交通部觀光署雲嘉南濱海國家風景區管理處永續發展政策

Sustainable Development Policy of the SWCNSA

一、發展願景 Sustainable Tourism Vision

With wetlands and coastal ecosystems at its core, build a climate-resilient coastal destination where visitors experience the harmony of industry, community, and nature.

在濕地與沿海生態守護下，打造氣候韌性的濱海目的地，讓旅客體驗產業、社區與自然的共生之美。

二、發展目標 Sustainable Tourism Development Targets

1. **守護藍碳與生態基底：**保護並復育濕地、紅樹林、潟湖等藍碳生態系，維持生物多樣性與氣候調節功能，作為永續發展的自然基礎。

   Safeguarding Blue Carbon and Ecological Foundations: Protect and restore blue carbon ecosystems such as wetlands, mangrove forests, and lagoons to preserve biodiversity and climate regulation functions, establishing a natural foundation for sustainable development.

2. **推動低碳韌性的產業環境：**促進友善養殖、低碳生產與環境教育的推廣，協助地方產業降低氣候風險，建立兼顧經濟效益與環境永續的韌性發展條件。

   Fostering a Low Carbon and Climate-Resilient Industrial Environment: Promote eco-friendly aquaculture, low carbon production, and environmental education to help local industries reduce climate risks and

strengthen resilient development conditions that balance economic benefits and environmental sustainability.

3. **連結文化、信仰與社區行動**：將漁鹽文化、宗教信仰與社區故事融入觀光與教育活動，強化居民的地方認同與行動力，推動全民參與的環境守護與地方創生。

   Connecting Culture, Belief, and Community Action: Integrate fisheries and salt-making traditions, religious culture, and community narratives into tourism and educational initiatives to reinforce residents' sense of place and encourage broad public participation in environmental stewardship and community revitalization.

4. **提升氣候變遷調適能力**：結合生態修復與防災設計，減緩風暴潮、海平面上升等氣候災害衝擊，確保沿海生活、產業與觀光的安全與永續。

   Enhancing Climate Change Adaptation Capacity: Combine ecological restoration with disaster prevention design to mitigate the impacts of storm surges, sea-level rise, and other climate hazards, ensuring the long-term safety and sustainability of coastal communities, industries, and tourism.

三、政策焦點行動 Key Focus Actions of Sustainable Policy

大項 Thematic	細類 Sub-theme	政策推動重點 Key Policy Direction	具體行動與數據目標 Actions and Performance Targets
I.永續管理與治理 (Governance)	**1 永續政策與目標制定** **1. Establishing Sustainability Policies and Objectives**	制定經主管機關首長核定的永續政策與中長程計畫，建立滾動式檢討機制。 Formulate sustainability policies and medium- to long-term plans approved by the head of the competent authority and implement a rolling review mechanism.	計畫每年審查，政策至少每三年檢視一次，以確保持續改善與治理一致性。 Conduct annual plan reviews and examine sustainability policies at least once every three years to ensure continuous improvement and governance consistency.
	2 永續教育與能力訓練 **2. Sustainability Education and Capacity Building**	1. 將永續發展理念融入機關文化，確保全體同仁具備推動永續的核心知識與共識。 Embed sustainable development principles into organizational culture to ensure all staff share common understanding and core competencies.	機關內部公職人員每年必須完成至少 4 小時的「永續發展與環境教育」培訓課程。年度培訓的完成率（目標達 95% 以上）納入部門績效考核。 Require all personnel to complete at least four hours of "Sustainable Development and Environmental Education" training annually. Annual training completion rates (target of

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		2. 將環境教育與氣候變遷知識納入觀光業者與社區導覽員的基礎及進階培訓課程，建立持續學習機制。 Incorporate environmental education and climate change knowledge into basic and advanced training for tourism operators and community guides, establishing a continuous learning mechanism.	over 95%) are included in departmental performance evaluations.
	3 利害關係人溝通與回饋 3. Stakeholder Engagement and Feedback	建立暢通且具實質成效的溝通與回饋管道，確保社區、業者與遊客意見能轉化為政策與管理改善依據。 Establish clear and effective communication and feedback channels to ensure opinions from communities, industry stakeholders, and visitors inform	每年辦理至少 1 場永續主題說明會或交流會，邀集導覽員、志工、業者及居民共同參與，蒐集意見並追蹤後續落實情形。 Hold at least one sustainability themed briefing or exchange session each year with guides, volunteers, business operators, and local

