

QR Code **旅行業**  
Travel Agencies



**經營現況**  
Current Status

年度 (Year)	綜合旅行社 Consolidated		甲種旅行社 Class-A		乙種旅行社 Class-B		總計 Total	
	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch	總公司 HQ	分公司 Branch
108 (2019)	142	458	2,730	377	273	2	3,145	837
109 (2020)	139	397	2,753	342	302	1	3,194	740
110 (2021)	138	376	2,762	300	326	1	3,226	677

單位：家數 Unit: No. of Travel Agencies



金質旅遊行程頒獎典禮 - 交通部部長王國材頒獎  
Minister of Transportation and Communications Wang Kwo-tsay presents awards at the T.Q. Golden Award Ceremony



旅遊行程踩線 - 阿里山  
Travel itinerary FAM tour: Alishan

**優化產業環境**  
Optimizing the Industry Environment

為提振旅行業發展品牌，協助旅行業升級發展，增加市場競爭力，提升服務品質、強化旅遊安全、創新旅遊產品，依據「交通部觀光局補助辦理促進旅行業發展實施要點」辦理相關補助，惟因全國疫情第三級警戒期間暫緩受理，延至 110 年 8 月 17 日起受理申請，總計辦理完成 5 案，計補助約 1,268 萬元，其中有關產業升級與服務轉型類別計 4 案、市場開拓行銷計 1 案，活動總計共 1,931 位旅行業者參加。

In accordance with the Directions for the Tourism Bureau, MOTC on Subsidies to Assist the Promotion of Travel Agency Development, the Tourism Bureau arranged subsidies to boost travel agencies brand development and help agencies to upgrade, develop, increase market competitiveness, improve service quality, strengthen tourism safety, and develop new tourism products. However, the subsidy applications were postponed to August 17, 2021, during the Level 3 COVID alert period. Five applications were processed, with a total subsidy amount of about NT\$12.68 million. They included four applications related to industry upgrading, service transformation, and market development. A total of 1,931 travel operators applied for subsidies.

**產業管理輔導**  
Industry Administration  
and Guidance



輔導中華民國旅行業品質保障協會辦理「2021 國內金質旅遊行程」選拔，強化國內旅遊品質，促進國內旅遊市場之提升及發展，選出 21 條國內多元整合性遊程，並透過旅展及媒介（含網路）加強行銷及推廣強化國內旅遊品質。

疫情期間消費行為模式改變，數位化行銷成為市場主流，為協助企業留住人才，辦理「觀光產業中高階人員數位應用及疫後管理課程訓練」，規劃數位應用類、疫後管理類等課程，以強化中高階人員數位趨勢概念，並運用於企業管理上，以保競爭優勢。

透過國旅市場精緻化、服務品質提升、數位化升級，配合旅客需求，客製化更具溫度的遊程，藉由數位旅遊平臺協助整合旅遊相關元件，並將防疫觀念加入服務的一部分，以無接觸、個性化、客製化為主軸，打造新興旅遊模式。

The Tourism Bureau assisted the Travel Quality Assurance Association ROC in the selection of 2021 Domestic T.Q. Golden Award Tours to strengthen the quality of domestic tourism and promote the upgrading and development of the domestic tourism market. A total of 21 diverse and integrated domestic tours were selected to strengthen marketing and promotion through travel fairs and the media (including online channels) and improve domestic tourism quality.

With COVID changing the pattern of consumer behavior, digital marketing has become the market mainstream. To help companies retain talent, the Tourism Bureau arranged the Training Course on Digital Applications and Post-COVID Management for Mid-Level and Senior Tourism Industry Personnel. It also planned courses on digital applications and post-COVID management to strengthen awareness of digital trends among middle and high-level personnel and ways to apply them in business management to ensure competitive advantage.

The Tourism Bureau promoted the development of more customized and visitor-friendly tours through refinement of the domestic travel market, service quality improvements, and digital upgrading. Digital travel platforms were used to support integration of travel related elements and incorporate COVID prevention concepts in services to create a new contact-free, personalized, and customized travel mode.



