉雅水漾大地-生態之旅、梅嶺風景區賞梅健行淨山活動、大棟山淨山活動等，行銷西拉雅國家風景區觀光資源。
- (3) 配合臺南縣政府及各鄉鎮公所辦理手牽手來種樹運動系列活動、梅嶺賞螢季生態之旅活動、關懷新港社文化活動、白堊節產業文化活動、白河蓮花節產業文化活動、玉井芒果節產業文化活動、龍眼產業文化活動、蜂芒桂冠、六甲鄉米食節活動、曾文水庫觀光節活動等休閒觀光產業活動。
- (4) 配合年度活動與行銷推廣西拉雅風景區觀光旅遊，製作多語版觀光資訊網站、印製西拉雅全區導覽摺頁、春節疏運暨連續假期交通疏運西拉雅國家風景區簡介、西拉雅國家風景區生態導覽手冊及西拉雅國家風景區二週年刊、製作水庫意象扇子、水庫意象磁鐵、手工藝扇、走鏢識別胸章、西拉雅娃娃手機吊飾、空中攝影明信片冊、攝影比賽作品撲克牌等。
- (5) 辦理第一線旅遊從業人員服務品質暨解說員研習，以提升解說服務品質。

### 4、未來發展重點

突顯西拉雅平埔族祀壺文化之「在地性」、營造關子嶺溫泉、左鎮月世界地形之「獨特性」，輔以八田與一水圳埤塘故事廊道之「創意性」，以打造西拉雅國家風景區成為「水與綠之尋根勝地」。

- (c) A "General Plan for the Traffic Signage System in the Siraya National Scenic Area" was mapped out. The contents of the plan include the selection of locations for the installation of traffic signs, suggestions in regard to size and form, and land registration surveying, along with the demand that the language and symbols on traffic signs should be bilingual and conform to international standards.
- (d) A detailed plan for the maintenance of cleanliness was formulated in accordance with the Department of Health's "National Clean Home Movement Plan" and the Tourism Bureau's "National Clean Home Movement – Detailed Implementation Plan" and regular environmental cleanliness inspections were carried out accordingly.
- (e) A mountain clean-up hike was organized together with local groups. The participants were given an understanding of the local tourism industry through interpretation, and the clean-up strengthened the consciousness of environmental conservation within the national scenic area.
- (f) 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, the maintenance of natural landscapes, and violations of the Statute for Development of Tourism within the area, so as to protect the safety of tourists and upgrade the quality of recreational services.

### c. Advertising and Promotion

- (a) A variety of press activities was held to promote the traditional culture of the Siraya people, including visits to the Tazu Night Sacrifice at Toushe and tours to experience Siraya culture.
- (b) Siraya ecotours, mountain clean-up and plum blossom-watching hike in the Meiling Scenic Area, and mountain clean-up at Dadong Mountain were held to market the tourism resources of the Siraya National Scenic Area.
- (c) "Hand-in-hand" tree-planting activities, Meiling Firefly Season ecotours, Care for Singang Village Culture, White-pot Festival, Baihe Lotus Blossom Festival, Yujing Mango Festival, Longan Industrial Culture activities, Lioujia Township Rice Cuisine Festival, and Zengwun Reservoir Tourism Festival were held in cooperation with the Tainan County Government and town and township offices.
- (d) A multilingual tourism information website was established, Siraya National Scenic Area guide brochures were printed, an introduction to traffic alleviation in Siraya during the Chinese New Year and multi-day holidays was published, a Siraya National Scenic Area Ecological Guide Manual and Second-Anniversary commemorative book were printed, reservoir-image fans, magnets, handicraft fans, pins, and Siraya Doll cell phone decorations were made, aerial-photo postcards were produced, and contest-photo playing cards were manufactured.
- (e) Front-line tourism personnel service quality and interpreter-training seminars were held to upgrade the quality of interpretation services.

### d. Future Development

The local nature of the Pingpu tribes' pot-worship culture will be expressed and the uniqueness of the Guanzhihline Hot Springs and the topography of Zuojhen's Lunar World will be emphasized, and the innovativeness of the irrigation network story corridor will be employed to mold the Siraya National Scenic Area into a popular destination of water, greenery, and indigenous culture.





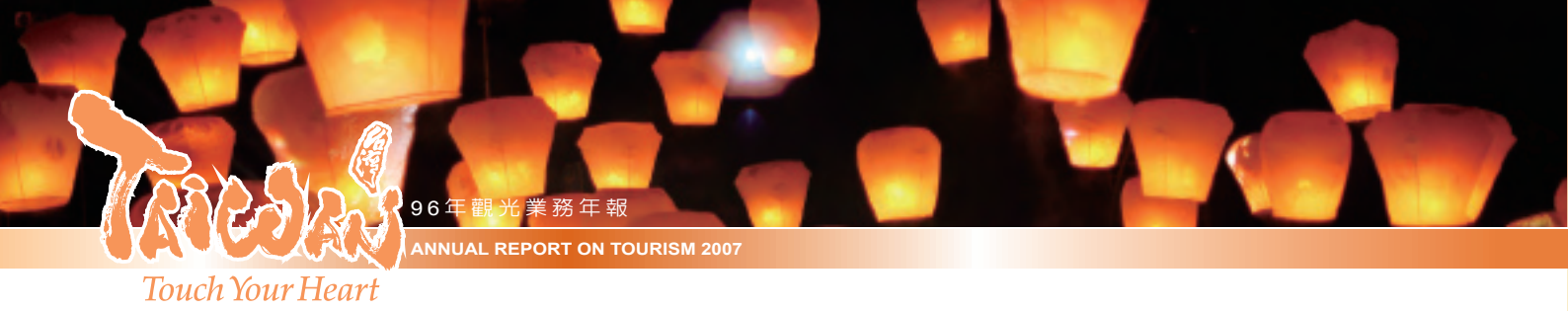
交通部觀光局所屬國家風景特定區經營管理範圍一覽表  
National Scenic Areas Under the Tourism Bureau

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戊及台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 Ruisuei 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
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
大鵬灣 國家風景區 Dapeng Bay National Scenic Area	包括大鵬灣、琉球2大風景區。 大鵬灣風景區位居屏東縣東港鎮、林邊鄉交界處，西南濱臨臺灣海峽，陸域面積649公頃、灣域面積532公頃、水域面積257公頃。 琉球風景特定區包含琉球島嶼，面積691公頃，海岸高潮線向外延伸600公尺之海域，面積635公頃。 Includes two scenic areas: Dapeng Bay and Liouciou. The Dapeng Bay Scenic Area is situated at the boundary between Donggang Town and Linbian Township in Pingtung County, adjoining the Taiwan Straits on the southwest. It has a land area of 649 hectares, a bay area of 532 hectares, and a water area of 257 hectares. The Liouciou Scenic Area encompasses Liouciou Island with an area of 691 hectares, plus 635 hectares of water stretching 600 meters into the sea from the high-tide mark.	1,340	1,424	2,764	86年11月18日 Nov. 18, 1997

交通部觀光局所屬國家風景特定區經營管理範圍一覽表 ( 續 )  
National Scenic Areas Under the Tourism Bureau (Cont.)

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	
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 Yuchih Township urban area in the north, the ridge of Mt. Shueishe in the east, the borders of Shueili and Jhongliao 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: Shihtoushan, Wujhihshan, 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。 Situating 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





交通部觀光局所屬國家風景特定區經營管理範圍一覽表 (續)  
National Scenic Areas Under the Tourism Bureau (Cont.)

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	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。 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.	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	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。 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, Shihmen, 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 hectars.	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	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。 Reaches from Nioutiaowan 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.	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	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。 Situates 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.	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、鼓勵民間參與觀光投資

- (一) 持續促成民間投資觀光設施，於 10 月 5 日完成首件花東地區「民間自行規劃申請參與鳳林遊憩區興建暨營運（BOT+ROT）案」簽約。
- (二) 持續協助民間業者突破投資瓶頸，協助釐清日月潭－九族纜車 BOO 案場站水保、環評、都市設計審議等課題，並促成大鵬灣 BOT 案通過環評，兩者均已順利突破瓶頸，即將動工。
- (三) 為持續推動委託民間參與經營觀光遊憩遊客服務中心，於 96 年 1 月 26 日、8 月 22 日及 12 月 12 日分別完成澎湖「白沙鄉北海遊客中心賣店委託民間參與營運案」、民間自提「池上休憩區營運案」及茂林「六龜服務區委託民間經營案」簽約，希望藉由民間的參與，活化旅遊服務中心的功能，同時節省政府勞務、清潔等行政支出，達到政府、民間及遊客三贏之成果。

2. Promotion of Private Investment in Tourism

- (1) In the ongoing promotion of private investment in tourism facilities, a contract was signed on Oct. 5 for the "Private-Sector Application for Self-planned Construction and Operation of the Fenglin Recreation Area" BOT+ROT Project, the first such project in the Hualien-Taitung area.
- (2) In the ongoing provision of help to private businesses in overcoming obstacles to investment, assistance was given in the clarification of water conservation, environmental assessment, and urban planning review for Sun Moon Lake-Formosan Aboriginal Culture Village cableway stations, and passage of the environmental impact statement for the Dapeng Bay BOT project was achieved. Obstacles to both projects have been overcome, and construction work will begin soon.
- (3) Promotion continued for the commissioning of private participation in the operation of tourism facilities and visitor centers. Contracts were signed for the "Baisna Township North Sea Visitor Center-Commissioning of Retail Outlets to Private Participation in Operation Project" on Jan. 26, 2007; for the self-proposed "Chihshang Recreation Area Operation Project" on Aug. 22; and for the "Liugui Service Area Commissioned Private Operation" in the Maolin National Scenic Area on Dec. 12. It is hoped that private participation will enliven the functions of travel service centers while saving government expenditures on such items as manpower and cleaning, thus achieving a win-win-win situation for the government, the private sector, and travelers.







### 三、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」，96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10月召開檢討會議，依結論限期督導改善相關管理缺失，經評定以花東縱谷、馬祖、東北角暨宜蘭海岸國家風景區為最優。

### 四、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。本局榮獲行政院所屬二級機關優等，而馬祖國家風景區獲頒行政院所屬三級機關特優等，大鵬灣、西拉雅及日月潭等3國家風景區獲頒行政院所屬三級機關優等。



## 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 96 年 1 月 26 日核定在案，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 96 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、修正發布「溫泉取供事業申請經營許可辦法」第 2 條、第 3 條、第 12 條條文，簡化溫泉取供事業申請經營許可之作業，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」及苗栗縣「錦水溫泉飯店」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。

### 3. 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 2007. A review seminar was held in October, and the scenic areas were given deadlines to improve management deficiencies. The best evaluations went to the East Rift Valley, Matsu, and North Coast and Guanyinshan National Scenic Areas.