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		policy revisions and management improvements.	residents to gather feedback and track follow-up implementation.
	4 遊客承載力管理 4. Visitor Carrying Capacity Management	運用人工觀察與智慧科技（人流、車流監測系統）結合問卷分析，定期掌握景點遊客承載量與環境負荷情形。 Use onsite observation, smart technologies such as visitor and traffic flow monitoring systems, and questionnaire analysis to regularly assess the carrying capacity of key attractions and their environmental load.	依據監測結果調整交通疏導、導覽分流與宣導措施，以維持旅遊品質與環境平衡。 Adjust traffic management, tour guide routing, and public awareness measures based on monitoring results to maintain tourism quality and ecological balance.
	5 指標監控與數據管理 5. Indicator Monitoring and Data Management	建立永續發展指標監測總表，確保各項工作具備明確數據依據與改善方向。 Establish a comprehensive monitoring matrix for sustainability indicators to ensure	至少每季更新核心指標（如在地採購比例、能源與水消耗量），進行趨勢分析並提出改善建議，確保成效可持續提升。 Update core indicators at least quarterly (including local

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		that all initiatives are supported by clear data and guided by defined improvement pathways.	procurement ratios as well as energy and water consumption), conduct trend analyses, and propose improvement recommendations to ensure continuous performance enhancement.
	6 永續資訊定期揭露 6. Regular Disclosure of Sustainability Information	每年三月底前發布前一年度永續旅遊推動報告，並於官網與社群平台同步揭露。 Publish the previous year's Sustainable Tourism Progress Report before the end of March each year and disclose the information simultaneously on the official website and social media platforms.	內容涵蓋經濟、社會、環境及治理面向之具體作為與績效指標（KPI），並於官方網站與社群平台同步佈達，以強化施政透明度與社會信任。 The report covers concrete actions and key performance indicators (KPIs) across economic, social, environmental, and governance dimensions and is announced concurrently through the website and social media to strengthen transparency and public trust.

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	7 風險分析與應變計畫 7. Risk Analysis and Contingency Planning	建立風險管理與災害應變制度，確保面對氣候災害或突發事件時能即時應對，維護公眾安全與旅遊秩序。 Develop a risk management and disaster response framework to ensure timely action during climate-related hazards or unexpected events, safeguarding public safety and maintaining tourism operations.	所有核心業務單位須每年更新緊急應變計畫（含氣候災害、公共衛生等），並至少辦理一次跨部門或跨機關聯合演練，以提升整體防災與復原能力。 All core business units must update their emergency response plans annually (including climate hazards and public health incidents) and conduct at least one cross-departmental or inter-agency joint drill to strengthen disaster prevention and recovery capacity.
II.自然資源保育管理 II. Natural Resource Conservation and Management	1 生態合作與保育行動 1. Ecological Partnerships and	積極與專業生態保育組織合作，推動濕地、紅樹林與潟湖等藍碳生態系之保護與復育，維持生物多樣性與氣候調節功能。 Actively collaborate with professional ecological	1. 與台江國家公園及保育團體合作監測黑面琵鷺等瀕危物種，逐年紀錄族群變化並公開監測成果。 Work jointly with Taijiang National Park and conservation groups to monitor endangered species such

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	Conservation Actions	conservation organizations to protect and restore blue carbon ecosystems such as wetlands, mangrove forests, and lagoons, thereby preserving biodiversity and climate regulation functions.	as the black-faced spoonbill, track annual population changes, and publicly disclose monitoring results. 2. 每年舉辦以原生或馴化樹種為主的植樹活動，採「適地適種」原則。Organize annual tree-planting activities focusing on native and naturalized species, following the principle of "the right species in the right place." 3. 定期監測 1 處紅樹林面積變化。Conduct regular monitoring of mangrove forest area changes at one designated site.
	2 外來物種管理與巡檢機制	建立外來物種監測與移除制度，主動掌握棲地狀況與遊客行為。	定期巡檢轄內自然景點，每週至少 2 次，如發現外來物種入侵或遊客違規採