2021 國內金質旅遊行程頒獎典禮 2021 Domestic T.Q. Golden Tour Award Ceremony



## 落實旅遊安全管理 Implementing Travel Safety Management

透過法規面、宣導面加強輔導旅行業建立旅遊安全觀念，並積極實施稽查，落實旅遊安全規範；持續配合公路總局辦理遊覽車安全聯合稽查，如農曆春節、武陵農場櫻花季及連續假期，於主要觀光景點、國道休息站及路檢點，攔查遊覽車及稽核所搭載旅行團，落實旅遊品質與安全管理工作，110 年度計稽查 695 團次。

另因應國內疫情日趨穩定，觀光局配合發布「旅行業辦理團體旅遊防疫管理措施」，使旅行業者於疫情警戒期間辦理團體旅遊方式有所依循，以維護旅客旅遊安全，穩固國旅品質。

The Tourism Bureau strengthened regulatory and promotional guidance to travel agencies in establishing travel safety concepts, as well as conducted inspections on implementation of travel safety rules. The bureau also continued to jointly inspect tour bus safety with the Directorate General of Highways, including during the Lunar New Year, Wuling Farm Cherry Blossom Season, and long-weekend holidays. Tour buses were stopped for checks and group audits at major tourist attractions, national highway rest stops, and road inspection points to implement tourism quality and safety management work. A total of 695 tour bus inspections were conducted in 2021.

In conjunction with the stabilizing COVID situation in Taiwan, the Tourism Bureau released the Management Measures for COVID Prevention in Group Tours Arranged by Travel Agencies to provide travel agencies with methods to follow in handling group tours during COVID alert periods in order to protect traveler safety and stabilize the quality of domestic travel.



攔查遊覽車及稽核所搭載旅行團，落實旅遊品質與安全管理工作  
Tour bus spot checks and group audits were conducted for tourism quality and safety management

## 保障消費者權益 Protecting Consumer Rights

觀光局行政資訊網建置「消保事項專區」，即時公告旅行業停業處分、廢止旅行業執照、自行停業及解散等情，保障消費者權益。

110 年受理協調處理消費爭議案件（含旅遊糾紛申訴案件、輔導中華民國旅行業品質保障協會受理調處該會會員之旅遊糾紛申訴案件）共計 611 件，和解件數 379 件，和解率 62.03%。

The Tourism Bureau added a Consumer Protection page to its website to promptly announce travel agencies subject to disciplinary business suspension, license revocation, and discretionary business suspension and dissolution to protect consumer rights.

In 2021, the Tourism Bureau accepted and coordinated the handling of 611 consumer disputes (including travel disputes and appeals and guidance to members of the Travel Quality Assurance Association, ROC in the mediation of travel disputes and appeals), of which 379 cases were reconciled, representing 62.03% of the total.

觀光產業中高階人員數位應用及疫後管理課程訓練  
Training Course on Digital Applications and Post-COVID Management for Mid-Level and Senior Tourism Industry Personnel



台中場 Taichung City



高雄場 Kaohsiung City



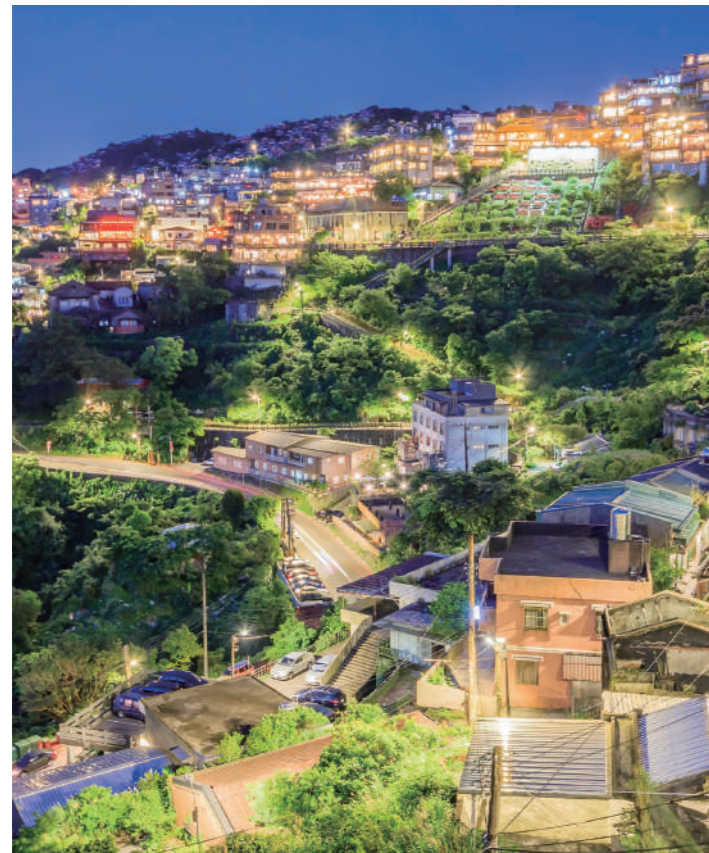
新北場 New Taipei City

# 旅宿業 Hotel Industry

## 旅館及民宿輔導與管理 Hotel and Guesthouse Guidance and Management

持續辦理定期考核，督促各地方政府落實旅宿管理作為，協助其提升旅宿管理成效，110 年地方政府計稽查旅館 7,650 家次（含合法旅館 5,774 家次、非法旅館 233 家次及日租套房 1,643 家次）；110 年地方政府稽查民宿計 8,486 家次（含合法民宿 7,999 家次、非法民宿 487 家次）。

