



澎管處永續發展報告

交通部觀光署澎湖國家風景區管理處

Penghu National Scenic Area Headquarters,
Tourism Administration, MOTC



永續發展願景與目標 Vision and Target

願景Vision

將澎湖發展為「國際永續觀光休閒度假島嶼」。
To transform Penghu into an "International Sustainable Tourism and Leisure Vacation Island."

目標Target

- 1 發掘澎湖四季之美，推動海島特色永續體驗遊程。
Uncover the beauty of Penghu throughout the four seasons and **promote sustainable island-themed experiential tours.**
- 2 致力於海岸生態、環境保護，維護傳統海洋文化遺產。
Commit to coastal ecology and environmental protection while **preserving traditional marine cultural heritage.**
- 3 營造完善、安全的通用旅遊環境。
Create a comprehensive and safe **universal travel environment.**
- 4 鼓勵在地產業跨域整合，培力商家從事永續商業活動。
Encourage cross-sector integration of local industries and **empower businesses to engage in sustainable commercial activities.**

政策Policy

2023年5月核定初版(30條)，接續增加54條檢討整併，於**2024年12月制定**，共**29項**(管理8、經濟4、文化1、環境16)。
The first version (30 articles) was approved in May 2023, and 54 articles were subsequently added for review and consolidation, and **finally formulated in December 2024.** A total of 29 items (8 in management, 4 in economics, 1 in culture, 16 in environment)

永續行動 Sustainability Action



永續管理

Sustainable Management

- 2024-2025新增發布山水、觀音亭、七美臥牛**3項水域禁限制事項**及南海遊客中心、小門**2項陸域禁止事項公告**，確立遊客行為指南並公開於網站。
- 2023年10月建置澎湖海洋生態保護宣言電子簽署平台，提高公眾參與保護海洋認知教育，至2025.3.17累計**7,544人簽署**。
- 2025首創澎湖永續地圖核認標章徵選店家擴大鼓勵業者踐行永續指標。
- 新設建物工程優先設計綠建築，目前累計北寮、西臺、七美遊客中心**3棟**取得**合格級綠建築標章**。



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經濟效益

Economic Benefits

- 連續2年辦理**免費GTS**綠色旅行標章認證說明會，鼓勵在地業者永續發展(目前已有**5間業者**獲得認證)。
- 每年一次的**永續論壇暨市集活動**，提供永續意識教育及**當地文化**和**自然資源**為基礎的旅遊產品展售，社區居民參與旅遊業的發展，獲得經濟回報，**近2年約400人**參加。
- 辦理**免費永續實務工作坊**，教育並支持在地業者有更多機會發展**創新型的永續旅遊產品與服務**。
- 支持在地經濟永續，自**2022年**起推廣**四季旅遊主題行程**及**特色農漁村人文體驗**，**近2年共3,948人**參與。





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文化保存

Cultural Preservation

- 以探索澎湖納斯卡線～守護石滬入選2023全球百大目的地永續故事，近3年推廣吉貝嶼石滬季共1,453人次參與。
- 推廣世界遺產觀光資源，針對澎湖特有之「石滬」、「玄武岩地質地形」、「燕鷗生態」、「古廟」及「古厝」等5種主題資源，2024年完成生態影像紀錄，呈現澎湖自然與真實的內涵及價值。
- 2024鹹水煙藝術季結合古蹟、地質場景及澎湖傳統表演藝術(涼傘、小法等)。
- 每年推廣訪古季乞龜文化行程。
- 每年辦理古厝、古蹟、古廟、石滬文化等主題資源解說培訓，近2年共298人。
- 每年東臺軍事史蹟園區(東西堡壘)導入志工導覽解說服務。



永續行動 Sustainability Action



環境保護

Environmental Protection

- 以守護忠實的海洋旅行者-澎湖望安綠蠓龜的幸福家園，入選2024全球百大目的地永續故事，跨域合作海龜生態教育。
- 2024.8.29啟動開通「台灣好行-澎湖空港快線」，至2025.2月搭乘人數共17,552人，提升大眾運輸使用率。
- 近2年於山水、望安地區結合企業社會責任共完成10座生態礁復育珊瑚並完成3場海洋監測志工培訓。
- 自2014年起連續11年推廣自行車預約領騎服務綠色旅遊，近2年共1,430人。
- 近2年本處號召淨灘活動計8場共1,170人參與，清理9.86公噸廢棄物。
- 每年辦理燕鷗、地質主題環境教育導覽解說培訓，近2年共計307人。