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	2. Invasive Species Management and Inspection Mechanisms	Establish a monitoring and removal system for invasive species to proactively assess habitat conditions and visitor behavior.	集、破壞行為，應即時勸導與通報，並依程序執行移除與環境復原作業。 Conduct routine inspections at natural attractions within the jurisdiction at least twice per week. When invasive species or illegal visitor activities such as collecting or habitat disturbance are identified, staff must provide immediate guidance, file incident reports, and follow procedures for removal and environmental restoration.
	3 生態教育與公眾參與 3. Ecological Education and Public Engagement	每年與保育 NGO 或學術機構合作，舉辦生態教育及國際觀鳥活動（如國際觀鳥馬拉松），提升居民與遊客對濕地與候鳥棲地的保育意識。 Collaborate annually with conservation NGOs or academic	透過解說志工、學校社團及社區協會等多元管道，推動公眾參與自然資源守護行動，形成社區共學與共護機制。 Promote public participation in natural resource protection through interpretation volunteers, school

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		institutions to organize ecological education programs and international birdwatching activities, such as the 2025 Taiwan International Birdathon, to enhance public awareness of wetland and migratory bird habitat conservation.	clubs, and community associations, fostering a shared, community-based learning and stewardship network.
	4 棲地監測與年度指標 4. Habitat Monitoring and Annual Indicators	建立生態監測指標體系，定期追蹤生物多樣性、植被覆蓋率與藍碳儲存量。 Establish an ecological monitoring indicator framework to regularly track biodiversity, vegetation coverage, and blue carbon storage.	主要指標包括：黑面琵鷺棲地監測次數 ≥ 1 次／年；原生樹種與馴化樹種植樹數 ≥ 50 株／年；監測紅樹林面積。各項成果納入年度永續報告，作為政策成效追蹤與持續改善依據。 Key indicators include: Black-faced Spoonbill habitat monitoring frequency ≥ 1 time per year; number of native and naturalized trees planted ≥ 50 trees per year; and

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			continued monitoring of mangrove-forest area. All results are incorporated into the annual sustainability report and serve as the basis for policy performance review and ongoing improvement.
	5 森林與濕地保護行動 5. Indicator Monitoring and Data Management	加強沿海森林與濕地生態系維護，透過環境監測、復育工程與生態緩衝區設計，防止棲地破碎化與生態劣化。 Strengthen the maintenance of coastal forests and wetland ecosystems through environmental monitoring, ecological restoration projects, and the design of ecological buffer zones to prevent habitat fragmentation and ecological degradation.	結合社區志工與教育機構，推廣「一人一樹」及「守護濕地」等行動方案，促進居民共同參與濱海生態保護，強化地方認同感與生態韌性。 Promote community participation in coastal ecosystem protection by working with local volunteers and educational institutions to implement initiatives such as "One Person, One Tree" and "Protect the Wetlands," to enhance residents' sense of place and ecological resilience.

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III.環境與氣候 **(Environment &** **Climate)**	**1 資源分類與廢** **棄物減量** **1. Resource** **Sorting and** **Waste** **Reduction**	1. 落實資源分類與廢棄物監測制度，推動源頭減量及循環利用。 Implement resource sorting and waste-monitoring mechanisms to promote source reduction and circular use. 2. 不可回收垃圾量每年較前一年減少至少 1%，一次性用品減量幅度逐年提升。 Ensure that non-recyclable waste decreases by at least 1% each year compared with the previous year, and increase the reduction rate of single-use products on an annual basis.	定期分析各類廢棄物產生與回收情形，提出具體改善方案，並於機關主辦會議及活動中全面取消瓶裝水與一次性餐具使用，以示範帶動減廢行動。 Regularly analyze waste generation and recycling data to develop targeted improvement measures. Eliminate the use of bottled water and single-use tableware at all SWCNSA-organized meetings and events to lead by example in waste reduction efforts.
	2 水源與水質管 **理**	1. 推動節水與水質管理措施，年度用水量以 2023 年為基準，每年平均減少 1%。	1. 使用具有省水/節能標章的設施，定期監測記錄各項耗水量。 Adopt water-saving and energy