為提升旅宿業品質及建立「星級旅館」及「好客民宿」品牌形象，辦理相關評鑑及遴選活動。截至 110 年底止，有效星級旅館為 403 家；取得好客民宿標章之民宿共有 1,168 家。



The Tourism Bureau continued to conduct regular inspections and supervise local governments in implementing hotel administration actions to assist them in improving hotel management results. In 2021, local governments inspected 7,650 hotels (including 5,774 licensed hotels, 233 unlicensed hotels, and 1,643 daily rental suites)

The bureau also arranged assessment and selection activities to improve the quality of the hotel industry and establish the "Star Hotel" and "Taiwan Hosts" brand image. As of the end of 2021, there were 403 star-rated hotels and 1,168 Taiwan Host certified guest houses.

110 年地方政府稽查民宿數

Number of Guest Houses Inspected by Local Governments in 2021

8,486 家  
No. of host



## 協助旅宿業品質提升 Assisting Quality Improvement in the Hotel Industry

為持續鼓勵旅宿業打造友善、智慧服務空間及提升服務品質，提供國內外旅客優質住宿環境，本部觀光局推動「交通部觀光局獎勵旅宿業品質提升補助要點」，補助旅館提供穆斯林旅客友善設施、無障礙客房及通用化設施、購置自助式入住櫃台，以及補助旅宿業硬體規劃更新支出及使用企業資源管理（ERP）或飯店管理系統（PMS）串接營運數據至旅宿網之系統導入費用，並獎勵星級旅館加入國內外或創新本土連鎖品牌。於 110 年 11 月新增第 8-1 點補助觀光旅館及旅館業首次購置防疫門（通道、艙）及 8-2 點耐震能力初步評估，截至 110 年總計受理約 990 件申請案，申請金額逾 2.15 億元。

於 110 年 7 月 22 日修正發布「交通部觀光局振興觀光產業融資信用保證貸款及利息補貼作業要點」，協助擔保品不足之業者順利取得融資，截至 110 年，累計 1,225 家觀光產業申請貸款，融資貸款金額計新臺幣 97.8 億元。協助觀光產業業者進行修繕或軟硬體升級部分，累計輔導 272 件觀光產業取得獎勵觀光產業優惠貸款，總額 125.3 億元，給予利息補貼 126 件，已撥付利息補貼為 3.29 億元。

To continue encouraging the hotel industry to create a friendly and smart service space, improve service quality, and provide high-quality accommodations for domestic and international visitors, the Tourism Bureau promoted the Guidelines on Subsidies of the Tourism Bureau, MOTC to Incentivize Quality Improvements in the Hotel Industry. Under the guidelines, the bureau provided subsidies to hotels to create Muslim-friendly facilities, barrier-free guest rooms, and accessible facilities, purchase self-service check-in counters, hotel facilities planning and updating, and adoption of enterprise resource management (ERP) or property management systems (PMS) to link operational data to the TaiwanStay website. The bureau also provided incentives for star hotels to join domestic, international, and innovative local hotel chain brands. In November 2021, Point 8-1 was added to allow subsidies for initial purchases of sanitation doors (walk-through gates and chambers) by tourist hotels and general hotels; and Point 8-2 was added for initial assessments of earthquake resistance. As of 2021, the bureau handled about 990 applications for a total amount of more than NT\$215 million.

On July 22, 2021, the Tourism Bureau promulgated the amended the Directions for Tourism Bureau, MOTC Revitalization of Financing Credit, Guaranteed Loans, and Interest Subsidies for the Tourism Industry to help businesses with insufficient collateral to obtain financing. As of 2021, a total of 1,225 tourism businesses applied for NT\$9.78 billion in financing loans. The program helped tourism businesses to renovate or upgrade services and facilities. A total of 272 tourism businesses obtained preferential loans totaling NT\$12.53 billion. Additionally, 126 interest subsidies were provided, totaling NT\$329 million.