Sustainability Action



Sustainable Management

- From 2024 to 2025, new restrictions have been announced for **3 water areas**—Shanshui, Guanyinting, and Qimei Woniu—as well as **2 land areas**—South Sea Visitor Center and Xiaomen. These measures establish **clear visitor behavior guidelines** and are **published on the official website**.
- In **October 2023**, the **Declaration on the Protection of Penghu's Marine Ecosystems** e-signature platform was launched to raise public awareness and participation in marine conservation. As of March 17, 2025, a total of **7,544** people have signed the declaration.
- In 2025, Penghu introduced its first **Sustainable Map system**, encouraging local businesses to meet five levels of sustainability criteria.
- Newly constructed buildings are now prioritized for green building design. To date, **3 visitor centers**—Beiliao, Xitai, and Qimei—have received **certified Green Building labels**.



Sustainability Action



Economic Benefits

- For two consecutive years, **free GTS Green Travel Certification briefings** have been held to encourage local businesses in sustainable development (currently, **5 businesses** have been certified).
- An **annual Sustainable Forum and Market event** provides education on sustainability awareness and showcases **locally-based tourism products rooted in culture and natural resources**. Community residents are involved in the tourism industry development and receive economic returns, with approximately **400 participants** in the past two years.
- **Free sustainable practice workshops** have been organized to educate and support local businesses, offering more opportunities to develop innovative sustainable tourism products and services.
- Supporting local economic sustainability, since 2022, **seasonal themed tours and cultural experiences in unique farming and fishing villages** have been promoted, with a total of **3,948 participants** in the past two years.



Sustainability Action



Cultural Preservation

- The story “**Explore Penghu ‘s Nasca Lines – Guardians of Stone Weirs**” was selected as one of the 2023 Top 100 Stories. Over the past three years, the Jibei Island Stone Weir Season has attracted a total of **1,453 participants**.
- To promote **world heritage tourism resources**, five unique themes of Penghu — "stone weirs," "basalt geological formations," "tern ecology," "**ancient temples**," and "**traditional houses**" — were **documented through ecological videography in 2024**, showcasing **the natural and authentic essence and value** of Penghu.
- The 2024 Penghu Xian Shui Yan Art Festival **combines historical sites**, geological landscapes, and **traditional Penghu performing arts** such as Woman's Umbrella and "Xiao Fa" rituals.
- An annual cultural tour is promoted during the Ancient Traditions Season, featuring the **Turtle Offering ritual**.
- Every year, training sessions are held on resource interpretation for topics such as **ancient houses, monuments, temples, and stone weir culture**, with a total of **298 participants** in the past two years.
- Every year, **volunteer-guided tour services** are introduced at the Fisher Island Historic War Park.



Sustainability Action



Environmental Protection

- "The Happy Home of Wangan Green Turtle in Penghu" Selected as one of the Top 100 Stories of 2024, this initiative showcases **cross-sector collaboration in sea turtle ecological education**.
- The "Taiwan Trip – Penghu Airport Express Route" was launched on August 29, 2024. As of February 2025, the route has served a total of **17,552 passengers**, contributing to an increase in public transportation usage.
- In the past two years, a total of **10 ecological reefs** have been restored with coral in the Shanshui and Wangan areas through **corporate social responsibility initiatives**, along with **3 marine monitoring volunteer training sessions** completed.
- Since 2014, a guided bike tour reservation service has been promoted for **11 consecutive years to encourage green tourism**, with a total of **1,430 participants** in the past two years.
- In the past two years, we have organized **8 beach clean-up events** with a total of **1,170 participants**, removing **9.86 metric tons of waste**.
- Annual training programs on **environmental education and guided tours focusing on terns and geology** have also been held, with a total of **307 participants** over the past two years.