### 4. 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 won an "Excellent" rating for second-grade agencies of the Executive Yuan, the Matsu National Scenic Area received an "Outstanding" for third-grade agencies, and the Dapeng Bay, Siraya, and Sun Moon Lake National Scenic Areas won an "Excellent" rating for third-grade agencies.

## 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-spring areas. Thirteen county and city governments have received assistance in formulating plans and improving hot-spring resources so far; of these, the "Taipei City Hot-spring Area Management Plan" was approved by the Ministry of Transportation and Communications on Jan. 26, 2007 and the city government has already announced the delineation of hot-spring areas.
2. A mechanism for the examination and approval of hot-spring inspection units was established, and by the end of 2007 14 inspection agencies and groups had been approved for handling the inspection of hot-spring water quality.
3. A revision of Articles 2, 3, and 12 of the "Regulations Governing Permit Application by Hot-spring Supply Enterprises" was promulgated, simplifying application procedures and speeding up the acquisition of the hot-spring label according to the law.
4. The Tongweigou Hot Springs Park and Bath Pools in Jiaosi, Yilan County and King's Resort and Spa in Miaoli County were assisted in acquiring the hot-spring label. Assistance in applying for the hot-spring label was continued and operators were educated in posting warning signs at hot-spring facilities to assure the safety of hot-spring bathers.



# 樂

*Joy beyond Description*

臺灣的民俗節慶琳瑯滿目，  
不分南北、  
無論城鄉，  
處處都充分映現出熱情繽紛的人文丰采。

Taiwan's folk festivals overwhelm the  
senses,  
From north to south,  
In city and countryside,  
Expressing everywhere the ardent  
glories of human culture.

ANNUAL REPORT ON TOURISM 2007 TAIWAN, REPUBLIC OF CHINA





## 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96年12月31日止，全國旅行社共計2,177家，其中綜合旅行社89家，甲種旅行社1,938家，乙種旅行社150家。

#### 二、建置推動「旅行業交易安全查核制度」

(一) 為防制旅行業惡性倒閉，維護交易安全，保障旅客權益，除加強旅行業業務檢討外，並於96年4月25日訂定「旅行業交易安全查核作業要點」，由本局召集旅行業品保協會、銀行公會、保險公會及旅行業相關公會共同成立交易安全查核小組，建立旅遊業交易安全查核資訊平臺、查核作業標準及查核事項表，加強情資交流、意見交換、防範措施建議及異常指標研判，並針對營運異常之旅行業，適時實施旅行業交易安全查核。

(二) 篩選及查訪有大量低價促銷廣告、刷卡量暴增、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。

(三) 協調品保協會舉辦旅行業倒閉模擬演練，強化本局及各旅行公、協會處理類似事件之熟練度。

(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。

#### 三、調高旅行業履約保證金，確保消費者權益

督導旅行業確實投保責任保險及履約保證保險，並於96年6月15日修正旅行業管理規則，調高旅行業履約保證保險投保最低金額，確保消費者權益。

#### 四、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



## Chapter 5: Guidance and Administration of the Tourism Industry

### I. Travel Agencies

#### 1. Managing Situation

At the end of 2007 Taiwan had a total of 2,177 travel agencies, of which 89 were consolidated travel agencies, 1,938 were A-class travel agencies, and 150 were B-class travel agencies.

#### 2. Establishment and Implementation of a "Travel Agency Transaction Security Monitoring System"

- (1) To prevent the fraudulent bankruptcy of travel agencies, maintain the security of transactions, and protect the interests of travelers, in addition to strengthening the review of travel agencies the Tourism Bureau established "Guidelines for the Auditing of Travel Transaction Security" on Apr. 25, 2007. The Bureau brought together the Travel Quality Assurance Association, Bankers Association, Insurance Association, and travel agents associations for the joint establishment of a Transaction Security Monitoring Committee and the setting up of a travel agents transaction security monitoring information platform, monitoring operational standards, and monitoring chart designed to strengthen the interchange of information and the exchange of opinions, suggestions about preventive measures, and the judgment of abnormal indexes, as well as to provide for the timely implementation of travel agency transaction security monitoring for travel agencies with abnormal operations.
- (2) 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.
- (3) Coordination was held with the Travel Quality Assurance Association for the holding of travel agency bankruptcy simulation exercises so as to deepen the familiarity of the Tourism Bureau and travel agents' associations in dealing with such incidents.
- (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.

#### 3. Increasing Contract Performance Insurance to Protect Consumer Interests

Travel agents were supervised to assure that they were taking out liability and contract performance insurance, and the regulations governing travel agencies were revised on June 15, 2007 to protect consumer interests by raising the minimum amount of contract performance insurance required for travel agencies.





業務執行情形外（96年共檢查119家旅行社），並加強對非法旅行業、無照導遊及領隊之取締，96年取締違法經營旅行業務計26件，稽查導遊、領隊計327件。

### 五、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（96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。

### 六、強化消費者保障權益資訊傳遞及教育宣導

- （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。96年本局受理旅遊糾紛案件共計179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634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」、「疫情等其他宣導事項」及「具法定公告事由之旅行業」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）為強化消費者參團旅遊之教育宣導，訂定「參團旅遊應注意事項」，向旅客宣導正確參團旅遊觀念，同時洽請警察廣播電臺製作「參團旅遊錦囊」宣導廣播帶，分「如何選擇旅行社」、「與旅行社交易應注意事項」及「旅遊期間應注意之安全事項」等3主題，於96年12月起播出，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。



### 4. 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 (119 agencies were investigated in 2007), enforcement was carried out against illegal travel agencies and unlicensed guides and tour managers. In 2007 there were a total of 26 cases of enforcement against illegally operating travel agencies, and 327 guides and tour managers were investigated.

### 5. 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 2007) so as to protect online transaction security for traveling consumers.

### 6. 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 179 travel dispute cases in 2007, and assisted the Travel Quality Assurance Association in mediating 634 complaint cases for its members.
- (2) A "Consumer 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 2007. 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.





## 七、落實大陸人民來臺觀光兩岸協商，強化大陸觀光團旅遊品質及旅遊安全

### （一）落實大陸人民來臺觀光兩岸協商

1. 開放大陸地區人民來臺觀光係政府既定政策。歷經91年循序漸進開放第三類及第二類大陸地區人民來臺觀光，及94年6月13日行政院宣布將開放大陸人民來臺觀光列為兩岸優先協商事項。本局依指示於95年8月27日邀集旅遊業相關團體共同捐助設立「財團法人臺灣海峽兩岸觀光旅遊協會」（簡稱臺旅會），以與大陸「海峽兩岸旅遊交流協會」就陸客來台相關事宜進行技術性磋商。
2. 95年10月至96年8月雙方已進行6次技術性商談，並確認赴臺旅遊採團進團出、限制每日來臺人數、旅行社規範、申請及發證程序、旅遊品質及旅客權益保障、逾期停留處理、旅遊糾紛及緊急事件處理機制等事項，充分溝通獲得一定進展。

### （二）提升大陸觀光團旅遊品質及旅遊安全

為因應大陸地區人民來臺觀光並落實高品質旅遊之政策目標，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，本局會同旅遊業相關團體推動提升觀光團旅遊品質，維護旅遊安全方案及相關措施。辦理事項如下：

1. 提升觀光團旅遊品質
  - (1) 由中華民國旅行商業同業公會全國聯合會訂定旅行業自律公約及團費品質規範，落實每人每天接待團費至少80美元之方案，並禁止業者安排自費行程。
  - (2) 輔導中華民國旅行業品質保障協會推動旅行購物保障制度，提昇旅遊團購物品質及創造優質購物環境，購物保障商店販售商品須貨真價實、價格須公道合理。
  - (3) 改善旅遊重點地區如日月潭、阿里山風景區之旅遊環境，包括景點之環境整理及整建，並派駐衛警協助稽查風景區內購物商店。
  - (4) 印製、發放大陸旅客臺灣旅遊注意事項及意見反映表，調查其旅遊滿意度並提醒其在臺購物、個人安全及健康、離團及其他旅途中應注意事項。



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

### (1) Cross-straits Negotiations on Chinese Tourists in Taiwan

- a. The opening of Taiwan to tourists from mainland China is established government policy. Following the beginning of a progressive opening to Type 3 and Type 2 Chinese tourists beginning in 2002, on June 13, 2005 the government announced that the opening of Taiwan to Chinese tourists was an issue for priority cross-straits negotiations. On instructions from the government, on Aug. 27, 2006 the Tourism Bureau brought related travel organizations together for the establishment of the Taiwan Strait Tourism Association to carry out technical talks with mainland China's Cross-Strait Tourism Association regarding Chinese tourist travel to Taiwan.
- b. Six rounds of cross-straits technical talks were held between October 2006 and August 2007, determining the entry to an exit from Taiwan by Chinese tourists in groups, daily limits on the number of arrivals, rules for travel agencies, application and permit procedures, the protection of travel quality and travelers' interests, the disposition of overstaying tourists, and the resolution of disputes and emergency incidents.

### (2) Upgrading of Travel Quality and Safety for Chinese Tour Groups

To accommodate Chinese tourism in Taiwan and achieve the policy goal of assuring high-quality travel, 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. Upgrading of Travel Quality for Tour Groups
  - (a) The Travel Agents Association of R.O.C. established a self-discipline convention and group-tour quality regulations calling for a minimum tour price of US\$80 per person per day and forbidding agents from arranging self-paid itineraries.
  - (b) The Travel Quality Assurance Association was assisted in promoting a travel shopping protection system to enhance the quality of shopping by tour groups and create a quality shopping environment in which the quality and of goods purchased is high and the prices are reasonable.
  - (c) The travel environment of destinations such as Sun Moon Lake and Alishan was improved, including the upgrading of environments, and police officers were stationed at tourist sites to help investigate retail shops there.
  - (d) Instructions and suggestion forms for Chinese tourists in Taiwan were printed and distributed so as to ascertain their level of satisfaction and remind the tourists to take care about shopping, safety, and health in Taiwan, and about leaving their groups and other issues.