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	2. Water Source and Water Quality Management	Promote water-saving and water quality management measures, with annual water consumption reduced by an average of 1% each year based on the 2023 baseline. 2. 掌握廢水處理情況，並積極宣導當地業者與民眾，不使用含有危害水質成分的化學用品，防止污染源於源頭形成，確保沿海水體品質穩定。 Monitor wastewater treatment practices and actively encourage local businesses and residents to avoid using chemical products that may harm water quality, preventing pollution at the	efficient certified equipment and conduct regular monitoring and recording of all water-use categories. 2. 各單位及委外經營者應確實記錄每月用水量，並定期檢測水質來源。 Require all units and contracted operators to document monthly water consumption and regularly test water-source quality. 3. 建立水質監測與異常通報制度，發現問題時即時通知業者與居民，確保用水安全與生態健康。 Establish water quality monitoring and incident reporting mechanisms to notify operators and residents immediately when abnormalities

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		source and ensuring stable coastal water conditions.	are detected, ensuring water safety and ecological health.
	3 溫室氣體排放管理 3. Greenhouse Gas Emissions Management	1. 推動能源管理與溫室氣體減量行動，降低資源耗用並積極應對氣候變遷。 Advance energy management and greenhouse gas reduction initiatives to lower resource consumption and proactively address climate change. 2. 新設或改建建築物應採綠建築設計，以減少營運碳排放。 Ensure that new or renovated buildings adopt green building design to reduce operational carbon emissions.	1. 每年發電量目標達 300 kW，利用既有場域架設太陽能板供應部分用電，餘電併網售回台電。 Set an annual electricity generation target of 300 kW by installing solar panels within existing premises to supply a portion of electricity needs, with surplus power fed back into the Taipower grid. 2. 與本處簽約之租賃業者與投資廠商，須定期監測能源使用與廢棄物產生情形，並提交改善報告。 Require all contracted tenants and investment partners to regularly monitor their energy use and

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			waste generation and submit improvement reports.
	4 綠色交通與低碳運輸 **4. Green Transportation and Low Carbon Mobility**	串聯大眾運輸、自行車與電動車路網，推動低碳交通環境。 Integrate public transportation, bicycle routes, and electric vehicle networks to promote a low carbon transportation environment.	1. 每年增設至少 1 處電動車充電站，並持續宣導遊客使用大眾運輸或友善步行路線。 Install at least one new electric vehicle charging station each year and continue encouraging visitors to use public transportation or pedestrian friendly routes. 2. 鼓勵轄區內機關與業者優先採用低碳交通工具，以降低整體碳排放。 Encourage government units and businesses within the jurisdiction to prioritize low carbon transportation options to reduce overall carbon emissions.

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	5 氣候變遷調適與防災行動 5. Climate Change Adaptation and Disaster Prevention Actions	強化社區與民眾的氣候調適與自主防災能力，以降低極端氣候造成的災害損失。 Strengthen community and public capacity for climate adaptation and disaster self-prevention to reduce losses caused by extreme weather events.	1. 每年培訓至少 5 位社區防災士，協助製作低窪區防災地圖與避災導覽指引。 Train at least five community disaster prevention volunteers each year and support the development of disaster prevention maps and evacuation guidance for flood prone areas. 2. 每三年更新一次氣候風險評估報告，納入淹水與海平面上升風險分析，並與地方政府災防計畫銜接，以提升整體地區的氣候韌性。 Update the climate risk assessment report every three years, incorporating analyses of flooding and sea level rise risks and aligning with local

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			governments' disaster prevention plans to enhance regional climate resilience.
IV.文化遺產與傳承（Cultural Heritage & Transmission）	1 文化資產維護與經費機制 1. Cultural Heritage Preservation and Funding Mechanisms	維護轄區內有形與無形文化資產，確保歷史建築、聚落、宗教信仰與傳統產業能長期保存與再利用。 Preserve both tangible and intangible cultural heritage within the jurisdiction to ensure the long-term conservation and reuse of historic buildings, traditional settlements, religious heritage, and traditional industries.	1. 編列文化資產維護經費，定期檢修歷史建築與文化設施，採滾動式檢討，每五年提報「設施管理與維護計畫」。 Allocate dedicated funding for cultural heritage preservation and conduct regular inspections and maintenance of historic buildings and cultural facilities, with rolling review and submission of the "Facility Management and Maintenance Plan" every five years. 2. 支持有形/無形文化資產頌揚與保護：編列相關經費定期維修本處歷史

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			建築等文化資產，並採滾動式檢討，每 5 年提送設施管理維護計畫。 Support the preservation and promotion of tangible and intangible cultural heritage by allocating maintenance funding for the SWCNSA's historic buildings and other cultural heritage, applying a rolling review mechanism, and submitting the facility management and maintenance plan every five years. 3. 遵守智慧財產權，保護在地文化，對於所有在官方平台發布的在地文化與歷史資訊，必須定期（每三年一次）邀請至少 3 位在地文史專家或耆老進行審核和校正。 Uphold intellectual property rights