## 2. 維護旅客安全

為維護大陸觀光客之住宿、餐食、交通及購物等安全並保障其權益，本局每月定期派員赴主要景點稽查大陸觀光團、遊覽車、導遊及購物商店，並在交通部指導下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，每年辦理2次旅遊重點地區聯合稽查，對大陸觀光團之住宿旅館、餐廳、遊覽車、購物商店及船舶等加強查察。經查獲違法者，均依相關法規立即處罰；對於缺失須改善者，均複查至完全改善為止；對於有危及旅客安全之虞者，則轉請其主管機關依「消費者保護法」上網公告、列冊追蹤。

## 第二節 觀光旅館業

### 一、經營現況

- (一) 截至 96 年 12 月底，臺灣地區觀光旅館共計 90 家，客房數 21,171 間。其中國際觀光旅館 60 家，客房數 17,733 間；一般觀光旅館 30 家，客房數 3,438 間。
  - (二) 96 年申請核准籌設之觀光旅館計有 19 家，客房數為 4,180 間，總投資金額為新臺幣 248.92 億元；另經查驗合格並取得觀光旅館營業執照者計有 2 家，增加之客房數計為 393 間。
- 二、96年3月13日至7月25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75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、96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34件，金額總計為新臺幣54,766,534元。
  - 四、交通部於95年11月16日公告「觀光旅館業商品（服務）禮券定型化契約應記載及不得記載事項」並自96年4月1日開始實施。截至96年12月31日止，觀光旅館業者發行商品（服務）禮券計有46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。



### b. Maintenance of Traveler Safety

To maintain the safety of Chinese tourists in their accommodation, shopping, dining, and transportation, and to protect their interests, the Tourism Bureau sends people to major destinations every month to investigate Chinese tour groups, tour buses, guides, and retail shops; and, under the direction of the Ministry of Transportation and Communications, carries out scheduled interministerial joint inspections at tourist sites. Together with fire, construction, police, health, transportation and other related agencies in charge, a special team has been organized to carry out joint inspections at key areas twice a year, thereby strengthening the investigation of hotels, restaurants, tour buses, retail shops, and boats. Whenever illegal situations are discovered, fines are immediately

levied in accordance with the law; whenever deficiencies are found that need improvement, re-inspections are carried out until the improvements are made; whenever concerns about traveler safety are aroused, the agencies in charge announce the situation online in accordance with the "Consumer Protection Law" and follow-up is carried out.

## II. Tourist Hotels

### 1. Current Status

- (1) At the end of 2007, Taiwan had 90 tourist hotels with a total of 21,171 rooms. International tourist hotels accounted for 60 hotels with 17,733 rooms, and tourist class hotels numbered 30 with 3,438 rooms.
  - (2) Applications for 19 new tourist hotels having a total of 4,180 rooms and calling for a total investment of NT\$24.892 billion were submitted in 2007. Two of the projects have passed inspection and been issued tourist hotel business licenses, increasing the total room count by 393.
2. Scheduled inspection of international tourist hotels and general tourist hotels outside cities directly administered by the Executive Yuan (a total of 75 tourist hotels) was carried out from Mar. 13 to July 25, 2007, 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 34 applications for tax offsets for the purchase equipment or technology for automation, pollution- prevention, or the upgrading of enterprise digital information capabilities. The amount involved totaled NT\$54,766,534.
  4. On Nov. 16, 2006, the Ministry of Transportation and Communications announced the "Items for Inclusion and Non-inclusion in the Standardized Contract for Hotel Product and Service Gift Certificates", which was implemented on Dec. 31, 2007. Forty-six hotels issue gift certificates, and all now do so in conformity with the rules.
  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.



### 第三節 旅館業、民宿及青年旅舍

#### 一、經營現況：

- (一) 截至 96 年 12 月底止全國現有一般旅館 3,253 家，其中合法 2,644 家，非法 609 家。本於「中央督導，地方執行」之原則，實施定期、不定期督導 33 次，地方政府稽查次數計 3,171 家次，輔導合法登記 81 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 96 年 12 月底止，計輔導 2,399 家合法登記。
- 二、輔導臺北市旅館業者改善軟硬體設施，並對有意願有能力接待國際旅客之旅館業者，依安全、安靜、乾淨三項指標辦理考核評選，96年度輔導50家旅館通過檢測。
- 三、輔導中華民國國際青年之家協會會員旅館取得國際青年旅館IBN認證計5家，取得YH認證計10家。
- 四、為推動「一般旅館品質提昇實施計畫」，96年度計輔導旅館品質提昇24家，客房總數1,252間。
- 五、配合「觀光客倍增計畫」辦理一般旅館品質提升工作，依據「獎勵觀光產業升級優惠貸款要點」，輔導8家旅館取得優惠貸款，貸款總金額新臺幣3億5,350萬餘元，利息補貼核准總額度金額新臺幣2億550萬餘元。另依據「交通部觀光局獎勵旅館業品質提昇補助要點」，協助一般旅館提昇軟、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，核准7家，96年度補助466萬8,460元。
- 六、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18縣市26場次「旅館業基層從業人員教育訓練」，參訓學員計2,755人；另辦理「一般旅館中階幹部教育訓練」，參訓學員計388人，暨辦理「旅館業高階經理人訓練」，參訓學員計159人。
- 七、輔導民宿提升經營管理專業能力，舉辦民宿經營管理研習訓練，參訓學員計112人。

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

#### 1. Current Status

- (1) At the end of 2007, there were 3,253 general hotels in Taiwan, of which 2,644 were legal and 609 illegal. Under the principle of "central supervision with local implementation", the Tourism Bureau carried out 33 scheduled and unscheduled supervisory inspections during the year and local governments carried out 3,171 inspections. 81 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 2,399 home stays were legally registered at the end of 2007.
2. Hotel operators in Taipei City were assisted in improving hardware and software facilities, and those with the ability and the willingness to receive international travelers were evaluated and rated on safety, tranquility, and cleanliness. 50 hotels were helped to pass this evaluation in 2007.
3. The Chinese Taipei (Taiwan) Youth Hostel Association was assisted in helping five of its member hostels in obtaining International Youth Hostel Federation (IYHF) certification, bringing the total with such certification to 10.
4. 24 hotels with a total of 1,252 rooms were assisted in raising their quality in 2007 under the "General Hotel Quality Upgrading Plan".
5. In the upgrading of quality in general hotels in line with the "Doubling Tourist Arrivals" plan, 8 hotels were assisted in obtaining a total of NT\$353.5 million in preferential loans in accordance with the "Preferential Loan Guidelines for the Upgrading of the Tourism Industry," involving approved interest subsidies of more than NT\$255 million. In addition, 7 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\$4,668,460 in 2007 in accordance with the "Subsidy Guidelines for Tourism Bureau Incentives for the Upgrading of Hotel Quality".
6. Assistance was provided for 18 counties and cities in holding 26 "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 2,755 trainees participating. In addition, "Mid-level General Hotel Manager Training" was held for 388 trainees, and "High-level Hotel Manager Training" was held for 159 trainees.
7. Assistance was provided for the upgrading of home stay management capabilities, with homestay manager seminars being held for 112 participants.





## 第四節 觀光遊樂業

觀光遊樂業屬本土化、深植化之產業，於國家整體產業發展及觀光旅遊市場中扮演重要角色。由於具有日新月异、變化快速的特性，為了掌握觀光旅遊的脈動，必須隨環境的變化作調整，持續更新設備及進行再投資計畫才能保持競爭優勢。

### 一、設立審查

- (一) 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。
- (二) 96 年經審議核准者計有渡假旅館類之香格里拉渡假村、森之楓知本渡假村變更、瑞穗春天觀光飯店、南澳養生休閒渡假園區、竹灣渡假村、銀山莊渡假會館等 6 案；觀光遊樂業類之泰雅渡假村（第 1 次變更）、光隆遊樂區、大路關遊樂區（第 1 次調整）、八仙海岸（第 1 次調整）、宜蘭海洋生態科技遊樂館、劍湖山世界（擴大）案等 6 案，總計核准 12 案，預計投資總金額達 178 餘億元，完成後將提供 800 多個就業機會。
- (三) 新竹楓育樂中心興建完工後經檢查合格，並於 96 年 5 月 18 日核發觀光遊樂業執照。
- (四) 新型觀光遊樂業專用標識，業於 96 年 4 月 24 日前全數換發，並完成法定程序。

### 二、輔導獎勵

- (一) 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。

## IV. Tourist Amusement Enterprises

The tourist amusement industry is a native industry that has deep roots and plays an important role in overall national industrial development as well as in the travel and tourism market. Because it is characterized by rapid change, the tourist amusement industry can remain competitive only by keeping a firm grasp of the pulse of tourism and travel and by adjusting to changes in the environment whenever necessary by continuously renewing its facilities and carrying out reinvestment projects.

### 1. Examination of Project Establishment

- (1) Assistance is 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.
- (2) Six resort hotel projects were approved in 2007: Shangrila Boutique Hotel, Resort Senzhufeng Chihben, Jui Sui Spring Resort, Nanao Health Preservation and Recreation Holiday Park, Jhuwan Resort, and Green Garden Hotel and Spa. Six amusement park projects were approved: Atayal Resort (first amendment), Kung Long Mineral Museum, Daluguan Amusement Park (first adjustment), Formosa Fun Coast (first adjustment), Yilan Marine Ecology and Technology Museum, and Janfusun Fancyworld. The total investment in these projects is projected to exceed NT\$17.8 billion, and when completed they will provide over 800 jobs.
- (3) The Maple Resort was completed and passed inspection, and was issued a tourist amusement license on May 18, 2007.
- (4) Issuance of the new tourist amusement park logo was completed on Apr. 24, 2007.

### 2. Assistance with Incentives

- (1) Tourist amusement enterprises were assisted in applying for tax and financing incentives stipulated in the Statute 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".





業經主管機關核發觀光遊樂業執照名冊

Licensed Tourist Amusement Enterprises in Taiwan

執照號碼 License No.	核發機關 Issuing Agency	縣市別 Location	觀光遊樂業名稱 Name
001	交通部觀光局 Tourism Bureau	花蓮縣 Hualien County	遠雄海洋公園 Farglory Ocean Park
002	交通部觀光局 Tourism Bureau	南投縣 Nantou County	九族文化村 Formosan Aboriginal Culture Village
003	交通部觀光局 Tourism Bureau	新竹縣 Hsinchu County	成豐夢幻世界 Fantasy World
004	交通部觀光局 Tourism Bureau	苗栗縣 Miaoli County	西湖渡假村 West Lake Resortopia
005	交通部觀光局 Tourism Bureau	臺南縣 Tainan County	頑皮世界 Wan-Pi World Safari Zoo
006	交通部觀光局 Tourism Bureau	南投縣 Nantou County	泰雅渡假村 Atayal Resort
007	交通部觀光局 Tourism Bureau	新竹縣 Hsinchu County	六福村主題遊樂園 Leofoo Village Theme Park
008	交通部觀光局 Tourism Bureau	彰化縣 Changhua County	臺灣民俗村 Taiwan Folk Village
009	交通部觀光局 Tourism Bureau	南投縣 Nantou County	杉林溪森林遊樂區 Sun link Sea Forest Recreational Area
010	交通部觀光局 Tourism Bureau	苗栗縣 Miaoli County	香格里拉樂園 Shangrila Paradise
011	交通部觀光局 Tourism Bureau	雲林縣 Yunlin County	劍湖山世界 Janfusun Fancy World
012	交通部觀光局 Tourism Bureau	桃園縣 Taoyuan County	小人國主題樂園 Window on china Theme Park
013	交通部觀光局 Tourism Bureau	苗栗縣 Miaoli County	火炎山溫泉遊樂區 Hou Yen Shan Hot-Spring Area
014	交通部觀光局 Tourism Bureau	屏東縣 Pingtung County	8大森林樂園 Bada Forest Theme Paradise
015	交通部觀光局 Tourism Bureau	新竹縣 Hsinchu County	小叮嚀科學遊樂區 Little Ding-Dong Science Park
016	交通部觀光局 Tourism Bureau	新竹縣 Hsinchu County	萬瑞森林樂園 Wan Ruey Forest Paradise
017	交通部觀光局 Tourism Bureau	屏東縣 Pingtung County	小墾丁牛仔渡假村 Kentington Resort
018	交通部觀光局 Tourism Bureau	臺南縣 Tainan County	尖山埤江南渡假村 Jianshanpi Jiangnan Resort
019	交通部觀光局 Tourism Bureau	高雄市 Kaohsiung City	布魯樂谷親水樂園 Blue Lagoon Water Park
020	交通部觀光局 Tourism Bureau	臺中縣 Taichung County	月眉育樂世界 Yamay
021	交通部觀光局 Tourism Bureau	臺北縣 Taipei County	八仙海岸 Formosa Fun Coast
022	交通部觀光局 Tourism Bureau	新竹縣 Hsinchu County	新竹楓育樂中心 Maple Resort
001	嘉義縣政府 Chiayi County Government	嘉義縣 Chiayi County	藝都表演村 Yito Show Village
001	臺北縣政府 Taipei County Government	臺北縣 Taipei County	野柳海洋世界 Yeliou Ocean World

(二) 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。

(三) 依「發展觀光條例」規定協助民間機構取得公有土地開發興建。

(四) 訂頒「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」，建立合理、透明、效率之輔導獎勵機制。

三、經營管理

(一) 96 年已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 22 家，非屬重大投資案之觀光遊樂業者 2 家。

(2) 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.

(3) Private organizations were helped to obtain government land for the development of tourist amusement facilities under the "Statute for the Development of Tourism".

(4) Operating "Guidelines for MOTC Review Work Under Article 45 or Article 46 of the Statute for Development of Tourism" were formulated and promulgated in order to establish a reasonable, transparent, and efficient assistance and incentive mechanism.

3. Operations and Management

(1) Taiwan had a total of 24 licensed tourist amusement enterprises in 2007, of which 22 were included in the category of "important investment projects" and two were outside that category.





- (二) 為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 96 年 7 至 9 月間，分 13 梯次辦理 33 場次檢查；並就 22 家已取得觀光遊樂業執照且符合競賽條件之業者進行考核競賽。經評定特優等為劍湖山世界、六福村主題遊樂園、遠雄海洋公園、小人國主題樂園、九族文化村、西湖渡假村、月眉育樂世界、小叮噹科學遊樂區、泰雅渡假村等 9 家。優等為尖山埤江南渡假村、杉林溪森林遊樂區、頑皮世界、八仙海岸、野柳海洋世界、8 大森林樂園、香格里拉樂園、小墾丁牛仔渡假村、成豐夢幻世界等 9 家，餘不列等。
- (三) 配合行政院「2015 經濟發展願景第 1 階段 3 年衝刺計畫」，辦理觀光遊樂業機械遊樂設施安全維護及管理訓練、提升觀光遊樂業服務品質訓練、觀光遊樂業配合環境影響評估作業訓練及觀光遊樂業緊急救護暨災害通報作業訓練等 4 場次專業訓練。
- (四) 統籌建置觀光遊樂業園區雙語環境之規範，完成觀光遊樂業園區遊樂設施、解說系統、警告標示暨注意事項等雙語對照詞庫，以提高國際化競爭力。

#### 四、行銷推廣

- (一) 分別在臺北、高雄舉辦「FUN 春假·遊樂園」，暨分別於臺北、臺中、高雄舉辦「FUN 暑假·遊樂園」等 5 場次聯合促銷活動，並於暑假前及中秋節協助彙整發佈行銷活動新聞稿。
- (二) 透過國際宣傳推廣，將觀光遊樂業行銷國外。
- (三) 協助觀光遊樂業界參與臺北國際旅展及國外旅展，展現國內觀光產業之蓬勃發展。

#### 五、建置觀光遊樂業網頁

<http://www.taiwanthemeparks.com.tw/>

為提供遊客有關觀光遊樂業相關旅遊資訊，特別建置觀光遊樂業網頁，方便民衆上網查詢；該網頁提供觀光遊樂業基本資料、交通資訊、促銷活動、每季主題活動之最新消息等相關旅遊資訊。

- (2) Thirteen inspections were carried out from July through September 2007 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 conform to conditions for competition. Nine enterprises were evaluated as "Outstanding": Janfusun Fancyworld, Lefoo Village Theme Park, Farglory Ocean Park, Window on China Theme Park, Formosan Aboriginal Culture Village, West Lake Resortopia, Yamay Resort, Little Ding-Dong Science Park, and Atayal Resort. Another nine were evaluated as "Excellent": Jianshanbei Jiangnan Resort, Sun Link Sea Forest Recreation Area, Wan-Pi World Safari Zoo, Formosa Fun Coast, Yeliou Ocean World, Bada Forest Theme Paradise, Shangrila Paradise, Kentington Resort, and Fantasy World.
- (3) Four training sessions were carried out in line with the Executive Yuan's "First-stage Three-year Sprint Program of the Economic Development Vision for 2015": mechanized amusement facilities safety maintenance and management training, training for the upgrading of service quality in the tourist amusement industry, training for tourist amusement enterprises in cooperating with environmental impact assessment operations, and training for emergency rescue and disaster reporting in the tourist amusement industry.
- (4) Unified planning of standards for the establishment of a bilingual environment in amusement parks was carried out and a vocabulary bank for amusement park facilities, interpretive systems, warning signs, and instruction signs was completed to upgrade Taiwan's international competitiveness.

#### 4. Advertising and Promotion

- (1) "Fun Spring Vacation – Amusement Parks" joint promotional activities were held in Taipei and Kaohsiung and "Fun Summer Vacation – Amusement Parks" activities were organized in Taipei, Taichung, and Kaohsiung. The Tourism Bureau assisted in compiling press releases on these activities to be issued prior to the summer vacation and at the Mid-Autumn Festival.
- (2) Domestic amusement park rides that are the foremost of their kind in the world or in Asia were publicized internationally to market Taiwan's amusement parks internationally.
- (3) Amusement park enterprises were assisted in participating in the Taipei International Travel Fair and overseas travel fairs so as to show the booming development of Taiwan's travel industry.



#### 5. Establishment of an Amusement Park Web Page (<http://www.taiwanthemeparks.com.tw/>)

A special web page was set up to provide travelers with information on amusement parks. The web page offers basic information, transportation information, tips on marketing activities, the latest news on seasonal theme activities, and information on park rides that are the foremost of their kind in Asia or the world.







## 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 2007 General Test for Professional and Technical Personnel – Tour Guides and Tour Managers, the Tourism Bureau organized 47 courses and 41 courses of pre-employment training for tour managers and tour guides, respectively from June 2007 through April 2008. The courses were held in northern, central, and southern Taiwan. By the end of 2007 a total of 25 courses for tour managers had been held, with 2,751 participants (1,488 in foreign languages, 1,263 in Chinese), and 27 courses for tour guides had been completed, with 2,434 trainees (309 in foreign languages and 2,125 in Chinese).
- (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 Councillor Association R.O.C. and local travel agents' associations were commissioned to carry out pre-employment managerial training in northern, central, and southern Taiwan. A total of 328 people had taken this training by the end of 2007.

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

- (1) The Tourist Guide Association, ROC, Taipei Tour Guide Association, Kaohsiung City Tour Guide Development Association, Taiwan Tour Guide Association, Tainan Association of Travel Agents, and Golden Foundation Tours Corp. were subsidized in holding proficiency training designed to improve the professional know-how and interpretive skills of existing tour guides, and to reinforce their international etiquette and service attitude.
- (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.



## 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 96 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 96 年 6 月至 97 年 4 月分別規劃辦理領隊、導遊人員職前訓練 47 期次、41 期次，該兩項訓練分別於北、中、南、東 4 區開班；至 96 年 12 月止完成領隊人員訓練 25 期次，共 2,751 人（外語 1,488 人、華語 1,263 人），導遊人員訓練 27 期次，共 2,434 人（外語 309 人、華語 2,125 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 區旅行業經理人職前訓練，至 96 年 12 月底止，訓練人數共計 328 人（5 期）。

### 二、增進觀光從業人員專業知能

- (一) 補助中華民國觀光導遊協會、臺北市導遊協會、高雄市觀光導遊發展協會、臺灣導遊協會、臺南市旅行商業同業公會、金界旅行社辦理「導遊人員精進訓練」，以提升現職導遊人員進階專業知識、解說技巧等執業技能，且強化國際禮儀及服務態度等訓練。
- (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」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。



## 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，具體辦理情形如下：

- 一、輔導相關地方政府及單位，依本局訂定之旅遊服務中心識別系統（CIS），建立中壢火車站、二水火車站、竹山、鹿谷、九份、十分、慈湖等地設置7處旅遊服務中心及遊客中心，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8梯次旅遊服務中心服務人員教育訓練講習，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，並派員至旅遊服務中心實地辦理督導考核作業，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、全國35處旅遊服務中心全年共提供69萬2,879人次諮詢服務，其中外國旅客人數為10萬8,665人次，佔總服務人次15.7%。
- 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）辦理完成轄內街道地圖牌規劃設計作業，提供便利旅遊資訊。
- 七、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。
- 八、提供國內外民眾無遠弗屆之即時觀光旅遊資訊網站（<http://taiwan.net.tw>）及觀光行政資訊，並設置「臺灣觀光巴士」專屬網站（<http://taiwantourbus.com.tw/>）。
- 九、設置免付費旅遊諮詢服務熱線（0800-011-765），提供全國境內之國內外旅客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，96年共服務2萬3,218人次，外籍旅客人數為7,297人次，佔該年度總服務人次31.4%。