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			and protect local culture by requiring that all cultural and historical content published on official platforms be reviewed and verified every three years by at least three local cultural historians or community elders.
	2 文化資產掌握 2. Cultural Heritage Identification and Management	建立文化資產調查與維護制度，定期更新清單，確保文化資源掌握與管理正確。 Establish a cultural heritage survey and maintenance system to ensure accurate identification and management of cultural resources through regularly updated inventories.	1. 每年定期檢視文化資產網中，轄區內有形與無形文化資產的清單異動，使用前確認相關規範。 Conduct annual reviews of changes to the list of tangible and intangible cultural heritage within the jurisdiction as recorded in the National Cultural Heritage Network, and verify all applicable regulations before use.

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	3 文化體驗與節慶活動永續推廣 **3. Sustainable Promotion of Cultural Experiences and Festive Activities**	透過文化體驗與傳統節慶活動，深化居民與旅客對地方文化的理解與認同，並在實踐中導入環境友善與永續管理原則。 Deepen residents' and visitors' understanding and appreciation of local culture through cultural experience programs and traditional festivals, while incorporating environmentally friendly and sustainable management practices.	1. 每年與在地文化或歷史團體合作舉辦至少 3 場真實文化體驗活動；活動主題涵蓋宗教信仰、鹽業文化、傳統技藝等地方特色。 Collaborate with local cultural or historical organizations to hold at least three authentic cultural experience activities each year, featuring themes such as religious traditions, salt industry heritage, and traditional craftsmanship. 2. 確保 80%以上導覽解說員或主持者為在地居民。 Ensure that more than 80% of tour guides, interpreters, or event hosts are local residents. 3. 輔導主辦單位導入減碳、減廢及綠色採購措施。

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			Support event organizers in adopting carbon reduction, waste reduction, and green procurement measures. 4. 每場活動後辦理滿意度回饋，以作為次年度規劃依據。 Collect satisfaction feedback after each activity as a basis for planning the following year's events.
	4 文化倫理與智慧財產權保護 **4. Cultural Ethics and Intellectual Property Rights Protection**	尊重在地文化智慧與創作權益，確保文化使用與推廣符合法規與倫理原則。 Respect local cultural knowledge and creative rights, ensuring that cultural use and promotion comply with legal and ethical standards.	1. 遵守智慧財產權與文化倫理規範，所有文化影像與資料使用前均應取得授權。 Comply with intellectual property rights and cultural ethics requirements, and obtain proper authorization before using any cultural images or materials.

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			2. 鼓勵業者與外部合作單位開發文創商品時，事先完成授權程序並提供地方回饋。 Encourage businesses and external partners developing cultural and creative products to complete authorization procedures in advance and provide benefit sharing to local communities.
V.社區福祉與效益（Community Wellbeing & Benefits）	1 在地經濟與就業促進 1. Local Economy and Employment Promotion	推動觀光發展與在地經濟互惠，促進居民就業與公平報酬，確保旅遊收益能回饋地方。 Promote tourism development in ways that support mutual benefits for the local economy, enhance employment opportunities for residents, and ensure fair remuneration so that tourism	1. 鼓勵業者優先聘用在地居民，並提升女性與青年就業比例。 Encourage businesses to prioritize hiring local residents and increase employment opportunities for women and youth. 2. 每年辦理至少 2 場地方產業培力或創業輔導課程。 Organize at least two capacity

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		revenue contributes to community wellbeing.	building or entrepreneurship training programs each year for local industries. 3. 建立合作採購制度，優先選用地方農漁特產與友善環境商品。 Establish a cooperative procurement mechanism to prioritize local agricultural and fishery products and environmentally friendly goods. 4. 定期追蹤委外場域的旅遊收入與地方經濟效益，定期揭露相關統計資料。 Regularly track tourism revenue and local economic benefits generated at outsourced sites and disclose relevant statistics on a regular basis.