## Chapter 6: Tourism Information and Safety Services

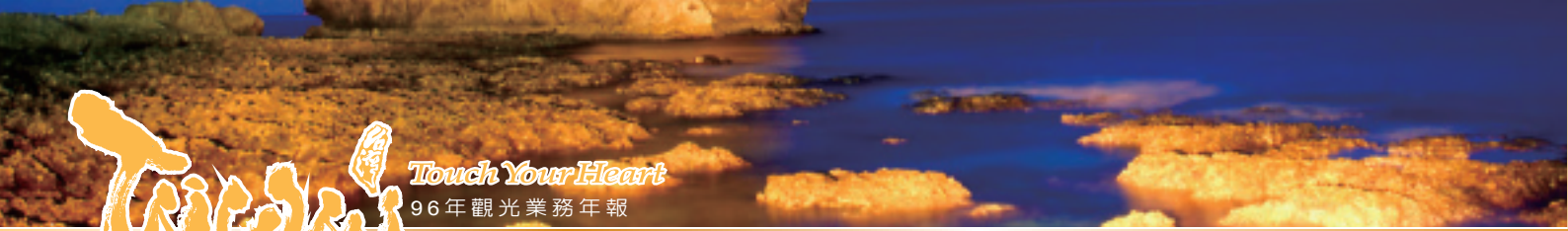
### I. Travel Information Services

The Tourism Bureau implemented the following measures in 2007 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 was provided to local governments and other organizations in setting up visitor centers and travel information service centers in accordance with the corporate identity system (CIS) established by the Tourism Bureau at 7 locations (Zhongli Railway Station, Ershuei Railway Station, Jhushan, Lugu, Jiufen, Shihfen, and Cihhu) 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. 8 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 and personnel were sent to carry out supervisory monitoring of their 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. 35 travel service centers throughout Taiwan provided consultation to 692,879 travelers during the year. Foreign travelers accounted for 108,665 consultations, making up 15.7% of the total.
6. The governments of Kaohsiung City, Keelung City, Hsinchu City, Nantou County (Puli Town), Chiayi County (Singang Township), and Changhua County (Lugang Town) were assisted in the planning and design of street map signs for their jurisdictions, so as to provide convenient travel information.
7. 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 product brochure and manual; and a railroad travel manual.
8. 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.
9. 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 23,218 calls during the year. Foreign travelers accounted for 7,297 consultations, making up 31.4% of the total.







## 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，於桃園及高雄國際機場設置旅客服務中心，並於入境大廳設置服務臺，配合班機入境時間提供旅客各項服務。桃園及高雄旅客服務中心服務項目包括：提供來臺旅客旅遊資訊、答詢機場入出境問題、答詢入出境班機航情、代洽旅館、交通工具及機場各單位之聯繫指引、協助接待受邀之來臺貴賓及團體、大陸地區人民來臺觀光通報、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。另為加強觀光宣傳，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。且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。服務臺同仁全年輪值，以中、英、日等語言為旅客提供各項諮詢服務。為進一步提升服務品質，方便旅客觀光資訊搜尋，於入境處設置無人服務臺，完整提供旅遊資料及網際網路服務，並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。



96年度桃園國際機場旅客服務中心計服務旅客79萬3,732人次，提供旅遊資料153萬3,039份；高雄國際機場旅客服務中心計服務旅客14萬9,000人次，提供旅遊資料28萬8,870份；合計共服務旅客94萬2,732人次（較去年成長24.3%），提供旅遊資料182萬1,909份（較去年增加27.6%）。

## 第三節 強化臺灣觀光資訊網站服務陣容

本局建置臺灣觀光資訊網多語文版網頁，計有中文、英文、日文、韓文、德文，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。96年度瀏覽人次共計22,132,594人次，自91年6月啟用迄96年底，累計瀏覽人次達76,317,354人次。為服務法語系民衆到臺灣旅遊之需求，於96年起規劃開發法文版觀光網站，並於97年1月正式上線。

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>），其定位為臺灣觀光資訊網之子網站，強化與民衆互動功能，民衆可

## 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. 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 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. The service counters are manned throughout the year by shifts of personnel who are able to provide information in Chinese, English, and Japanese. To further upgrade service quality and make it easier for travelers to acquire tourist information, unmanned service counters have been installed in airport arrival areas to provide travelers with a complete range of information and Internet services. 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 793,732 travelers and gave out 1,533,039 pieces of tourism material in 2007. At the Kaohsiung International Airport's Visitor Information Center, the figures were 149,000 travelers and 288,870 pieces of material. The totals for both airports were 942,732 travelers (a growth of 24.3% over 2006) and 1,821,909 pieces of material (up 27.6%).

## III. Strengthening of the Taiwan Tourism Website Service Team

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. The website received a total of 22,132,594 hits in 2007; from its inauguration in June 2002 to the end of 2007, the accumulated number of hits was 76,317,354. Planning for a French version of the website was carried out in 2007, and that version went online in January 2008.

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. Personal itinerary DIY, package itineraries for travel agencies, suggested itineraries, prearrangement of guides, site entry application, and gate-ticket reservation functions were put online in 2006. To help the public obtain news about activities and make plans for leisure itineraries at an early date, beginning in 2007 central- and local-government





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。95年已完成個人行程DIY、旅行社套裝行程、機關建議行程、導覽預約、入園申請及門票預約等服務項目並上線。為使民衆能快速取得機關新聞活動，以儘早規劃休閒行程，自96年開始彙整相關部會及地方政府之新聞及活動訊息於網站露出，並強化網站之功能，作為機關旅遊休閒活動訊息之平臺。

## 第四節 旅遊安全及意外因應

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。

96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。

為保障旅客旅遊安全，本局亦加強宣導消費者旅遊安全，分別辦理旅遊人身及交易安全事項。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。另針對「交易安全部分」，鑑於96年春節前曾發生數起旅行社負責人捲款潛逃、惡性倒閉事件，造成上百名旅客權益嚴重受損，為保障旅客消費安全，避免及預防再次發生類似情事，本局主動積極檢查54家旅行社，透過持續追蹤及稽核，有效防範旅行業發生危害交易安全事件，並邀請相關機關單位成立旅行業交易安全查核會報，隨時共商各項預防對策，並溝通相關訊息。



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 Response

To assure that relief measures can be undertaken immediately whenever travelers are involved in disaster situations, and that reports can be sent immediately to concerned 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 Central Government Disaster Response Centers". 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.

The annual supervisory evaluations of national scenic area management and safety maintenace were

continued in 2007, 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 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. In regard to transaction safety, in view of the occurrences prior to the Chinese New Year in 2007 in which a number of responsible persons of travel agencies absconded with their customers' money and other agencies entered into malicious bankruptcy, resulting in severe harm to the interests of more than 100 travelers, the Tourism Bureau moved to protect the consumption safety of travelers and prevent such incidents from happening again by carrying out proactive investigations of 54 travel agencies and, through continuous follow-up and monitoring, prevented the occurrence of incidents that threatened the safety of transactions. The Bureau also asked related agencies and organizations to establish a travel transaction safety inspection committee to discuss preventive countermeasures whenever necessary and communicate related information.



## 第七章 展望2008

### 第一節 推動2008-2009旅行臺灣年

為延續觀光客倍增計畫的亮眼成果，兼顧務實與創意，並因應北京奧運及配合高雄世運、臺北聽障奧運的舉辦，本局將積極推動「2008-2009年旅行臺灣年」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。

本案業已於96年12月19日行政院第3071次院會核備，工作計畫並奉行政院96年12月24日院臺交字第0960094646號函核定，已於97年2月15日併2008觀光節慶祝大會假臺北圓山大飯店盛大舉辦啟動儀式，並於第20次行政院觀光發展推動委員會正式會議核定以該委員會為旅行臺灣年執行委員會運作平臺。

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：設計活動 CI 及 slogan，於國內機場、重要交通場站及觀光景點營造歡迎氣氛。
- (二) 製作 30 秒宣傳影片及平面廣告稿，於媒體及電影院宣導，並透過佈置物及媒體通路露出旅行臺灣年活動內涵及訊息。
- (三) 推動 Taiwan Host：特色商家迎賓接待訓練及認證。
- (四) 與中華電信基金會合辦「旅行臺灣・說自己的故事」活動，利用名人、旅遊達人、影音部落格、明信片，鼓勵民衆參與，並邀請國內外友人一起旅行臺灣。



## Chapter 7: Plans for 2008

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

To continue reaping the abundant fruits of the "Doubling Tourist Arrivals Plan" while considering both pragmatism and innovation, and to take advantage of the opportunities presented by the Beijing Olympics, the 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.

The Executive Yuan accepted the "Tour Taiwan Years 2008-2009" plan on Dec. 19, 2007 and approved its working plan on Dec. 24. It was inaugurated at a ceremony held during the celebration of the Tourism Festival at the Grand Hotel on Feb. 15, 2008. During its 20th meeting, the Tourism Development and Promotion Committee of the Executive Yuan approved itself as the operating platform for the "Tour Taiwan Years" program.

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

#### I. 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: Design of a corporate identity and slogan for the activity, and creation of a welcoming environment at domestic airports, major stations, and tourist sites.
- (2) Production of a 30-second promotional video and print advertisements for media and cinema promotion, and dissemination of the content of and news about Tour Taiwan Years through the placement of decorative items and media channels.
- (3) Promotion of Taiwan Host: Guest reception training and certification of stores with special characteristics.
- (4) Holding of the "Tour Taiwan – Tell Your Own Story" program in cooperation with the Chunghwa Telecom Foundation, using famous personalities, audiovisual blogs, and postcards to encourage the public to participate and invite domestic and foreign friends to tour Taiwan.





## 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；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：

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」、「國內接待旅行社(inbound)」、「國外送客旅行社(outbound)」三方，配合產品開發計畫研提優惠、補助、獎勵措施，進行國際宣傳推廣。

(一) 國際觀光客優惠措施：包括「旅行臺灣年，4季有禮大相送」；「百萬幸運兒，獎金大放送」；「過境到臺灣，送你免費遊」等相關活動。

(二) 國內接待旅行社(單位)獎勵措施：包括訂定辦法獎勵業者推出優質行程；放寬大型公司及團體來臺獎勵旅遊補助；擴大獎助接待修學旅行學校等。

(三) 國外送客旅行社補助措施：包括放寬包機補助門檻及提高包機補助額度；推動外籍郵輪彎靠補助等。

期透過擴大共同參與國際宣傳推廣、開發新通路、異業結盟、鼓勵縣市政府作好主人一起走出去等行銷作為，建構綿密的國際宣傳網絡。

## 2. Festivals and Competition

Screening, from the viewpoint of domestic and foreign tourists, of festival activities that have special Taiwanese characteristics and allure for international tourists, printing of a tourism calendar in multiple languages, advertising of festival activities around the island that are worthwhile for tourists to visit, and promotion to the international market through travel agencies and media channels.

## 3. Product development

Development of a diversified range of Taiwan travel products 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 progography 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 tourism, and cultural learning tours), providing a diversity of choices, developing and bringing in new customer sources, and upgrading the quality of travel products.

## 4. International publicity and promotion

Establishment of Taiwan's tourism brand image through analysis of the island's tourism elements, and integration of global marketing steps. Preferential treatment, subsidies, and incentives will be offered to international tourists, domestic inbound operators, and foreign outbound operators, in line with the development of tourism products, in order to carry out international advertising and promotion.

- (1) Preferential treatment for international tourists: These include "Tour Taiwan Years – Gifts for the Four Seasons", "Cash Gift for the Lucky One-millionth Visitor", and "Free Tours for Transit Passengers".
- (2) Incentives for domestic inbound operators: These include the formulation of incentive measures for operators to offer high-quality itineraries, the liberalization of subsidies for incentive tours of Taiwan by large companies and groups, and the expansion of subsidies to schools for receiving students on learning tours.
- (3) Subsidies for foreign outbound operators: These include the relaxation of the subsidy threshold for charter flights and the heightening of the subsidies, and he provision of subsidies for foreign cruise ships calling at Taiwan ports.

It is hoped that expanded joint participation in international advertising and promotion, the development of ne marketing channels, inter-industry alliances, the encouragement of local governments to be good hosts, and other marketing behavior will build up a closely knit international promotional network.





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；此外為擴大地方政府參與旅行臺灣年活動，也將舉辦「友善旅遊縣市票選活動」。

第二節 落實開放陸客來臺配套準備工作

開放大陸地區人民來臺觀光為政府既定政策，依「總量管制」原則，循序漸進擴大開放規模。為妥善準備大陸觀光團來臺相關事宜、確保接待品質及市場秩序，並永續發展大陸旅遊市場，本局將積極規劃及落實相關配套準備工作，包括團費品質規範及旅行業自律，從源頭嚴格把關落實每日接待費最少80美元及先收費後接待之原則，以維持旅遊市場商業秩序；並研訂購物保障機制，運用購物投訴專線及客服中心，即時有效處理購物問題，以建構高品質、兼顧安全之觀光旅遊環境，吸引國際及大陸觀光客來臺旅遊，促進觀光旅遊之良性發展。

第三節 完成「重要觀光景點建設中程計畫(97-100年)」

為整體改善景點設施品質及接待服務機能，完善旅遊配套措施，將研擬推動「重要觀光景點建設中程計畫(97-100年)」，針對旅客遊憩需求，擇定重點投資包括大東北遊憩區帶、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，並採用「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，以逐步提升景點服務能量，吸引旅客參訪並提高其滿意度，進而促進觀光產業轉型與升級，達到來臺旅客人數逐年成長7%之目標。

5. Travel Service Network Establishment

Creation of a friendly travel service environment for Tour Taiwan Years, providing convenient travel information services for travelers through the following methods:

- (1) Strengthening of the 24-hour toll-free Travel Information Hotline.
- (2) Reinforcemet 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 informaiton 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. To expand participation by local governments in Tour Taiwan Years activities, the Tourism Bureau will hold a "Friendly Travel County and City Vote".

II. Preparations for the Opening of Taiwan to Tourists from Mainland China

The opening of Taiwan to tourists from mainland China is established government policy, and the scale of this tourism will be expanded progressively under the principle of total quantity control. To prepare for the arrival of Chinese tour groups in Taiwan and assure the quality of their treatment, market order, and sustainable development of the Chinese market, the Tourism Bureau will plan and carry out the necessary preparatory work including group tour price levels, quality standards, and self-discipline by travel agents, strictly maintaining the principle of a minimum cost of US\$80 per person per day and the prior receipt of payment so as to maintain order in the travel market. A shopping assurance mechanism will be worked out and a shopping complaint hotline and customer service center will be set up for the speedy disposition of shopping problems and the establishment of a safe, high-quality tourism environment that will attract Chinese and international travelers to Taiwan and promote the benign development of tourist travel.

III. Completion of the "Medium-term Plan for Construction of Major Tourist Sites (2008-1011)"

A "Medium-term Construction Plan for Major Tourist Sites (2008-2011)" will be formulated to provide for the overall improvement of quality and reception services in tourist areas, as well as for a complete range of accompanying measures. The plan pinpoints five key construction projects based on the needs of travelers: the Greater Northeast Recreation Belt, Sun Moon Land-Formosan Aboriginal Culture Village cable car and round-the-lake recreation area, Alishan Highway recreational service facilities, private participation in the Dapeng Bay National Scenic Area BOT project, and development of the Hualien-Taitung quality landscape corridor. The plan also adopts the concept of tourist-site grading in the rebuilding, by grade, 36 international tourist sites and 44 domestic tourist sites with the aim of achieving a steady enhancement of service capabilities at tourist sites, attracting tourist visits and heightening their satisfaction, stimulating transition and upgrading in the tourism industry, and achieving an annual growth of 7% in visitor arrivals to Taiwan.





## 觀光行政機關組織系統表

### Organizational System of Tourism Administration



企劃組 Planning and Research Division
業務組 Hotel, Travel and Training Division
國際組 International Division
技術組 Technical Division
國民旅遊組 Domestic Division
秘書室 Secretariat
人事室 Personal Department
會計室 Accounting Department
政風室 Anti-Corruption Department
東北角暨宜蘭海岸國家風景區管理處 Northeast and Yilan Coast National Scenic Area Administration
東部海岸國家風景區管理處 East Coast National Scenic Area Administration
澎湖國家風景區管理處 Penghu National Scenic Area Administration
大鵬灣國家風景區管理處 Tapeng Bay National Scenic Area Administration
花東縱谷國家風景區管理處 East Rift Valley National Scenic Area Administration
馬祖國家風景區管理處 Matsu National Scenic Area Administration
日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Administration
參山國家風景區管理處 Tri-mountain National Scenic Area Administration
阿里山國家風景區管理處 Alishan National Scenic Area Administration
茂林國家風景區管理處 Maolin National Scenic Area Administration
北海岸及觀音山國家風景區管理處 North Coast & Guanyinshan National Scenic Area Administration
雲嘉南濱海國家風景區管理處 Southwest Coast National Scenic Area Administration
西拉雅國家風景區管理處 Siraya National Scenic Area Aaministration
旅遊服務中心 Taipei Travel Service Center
臺灣桃園及高雄國際機場旅客服務中心 Taiwan Taoyuan & Kaohsiung International Airport Visitor Information Centers
旅館業查報督導中心 Hotel Inspection and Supervision Center
駐東京、大阪、香港、首爾、新加坡、吉隆坡、紐約、舊金山、洛杉磯、法蘭克福辦事處 Overseas Branch Offices in Tokyo, Osaka, Hong Kong, Seoul, Singapore, Kuala Lumper, New York, San Francisco, Los Angeles, and Frankfurt

# 附錄

大事紀要

Major Events in 2007

交通部觀光局國家風景區管理處

National Scenic Area Administrations

交通部觀光局駐外單位

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# 大事紀要

## Major Events in 2007

日期 Date	活動 Events
1月18日 Jan. 18	與外貿協會合辦「太平洋市場商機暨觀光旅遊說明會」 "Pacific Market Opportunities and Tourist Travel Seminar", organized in cooperation with the Taiwan External Trade Development Council
1月24日 Jan. 24	修正發布「觀光遊樂業管理規則」部分條文，刪除以投資金額為重大投資案件為認定基準、延長展延期限為一年、增訂於網頁公告營業資訊規範、明定公司登記事項變更致觀光遊樂業執照記載事項變更時始須申請變更換發執照、以及修正觀光遊樂業專用標識型式，突顯觀光遊樂業「微笑、歡樂」意象 Promulgation of revised "Regulations Governing Amusement Park Enterprises" to delete investment amount as a determinant of "important investment project", lengthen the period of extension to one year, add standards for the online announcement of business information, stipulate that application for the reissuance of license is necessary only when there is a change in items recorded on the amusement park license, and revision of the form of the tourist amusement park logo to exhibit the industry's "smiling and joyful" image
1月28日至12月31日 Jan. 28-Dec. 31	辦理微笑臺灣319鄉-國民旅遊卡專案活動 Implementation of the "319 Town and Township Smiling Taiwan – National Travel Card Program"
1月28日至3月31日 Jan. 28-Mar. 31	尋覓・最遙遠的距離東部海岸觀光宣導活動 "Searching for the Most Distant East Coast Tourism" promotional activity
1月31日 Jan. 31	修正發布「交通部觀光局推動境外包機旅客來臺獎助要點」第4點，擴大補助範圍、調高補助金額，並調降補助最低人數門檻規定 Promulgation of a revision of Item 4 of the "Tourism Bureau Incentive Guidelines for the Promotion of Charter Flights to Taiwan," expanding the scope of subsidies, raising the amount of subsidies, and lowering the minimum quantity threshold for subsidies
2月2日至3月9日 Feb. 2-Mar. 9	辦理2007苗栗燒龍 Bombing the Dragon in Miaoli
2月14日至3月11日 Feb. 14-Mar. 9	辦理2007臺北燈節 Taipei Lantern Festival
2月15日 Feb. 15	修正發布「溫泉取供事業申請經營許可辦法」第2條、第3條及第12條條文，簡化溫泉取供事業申請經營許可之作業 Promulgation of revised Articles 2, 3, and 12 of the "Regulations Governing Application for an Operating Permit by an Enterprise that Obtains and Provides Hot Spring Water", simplifying application procedures
2月16日 Feb. 16	葡萄牙籍「丹妮公主」（Princess Danae）郵輪抵臺，本局協助辦理碼頭美化佈置及迎賓表演節目 Call at Taiwan by Portuguese-registered "Princess Danae" cruise ship, with dock decoration and welcoming performance assisted by the Tourism Bureau
2月18日 Feb. 18	舊金山第一大報舊金山紀事報（San Francisco Chronicle）刊登「臺灣的寶藏」四大頁封面專輯報導 Publication of 4-page cover story report on the topic of “The Treasure of Taiwan” by San Francisco Chronicle, the No. 1 newspaper in San Francisco
2月18日至3月4日 Feb. 18-Mar. 4	辦理2007北縣平溪天燈祈福活動 2007 Heavenly Lanterns at Pingsi, Taipei County
2月27日 Feb. 27	修正發布「旅行業管理規則」第37條及「導遊人員管理規則」第27條，課予旅行業及其隨團服務人員與導遊人員對交通工具及駕駛人安全管理事項之查核責任，期盡善良管理人注意義務，以防範未然，降低意外事故發生 Promulgation of revised Article 37 of the "Regulations Governing the Administration of Travel Agencies" and Article 27 of the "Regulations Governing Tour Guides," placing responsibility for the inspection of the safety management of transportation equipment and drivers on travel agencies and their tour-group service personnel and guides with the aim of assuring the obligation of managers to pay attention and prevent accidents