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	2 社區參與與治理共融 2. Community Participation and Inclusive Governance	確保社區居民、部落與地方團體能參與旅遊發展決策與政策執行，強化共識與共創。 Ensure that community residents, Indigenous groups, and local organizations participate in tourism development decision making and policy implementation, strengthening shared understanding and collaborative action.	1. 每年至少參與 2 次以上公私協力或社區平台會議，蒐集社區意見並追蹤執行情形，確保決策透明與民意回饋機制有效運作。 Participate in at least two public–private collaboration meetings or community platform meetings each year to gather community input and follow up on implementation, ensuring transparency and an effective feedback mechanism. 2. 鼓勵社區代表參與永續政策、行動計畫及監測結果之回饋。 Encourage community representatives to participate in consultations on sustainability

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			policies, action plans, and monitoring outcomes. 3. 建立「民眾陳情與建議回覆系統」，提升政策溝通效率與信任度。 Establish a public complaint and suggestion response system to enhance policy communication efficiency and public trust.
	3 社會包容與人權保障 （Social Inclusion & Human Rights Protection）	確保旅遊發展尊重並保障人權，重視性別平等、族群文化差異與弱勢群體需求，推動公平、包容與無歧視的旅遊環境。 Ensure that tourism development respects and protects human rights by addressing gender equality, cultural diversity, and the needs of vulnerable groups, fostering a fair, inclusive, and	1. 依據《聯合國商業與人權指導原則》（UN GPs）與國內法規，建立人權保障與申訴處理機制。 In accordance with the United Nations Guiding Principles on Business and Human Rights (UNGPs) and relevant domestic regulations, establish mechanisms for human rights protection and grievance handling.

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		discrimination free tourism environment.	2. 強化工作場合與旅遊服務中的性別平等與反歧視政策，確保零容忍性騷擾、種族或身分歧視。 Strengthen gender equality and anti-discrimination policies in workplaces and tourism services, ensuring zero tolerance for sexual harassment, racial discrimination, or discrimination based on identity. 3. 促進無障礙設施與友善空間建設，提升高齡者、身障者與弱勢族群旅遊可及性。 Promote the development of accessible facilities and inclusive spaces to improve tourism accessibility for older adults, persons with disabilities, and vulnerable groups.

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			4. 每年辦理至少 1 場「社會關懷與人權教育」或「多元包容」培訓課程，對象包含業者與社區居民。 Organize at least one training session each year on social care and human rights education or diversity and inclusion for businesses and community residents. 5. 鼓勵業者提供志工、實習與公益合作方案，支持原住民、移工及社福機構之就業與學習機會。 Encourage business establishments to offer volunteer opportunities, internships, and public interest partnerships that support employment and learning opportunities for Indigenous

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			peoples, migrant workers, and social welfare organizations.
	4 居民教育與永續素養提升 **4. Resident Education and Sustainability Literacy Enhancement**	強化居民與業者的環境教育、氣候變遷知識與永續旅遊意識，培養社區自我管理與行動力。 Strengthen environmental education, climate change knowledge, and sustainable tourism awareness among residents and tourism-related businesses to build community self-management capacity and collective action.	1. 將環境教育與氣候變遷知識納入觀光業者與導覽員的基礎及進階培訓課程。 Integrate environmental education and climate change concepts into basic and advanced training courses for tourism operators and tour guides. 2. 推動「永續行動種子」，鼓勵居民參與公共行動，與社區合作減碳示範點。 Promote "Sustainability Action Ambassadors" to encourage residents to participate in public initiatives and collaborate with

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			communities to develop carbon reduction demonstration sites.
	5 旅遊影響監測與生活品質維護 **5. Tourism Impact Monitoring and Quality of Life Protection**	建立旅遊發展社會與環境影響監測機制，確保觀光活動不損及地方居民的生活權、社區福祉與環境承載力，避免過度旅遊造成負面影響。 Establish a monitoring mechanism for the social and environmental impacts of tourism development to ensure that tourism activities do not undermine residents' quality of life, community wellbeing, or environmental carrying capacity, and to prevent negative impacts associated with overtourism.	1. 建立旅遊發展影響監測系統，涵蓋在地經濟收益、居民滿意度、遊客承載量、噪音與廢棄物等指標。 Develop a tourism impact monitoring system covering indicators such as local economic benefits, resident satisfaction, visitor carrying capacity, noise levels, and waste generation. 2. 每年辦理「地方居民滿意度與旅遊影響調查」，負面影響感受比例低於15%（如噪音、交通、生活不便等指標）。 Conduct an annual "Resident Satisfaction and Tourism Impact Survey," ensuring that the