日期 Date	活動 Events
3月2日 Mar. 2	會同內政部修正發布「大陸地區人民來臺從事觀光活動許可辦法」，提高接待業者保證金額度至新臺幣200萬元、大陸旅客逾期停留行方不明，每人扣繳保證金新臺幣20萬元，以加重接待業者責任，另放寬大陸地區人民至科學園區參觀及賦予旅行業自律公約處分權 Revision and promulgation, together with the Ministry of the Interior, of the "Permit Regulations for People from the Area of Mainland China to Visit Taiwan for Purposes of Tourism", raising the guarantee deposit for receiving travel agencies to NT\$2 million and providing for the deduction of NT\$200,000 from the deposit for each mainland Chinese traveler who disappears in Taiwan, relaxing restrictions on visits by Chinese tourists to science parks, and adding the right of punishment to travel-agency self-discipline conventions
3月2日 Mar. 2	辦理2007觀光節慶祝大會 Tourism Festival Celebration
3月3日至7日 Mar. 3-7	辦理2007臺東元宵民俗嘉年華-金豬獻福炸寒單系列活動 Taitung Lantern Carnival – Bombing of the God Handan
3月3日至4日 Mar. 3-4	辦理2007年鹽水蜂炮民俗節慶活動 Beehive Rockets at Yanshuei
3月3日至18日 Mar. 3-18	辦理2007高雄燈會 Kaohsiung Lantern Festival
3月4日至11日 Mar. 4-11	辦理2007臺灣燈會 Taiwan Lantern Festival
3月4日至5月13日 Mar. 4-May. 13	辦理2007年大甲媽祖國際觀光文化節 International Mazu Tourism and Culture Festival at Dajia
3月7日至11日 Mar. 7-11	組團參加2007柏林旅展（ITB） Participation in ITB in Berlin
3月12日至15日 Mar.12-15	參加邁阿密(Seatrade)郵輪展 Participation in the Seatrade cruise-ship fair in Miami
3月16至18日及 3月23至25日 Mar. 16-18, Ma. 23-25	分別假吉隆坡及新加坡委託臺灣觀光協會辦理組團參加春季旅展 Participation (through commissioning of the Taiwan Visitors Association) of spring travel fairs in Kuala Lumpur and Singapore
3月17日至24日 Mar. 17-24	邀請英國Cox & Kings旅行社來臺熟悉之旅 Fam tour of Taiwan by England's Cox & Kings travel agency
3月19至28日 Mar. 19-28	Discovery US 頻道之知名旅遊節目Thirsty Traveler電視攝影團隊應邀來臺拍攝節目「Made In Taiwan」 Visit to Taiwan by "Thirsty Traveler" team from the U.S. Discovery channel for filming of "Made in Taiwan" program
3月20日 Mar. 20	為開拓澳洲銀髮市場邀請澳洲Trade Travel旅行社總經理來臺勘察，邀請5名領團人員及該公司代表1人來臺進行5天4夜熟悉旅遊 Inspection visit to Taiwan by GM of Australian travel agency Trade Travel, and 5-day, 4-night fam tour of Taiwan by one representative and five tour managers from Trade Travel
3月20日至23日 Mar. 20-23	邀請韓國旅行社業者來臺開發臺灣沖繩跨國商品 Visit by Korean travel agencies to develop Taiwan-Okinawa transnational travel products
3月29日至4月3日 Mar. 29-Apr. 3	為開拓中東市場，透過外交部與中華航空公司邀請來自杜拜與阿布達比業者參訪與到臺熟悉旅遊 Fam tour of Taiwan by travel operators from Dubai and Abu Dhabi, invited by the Ministry of Foreign Affairs and China Airlines for the purpose of developing the Middle Eastern market





96年觀光業務年報

ANNUAL REPORT ON TOURISM 2007

Touch Your Heart

附錄

Appendixes

日期 Date	活動 Events
3月31日 Mar. 31	旅德僑胞郭素媛中醫師籌組之德國保健旅遊團一行35人抵臺 Arrival in Taiwan of 35-person German health tour group organized by Kuo Su-yuan, a doctor of Chinese medicine living in Germany
3月31日 Mar. 31	德國文特瑞德高中一行32人，由麥爾校長親自率領，抵臺修學旅遊2週 Arrival in Taiwan for two-week educational tour by 32-person German high-school group led by the school principal
3月31日至4月8日 Mar. 31-Apr. 8	辦理2007高雄內門宋江陣活動 Neimen Songjiang Battle Array in Kaohsiung County
4月至6月 Apr.-June	分3梯次邀請日本旅行社成員共300名來臺考察臺灣高鐵 Inspection tours of the Taiwan High Speed Rail by 300 Japanese travel agents in three groups
4月15日至22日 Apr. 15-22	辦理北美觀光推廣活動 North American tourism promotion activities
4月20日至22日 Apr. 20-22	參加亞太旅行協會年會 ( PATA ) Participation in PATA annual conference
4月17日至19日 Apr. 17-19	參加國際獎勵旅遊暨會議展 ( IMEX ) Participation in IMEX international incentive travel fair
4月21日至24日 Apr. 21-24	邀訪日本日新航空旅行社為包裝臺灣美食行程，與每日放送電視臺合作來臺採訪臺灣美食餐廳，於5月10日播放 Visit to taiwan by the Nissin Travel Service for the purpose of packaging Taiwan culinary itineraries, and visits to Taiwanese restaurants together with Mainichi Broadcasting System for the production of a program aired on May 10
4月22日 Apr. 22	F4代言臺灣觀光國際歌友會 (第1場) International fam meet (first session) by Taiwan tourism spokespersons, the F4 pop group
4月25日 Apr. 25	訂定「自然人文生態景觀區劃定作業要點」，作為落實執行發展觀光條例第19條第2項自然人文生態景觀區劃定作業依據 The Designation of Natural, Cultural, Ecological, and Scenic Areas" pursuant to the provisions of Article 19, Paragraph 2 of the Statute for Development of Tourism
4月25日 Apr. 25	訂定發布「旅行業交易安全查核作業要點」，以防制旅行業惡性倒閉、維護交易安全及保障旅客權益 Promulgation of "Guidelines for the Auditing of Travel Transaction Security" so as to prevent malicious agency bankruptcies, maintain transaction safety, and protect the interests of travelers
4月30日 Apr. 30	辦理鹿兒島觀光推廣活動 Tourism promotion activities in Kagoshina
5月1日 May. 1	辦理福岡觀光推廣活動 Tourism promotion activities in Fukuoka
5月2日 May. 2	宜蘭縣礁溪「湯圍風呂」取得全國第一面公部門溫泉標章 First government hot-spring logo issued to Tang-wei Hot Spring in Jiaosi, Yilan County
5月3日至6日 May. 3-6	參加大阪旅展 ( TOUR EXPO ) Participation in Tour Expo in Osaka
5月5日至7月1日 May. 5-July. 1	辦理2007屏東黑鮪魚文化觀光季活動 Pingtung BlueFin Tuna Cultural Festival
5月25日 May. 25	新加坡勝安航空(SilkAir 新航子公司)首航高雄 Inauguration of flights to Kaohsiung by Singapore Airlines' subsidiary SilkAir

日期 Date	活動 Events
5月29日 May. 29	協助拍攝之王建民專輯「走上投手丘、擁抱全世界」分集於臺灣ESPN世界體育中心節目中完整播出 Assistance provided for filming by ESPN of Chien-Ming Wang series entitled "Onto the Pitcher's Mound, Embracing the World," which was aired by the ESPN World Sports Center in Taiwan
6月7日至11日 June. 7-11	參加北海道 YOSAKOI SORAN 街舞活動 Participation in Yosakoi Soran street-dance activities in Hokkaido
6月8日至11日 June. 8-11	參加韓國首爾旅展 ( KOTFA ) Participation in KOTFA travel fair in Seoul
6月9日至24日 June. 9-24	辦理96年白河蓮花節產業文化活動 Baihe Lotus Carnival
6月10至15日 June. 10-15	本局協助辦理2007邀請韓國推動教育旅行人員來臺考察 Assistance provided for the inviting of Korean educational tourism personnel for inspection tour of Taiwan
6月12至18日 June. 12-18	參加香港旅展 ( ITE ) Participation in ITE travel fair in Hong Kong
6月12日至19日 June. 12-19	辦理96年二龍傳統競渡民俗活動 Erlong traditional river boat race
6月13日 June. 13	召開「F4代言臺灣觀光廣告片首映記者會」 Press conference for first showing of F4 Taiwan tourism spokespersons advertising film
6月14日 June. 14	召開記者發表會與長榮航空合作「美好臺灣」登機音樂電影 Baihe Lotus Blossom Culture Festival
6月15日 June. 15	修正「旅行業管理規則」第49條及第53條，禁止旅行業向旅客收取離團費用，並調高旅行業履約保證保險投保最低金額，確保消費者權益 Revision of Articles 49 and 53 of the "Regulation Governing Travel Agencies" to prohibit agencies from collecting fees from travelers for leaving groups and heightening the minimum amount of contract-performance guarantee fund so as to protect the interests of consumers
6月16日至24日 June. 16-24	辦理2007鹿港慶端陽-30週年系列活動 30 <sup>th</sup> anniversary Lugang Dragon Boat activities
6月18日至19日 June. 18-19	辦理2007屏東縣龍舟競賽活動 Dragon Boat races in Pingtung
6月21日 June. 21	辦理2007年東南亞地區國際宣傳計畫代言人發表記者會，會中並透過2位代言人－吳念真先生與蔡依林小姐親身與會及分享臺灣觀光旅遊特色 Press conference for Taiwan tourism spokespersons Wu Nien-chen and Jolin Tsai, who shared the special characterists of tourism in Taiwan as part of the promotional plan for Southeast Asia
6月29日 June. 29	天秤星號郵輪星塵劇院舉行啓航記者會 Departure press conference for SuperStar Libra cruise ship, held by Stardust Theater
7月1日至10月31日 July. 1-Oct. 31	辦理2007花蓮縣原住民A DA WANG聯合豐年祭 A Da Wang United Harvest Festival in Hualien County
7月6日至8日 July. 1-8	辦理臺北縣貢寮海洋音樂祭第8回活動 Eighth Hohaiyan Rock Festival in Gongliao,Taipei County