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			perceived negative impact rate remains below 15% (including noise, traffic congestion, and daily inconvenience). 3. 設定各區旅遊承載上限與預警值，監控遊客流量、交通壅塞與公共設施使用情形。 Set carrying capacity thresholds and early warning values for each area and monitor visitor flows, traffic congestion, and public facility usage. 4. 高遊客流量區（前 5 名景點）均設定每日或年度承載上限與預警值，並於超標時啟動分流措施。 Establish daily or annual carrying capacity limits and early warning values for high visitor flow areas

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			(top five attractions), activating dispersion measures when thresholds are exceeded. 5. 當監測結果顯示居民生活權益受影響時，啟動跨部門協調與改善機制，確保「旅遊不以犧牲生活為代價」。 Initiate cross departmental coordination and improvement measures when monitoring results show that residents' rights or daily life are affected, ensuring that "tourism does not come at the expense of quality of life."
VI. 商業與溝通（Business & Communication）	1 促進企業永續發展（Promotion of Sustainability）	協助轄區內旅遊相關業者導入永續經營與管理制度，提升環境、社會與經濟的平衡，形塑具韌性、低碳、包容的產業體系。	1. 每年至少辦理 2 場企業永續經營培訓或輔導課程，內容涵蓋節能減碳、廢棄物管理、永續採購與社會責任。 Organize at least two training or counseling sessions each year on

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	among Enterprises）	Assist tourism-related businesses within the jurisdiction in adopting sustainable operations and management practices to strengthen environmental, social, and economic equilibrium, and build a resilient, low carbon, and inclusive tourism industry.	corporate sustainability, covering energy conservation and carbon reduction, waste management, sustainable procurement, and social responsibility. 2. 建立「業者永續自評與回報制度」，定期蒐集企業能源、水資源、廢棄物與社區貢獻等績效資料。 Establish a "Sustainability Self-assessment and Reporting Mechanism" for tourism-related businesses to regularly collect performance data on energy, water resources, waste, and community contributions. 3. 強化「永續企業夥伴網絡」，促進在地業者間的經驗交流與資源共享。 Strengthen the "Sustainability

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			Partnership Network" to promote experience sharing and resource exchange among local businesses. 4. 推動低碳營運、在地採購及供應鏈永續管理，鼓勵業者於原物料、交通、製程及服務流程導入減碳措施與在地合作機制。 Promote low carbon operations, local procurement, and sustainable supply chain management, encouraging tourism-related businesses to introduce carbon reduction measures and local collaboration in raw materials, transportation, processes, and service operations.
	2 資訊揭露與誠信行銷	以誠信與透明為核心，推動目的地永續形象與品牌溝通，確保宣傳與資訊	1. 建立「永續溝通準則」，要求所有宣傳內容真實、可驗證、尊重在地文

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	（Information Disclosure & Responsible Marketing）	揭露真實、可驗證並尊重在地文化，強化公眾信任與國際交流。 Promote a destination sustainability brand grounded in integrity and transparency, ensuring that all promotional messages and public disclosures are accurate, verifiable, and culturally respectful, thereby enhancing public trust and international engagement.	化。 Establish "Sustainability Communication Guidelines" requiring all promotional content to be truthful, verifiable, and respectful of local culture. 2. 強化官網與行銷素材中的永續資訊呈現，建立整合環境監測、社區回饋與永續成果的「永續資訊公開平台」，定期（每年至少 2 次）更新主要永續數據與行動成果，提升資訊透明度與可見性。 Enhance sustainability information on the official website and marketing materials by building an integrated sustainability information platform that consolidates environmental

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			monitoring data, community feedback, and sustainability outcomes, and update major sustainability indicators and actions at least twice per year to improve transparency and visibility. 3. 每年至少製作 1 份「永續成果年報」公開地方永續行動成果。 Publish at least one "Annual Sustainability Performance Report" each year to disclose local sustainability achievements. 4. 建立宣傳內容審查流程，確保影像、文字及多語版本表達一致、不涉及歧視、偏見或文化挪用。 Establish a review process for promotional content to ensure consistency across images, text,

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			and multilingual versions, and to prevent discriminatory expression, bias, or cultural appropriation. 5. 推動數位互動溝通（如線上問答、電子報、社群公告），加強民眾、業者與遊客間的交流與信任。 Promote digital interactive communication (such as online Q&A, electronic newsletters, and social media announcements) to strengthen engagement and trust among the public, tourism-related businesses, and visitors.
答、	3 負責任供應鏈與地方產業共榮（Responsible Supply Chain &	以在地企業與友善環境為核心打造綠色供應鏈，帶動產業升級、漁業生態保育與區域經濟共榮。 Develop a green supply chain centered on local enterprises and	1. 鼓勵發展具「生態標章」之漁獲與養殖產品，連結低碳餐飲及友善消費市場。 Encourage the development of seafood and aquaculture products

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落實	**Local Prosperity** ）	environmentally friendly practices to support industry upgrading, marine resource conservation, and shared regional prosperity.	certified with ecological labels and connect them with low carbon dining and responsible consumer markets. 2. 推動合作企業、租賃及投資廠商落實節能、省水與減廢措施。 Promote the implementation of energy saving, water conservation, and waste reduction measures among partner companies, tenants, and investment operators. 3. 整合友善漁產、文化商品與綠色旅遊，形成在地綠色供應鏈，促進地方產業共榮。 Integrate environmentally friendly fishery products, cultural goods, and green tourism services to build a local green supply chain and

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			foster inclusive industrial development. 4. 設定「綠色商品採購比例」指標，逐年提高低碳商品、再生能源與在地產品採購占比，並列為評核與合約加分項。 Set targets for green product procurement ratios and gradually increase the share of low carbon goods, renewable energy, and local products in procurement, using these indicators as part of business evaluation and contract incentives. 5. 與本處有合約之經營業者，須定期監測並回報垃圾與能源管理成果；將要求明列於契約條款。 Require contracted operators to monitor and report their waste

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			management and energy management performance on a regular basis; such requirements will be formally included in contract terms.
	4 永續教育與業者合作 （**Sustainability Education & Industry Engagement**）	提升業者與導覽人員的永續知識與專業，將氣候、節能、環教融入經營與導覽，促進產業、社區共學。 Enhance sustainability knowledge and professional competency among tourism-related businesses and tour guides by integrating climate awareness, energy conservation, and environmental education into operations and interpretation.	1. 將環境教育與氣候變遷納入業者與導覽員年度培訓。 Include environmental education and climate change topics in annual training programs for tourism operators and tour guides. 2. 鼓勵業者與社區共同開發永續旅遊課程/體驗（節能減碳、減廢、藍碳、氣候調適）。 Encourage tourism businesses and communities to jointly develop sustainable tourism courses and experiences, such as energy

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			conservation and carbon reduction, waste reduction, blue carbon, and climate adaptation programs. 3. 透過定期培訓與成果分享,形成學習型合作網絡,提升專業與地方意識。Strengthen professional capacity and local identity by creating a learning-oriented collaboration network through regular training sessions and experience sharing.
	5 旅客教育與體驗共生 (Visitor Education & Responsible Experience)	建立遊客教育與行為指引,確保旅遊過程尊重自然、文化與社區,落實「以學習為目的的旅遊」。Develop visitor education and behavioral guidelines to ensure that tourism activities respect nature, culture, and local communities, advancing the	1. 制定「旅遊行為守則」與「安全旅遊指南」,涵蓋濕地、鹽田、賞鳥等主題,引導遊客尊重生態與文化環境。Formulate a "Visitor Code of Conduct" and a "Safe Travel Guide" covering topics such as wetlands, salt fields, and birdwatching to guide visitors in

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		concept of "learning-oriented travel."	respecting ecological and cultural environments. 2. 在導覽與活動中融入永續旅遊理念，提升遊客的環境敏感度與自我保護能力。 Integrate sustainable tourism principles into guided tours and activities to strengthen visitors' environmental awareness and their ability to protect both themselves and the surrounding environment. 3. 與社區、專家及主管機關合作審查導覽教材與活動內容，確保資訊真實並尊重在地文化原意。 Collaborate with communities, subject experts, and competent authorities to review tour materials and activity content, ensuring

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			accuracy and respect for local cultural context. 4. 每年推動至少 1 項結合生態、教育、文化與社區參與的示範專案（如濱海共生遊程或再生能源導覽體驗）。 Promote at least one demonstration project each year that integrates ecology, education, culture, and community participation, such as coastal symbiosis itineraries or renewable energy interpretation tours.