日期 Date	活動 Events
7月7日至8月26日 July. 7-Aug. 26	辦理2007宜蘭國際童玩藝術節 Yilan International Children's Folklore and Folk Game Festival
7月10日至8月23日 July. 10-Aug. 23	辦理96年度國家風景區經營管理與安全維護督導考核 Tourism Bureau's national scenic area management and safety maintenance supervisory Evaluation in 2007.
7月中旬至12月中旬 July. -Dec.	委託ICRT辦理「特色臺灣」行銷臺灣觀光資源 Commissioning of ICRT's "Unique Taiwan" marketing of tourism resources
7月22日至8月4日 July. 22-Aug. 4	辦理2007臺東南島文化節 Festival of Austronesian Cultures in Taitung
8月2至6日 Aug. 2-6	參加日本東北地區祭典 ( 福島、宮城、岩手 ) Participation in ritual activities in Northeastern Japan (Fukushima, Miyagi, Iwate)
8月4日至26日 Aug. 4-26	辦理2007三義木雕節 Sanyi Wood Carving Festival
8月12日至9月12日 Aug. 12-Sep. 12	辦理2007基隆中元祭 Ghost Festival in Keelung
9月 Sep.	參加新加坡旅展 ( NATAS ) Participation in the NATAS travel fair in Singapore
9月5日 Sep. 5	辦理第22屆臺韓 ( TATA/TVA ) 觀光交流會議 22 <sup>nd</sup> Taiwan-Korea (TATA-TVA) Tourism Conference
9月6日至9日 Sep. 6-9	參加釜山旅展 ( BITF ) Participation in BITF travel fair in Busan
9月7日至9日 Sep. 7-9	參加馬來西亞旅展 ( MATTA ) Participation in MATTA travel fair in Malaysia
9月8日至11日 Sep. 8-11	「Royal Caribbean International」郵輪來臺熟悉旅遊 Royal Caribbean International cruise line visits Taiwan for fam tour
9月8日至11日 Sep. 8-11	於Las Vegas Convention Center參加Annual Cruise & Vacation Show郵輪展，此展結合ASTA年度大型旅展The Trade Show同時展出，以達雙展效應 Participation in the Annual Cruise & Vacation Show at the Las Vegas Convention Center, and the simultaneous ASTA Trade Show
9月12日至18日 Sep. 12-18	參加印度旅遊交易會 ( SATTE ) Participation in the SATTE trade mart in India
9月13日至22日 Sep. 13-22	美國CNBC電視拍攝小組來臺拍攝 Film crew from CNBC of the U.S. arrives in Taiwan
9月14日至16日 Sep. 14-16	參加東京旅展 ( JATA ) Participation in the JATA travel fair in Tokyo
9月16日至27日 Sep. 16-27	2007雞籠城隍文化祭 2007 Keelung City God Culture Festival
9月18日至20日 Sep. 18-20	2007諸羅祭活動 2007 Jhulo Ceremony activities
9月20日至21日 Sep. 20-21	舉辦F4代言臺灣觀光日韓記者會 Press conference for the F4 Taiwan tourism spokespersons

日期 Date	活動 Events
9月21日至24日 Sep. 21-24	菲律賓電子及平面媒體來臺拍攝 Philippine electronic and print media film in Taiwan
9月27日 Sep. 27	邀請日本鐵道迷雜誌專業記者乙名訪臺取材8天7夜 Japanese railroad-fan magazine reporter arrives in Taiwan for 8-day, 7-night visit
9月29日 Sep. 29	舉辦浪漫久久到臺灣活動記者會 Press conference for "Romance 99" activity
9月30日至10月4日 Sep. 30-Oct. 4	邀請日本發行量最大的專業登山雜誌-山與溪谷記者2名訪臺，推廣健行及登山迷訪臺 Two reporters from Japan's largest-circulation mountain-climbing magazine, "Mountains and Valleys", invited to visit Taiwan and promote visits by hiking and mountain-climbing aficionados
10月2日 Oct. 2	本局駐吉隆坡辦事處成立酒會 Cocktail reception held to inaugurate the Tourism Bureau's Kuala Lumpur branch
10月4日 Oct. 4	內政部成立海洋國家公園管理處，經營管理東沙環礁國家公園。 National park headquarters established by the Ministry of the Interior to manage the Dongsha Marine National Park
10月5日至14日 Oct. 5-14	辦理2007鶯歌國際陶瓷嘉年華 Yigge Internatioanl Ceramics Festival
10月8日及16日 Oct. 8, Oct. 16	「藍寶石公主號」(Sapphire Princess)郵輪及飛鳥2號分別抵基隆港及花蓮港 Cruise ships "Sapphire Princess" and "Asuka II" call at Keelung and Hualien, respectively
10月13日至 97年1月31日 Oct. 13-2008. Jan.31	辦理臺灣溫泉美食嘉年華 Taiwan Hot Spring and Cuisine Carnival
10月13日至12月21日 Oct. 13-Dec. 21	辦理2007高雄左營萬年季 Kaohsiung Zuoying Wannian Folklore Festival
10月21日 Oct. 21	熱力2 Taiwan蔡依林簽唱會 Jolin Tsai Autograph Concert
10月22日 Oct. 22	苗栗縣錦水溫泉飯店取得全國第一面民間業者溫泉標章 King's Resort and Spa in Miaoli County receives Taiwan's first private-sector hot-spring logo
10月28日 Oct. 28	F4代言臺灣觀光國際歌友會(第2場) International fan meet by the F4 pop group, Taiwan tourism spokespersons (second session)
10月28日 Oct. 28	與Discovery US 頻道合作拍攝「Thirsty Traveler」知名旅遊節目臺灣地區首播 First Taiwan airing of "Thirsty Traveler" program filmed in Taiwan in cooperation with the Discovery Channel of the U.S.
11月9日 Nov. 9	16位奧地利籍旅客於來臺參加15天臺灣登山之旅 16 Austrians arrive in Taiwan for 15-day mountain-climbing tour
11月12日 Nov. 12	臺灣觀光協會與日本九州觀光協議機構簽署觀光協定書 Tourism agreement signed by Taiwan Visitors Association and Kyushu Tourism Promotion Council
11月12日至18日 Nov. 12-18	參加倫敦旅展 ( WTM ) Participation in WTM travel fair in London
11月18日至21日 Nov. 18-21	「全日本導盲犬使用者協會」來臺考察臺灣旅遊環境 Visit by the Japanese guide-dog users association to inspect Taiwan's travel environment





## 交通部觀光局國家風景區管理處

### National Scenic Area Administrations

日期 Date	活動 Events
11月21日 Nov. 21	辦理第16屆臺星觀光合作會議 16 <sup>th</sup> Taiwan-Singapore Tourism Cooperation Meeting
11月27日至29日 Nov. 27-29	參加2007年歐洲獎勵旅遊暨會議展（EIBTM） Participation in EIBTM incentives and meetings travel fair
11月29日至97年3月31日 Nov. 29-2008. Mar. 31	辦理「旅行臺灣・說自己的故事」 "Tour Taiwan – Tell Your Own Story" activity
12月5日 Dec. 5	修正發布「交通部觀光局暨所屬管理處辦理遊憩或服務設施出租作業要點」 Revised "Tourism Bureau Operational Guidelines for Conducting Recreational and Service Facilities Rental" promulgated
12月5日 Dec. 5	修正發布「獎勵觀光產業升級優惠貸款要點」，延長觀光產業優惠貸款及利息補貼期限 Promulgation of revised "Guidelines for Preferential Loans to Encourage Upgrading in the Tourism Industry," extending the deadline for the preferential loans and interest subsidies
12月5日 Dec. 5	修正發布「獎勵旅館業品質提升補助要點」，提高補助金額為100萬元，並將審查時間由每半年縮短為每季審查。 Revised "Guidelines for Subsidies to Encourage Quality Upgrading by Hotels" promulgated, raising the subsidy to NT\$1 million and cutting examination time from twice a year to once per quarter
12月11日 Dec. 11	F4代言臺灣觀光偶像劇「這裡發現愛」日本首播記者會 Press conference for the first airing in Japan of the F4 Taiwan tourism spokesperson program "Wish to see you again"
12月12日 Dec. 12	F4代言臺灣觀光偶像劇「這裡發現愛」每週三晚上7至8點在BS日本臺首播 First 7-8 p.m. Wednesday broadcast of the F4 Taiwan tourism spokesperson program "Wish to see you again" on Japan's BS TV channel
12月13日 Dec. 13	2007臺北國際旅展旅遊交易會（Taipei ITF 2007 Travel Mart） Taipei ITF 2007 Travel Mart
12月14日至17日 Dec. 14-17	2007臺北國際旅展 Taipei International Travel Fair
12月15日至16日 Dec. 15-16	「第5回舞之祭IN臺灣」活動 Fifth Festival of Dance in Taiwan
12月25日 Dec. 25	東北角海岸國家風景區範圍擴大至宜蘭海岸，經營管理機構更名為東北角暨宜蘭海岸國家風景區管理處 Scope of Northeast Coast National Scenic Area expanded to include the Yilan coast, and name of the administrative body changed to Northeast and Yilan Coast National Scenic Area Administration
12月28日 Dec. 28	中國地理學會完成推動澎湖及北部海岸地質公園策略方案研究規劃 Implementation of strategic project study for Penghu and North Coast Geo-Park completed by the Geographical Society of China
12月28日 Dec. 28	委託中華民國戶外遊憩學會辦理國家風景區解說員制度之規劃 The Outdoor Recreation Association of R.O.C. was commissioned to carry out interpreter system planning for national scenic areas
12月28日 Dec. 28	F4代言臺灣觀光偶像劇配合推出新專輯「在這裏等你」舉辦全亞洲發片記者會 Press conference held for all-Asia release of the “Waiting for You” series by the F4 Taiwan tourism spokesperson group
12月28日 Dec. 28	CK124蒸氣火車試乘記者會 Press conference for trial run by the CK124 steam locomotive

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國家圖書館出版品預行編目資料

觀光業務年報。 中華民國96年=Annual Report on Tourism 2007 Taiwan, Republic of China / [交通部觀光局編]. -- 臺北市：觀光局, 民97. 10 面： 公分 含索引 ISBN 978-986-01-5913-4(平裝)		
1. 交通部 觀光局		
992. 061		97020827

中華民國96年觀光業務年報

發行人	賴瑟珍
發行所	交通部觀光局
地址	臺北市忠孝東路四段290號9樓
電話	(02) 2349-1500
傳真	(02) 2781-5399
網址	http://taiwan.net.tw
印刷者	集思創意設計顧問有限公司
地址	臺北市復興北路35號7樓之2
電話	(02) 2751-9900
出版日期	中華民國97年10月
其他類型版本	本書內容同時登載於交通部觀光局行政資訊網。 http://library.tbroc.gov.tw/web/sear_show.asp?no=A20011529
定價	新臺幣400元

ANNUAL REPORT ON TOURISM 2007  
TAIWAN, REPUBLIC OF CHINA

Published by	Tourism Bureau, MOTC
Address	9F 290, Jhongsiao E. Rd., Sec. 4, Taipei, 106, Taiwan, R.O.C.
TEL	886-2-2349-1500
FAX	886-2-2781-5399
Website	http://taiwan.net.tw
Date of Publication	Oct, 2008
Price	NT\$400
展售處	國家書店松江門市：臺北市中山區松江路209號1樓 TEL：(02) 2518-0207 國家網路書店：http://www.govbooks.com.tw 五南文化廣場（發行中心）：臺中市中山路6號 TEL：(04) 2226-0330轉27 FAX：(04) 2225-8234
版權歸屬	交通部觀光局
授權連絡人	觀光局企劃組：02-2349-1644

GPN：1009702942  
ISBN：978-986-01-5913-4





ISBN 978-986-01-5913-4



GPN : 1009702942  
定價：新臺幣400元