272 件獎勵觀光產業優惠貸款  
Number of preferential loans granted to the tourism industry: 272



總額 125.3 億元  
Total amount: NT\$12.53 billion



403 家  
No. of Hotels



1168 家  
No. of host

## 持續推動防疫旅館，協助都會區旅館轉型 Continuing to Promote COVID Quarantine Hotels and Assisting the Transformation of City Hotels

因應居家檢疫者或隔離者之人數遽增，配合中央流行疫情指揮中心持續推動防疫旅館，於 110 年 1 月 25 日、3 月 26 日、6 月 8 日、11 月 5 日、11 月 29 日修正發布「獎勵直轄市及縣(市)政府推動溫馨防疫旅館實施要點」，加速防疫旅館設置，110 年度協助 30.3 萬人入住防疫旅館(含 109 年則累計入住達 41.4 萬人)。

因受新冠肺炎疫情影響，國境未開，部分都會區旅館業者住房率明顯下降，而轉型防疫旅館之業者住房率穩定，觀光局並提供防疫旅館補助，亦供都會區旅館轉型另一選擇，共同協助防疫任務。

To handle the rapid increase in the number of people under home quarantine or isolation, the Tourism Bureau, in conjunction with CECC, continued to promote the conversion of hotels for quarantine use. On January 25, March 26, June 8, November 5, and November 29, 2021, the bureau promulgated the amended Guidelines for Incentives by Municipal and County (City) Governments to Promote Quarantine Accommodations to accelerate the establishment of COVID quarantine hotels. In 2021, assistance was provided for 303,000 people to stay at COVID quarantine hotels (bringing the cumulative total since 2020 to 414,000 people).

Hotel occupancy rates plunged at some urban area hotels due to COVID-related border closings. However, operations remained steady at hotels offering quarantine rooms. The Tourism Bureau also provided subsidies for COVID quarantine hotels as another option for urban hotels to transform operations and contribute to the fight against COVID.



## 推廣自行車友善旅宿 Promoting Bicycle-friendly Accommodations

為鼓勵國人騎乘自行車旅遊，並解決遊客人車住宿問題，結合旅宿業者推廣「自行車友善旅宿」，以強化自行車旅遊配套服務，於 110 年 4 月辦理「自行車友善旅宿人氣票選活動」，票選北、中、南、東及離島五區人氣旅宿，行銷宣傳自行車友善旅宿，為期 10 天的快閃票選活動，投票人次近 9 萬人，民眾熱烈響應！

輔導 870 家以上業者加入自行車友善旅宿，並已於「臺灣旅宿網」及「臺灣自行車旅遊網」揭露相關資訊，民眾可於「自行車友善旅宿專區」依縣市或 16 條主題路線查詢入住。

The Tourism Bureau brought together hotel operators to promote "bicycle-friendly accommodations" to encourage people to travel by bicycle, resolve the problem of hotel car parking, and strengthen bicycle tourism support services. In April 2021, the bureau held a vote to select popular bicycle-friendly accommodations in the northern, central, southern, eastern, and outlying island areas of Taiwan for marketing and promotion. The public enthusiastically participated in the 10-day flash vote, with nearly 90,000 votes cast.

With assistance from the Tourism Bureau, more than 870 hotels joined the bicycle-friendly accommodation network and provided relevant information on the TaiwanStay and Taiwan Bike websites. Accommodations can be searched by county, city, or the 16 themed cycling routes on the Bike-Friendly Accommodation page.

自行車友善旅宿人氣票選活動  
Bicycle-Friendly Accommodations Popularity Vote



旅宿網  
<https://taiwanstay.net.tw/>

16 條自行車多元路線

22 個縣市住宿區域

標識內容及涵義



交通部觀光局周廷彰副局長與自行車友善旅宿得獎業者合影  
Tourism Bureau Deputy Director Chou Ting-chang with winners of the Bicycle-Friendly Accommodations Popularity Vote

## 觀光遊樂業 Tourist Amusement Enterprises



協助觀光遊樂業朝全齡友善及智慧園區發展，開發多元市場，加強無障礙設施、性別設施、特殊族群及銀髮族友善旅遊環境，以符合全齡顧客需求；增加各項體驗活動，引入住宿、商場等設施；配合智慧手機及程式運用提供客製化服務；透過分析大數據及應用，提供企業營運及行銷參考；打造疫後安心遊園環境，完善防疫及建置數位無接觸式入園服務等。

引導觀光遊樂業振興轉型，補助業者辦理投資新設施、設備更新、創新服務及數位硬體設施之優質化等事項，共計 23 家業者提出申請，觀光局補助核銷金額總計 2.59 億元，帶動業者投資經費約 10 億元。

輔導並鼓勵業者利用園區及周邊資源，針對校外教學推出優質教案，強化安全、多元及彈性之主題樂園特性，建立優質戶外教學環境與寓教於樂之形象，持續吸引學校與家長前往觀光遊樂業學習旅遊，於 110 年向教育部戶外教育推動會提案建置「戶外教育引導性參考指標」，以利業者提升戶外教育品質參考。

打造疫後安心遊園環境，加速數位化能力與整合行銷宣傳。協助 25 家業者完善防疫及建置數位無接觸式入園服務等軟體設施。

The Tourism Bureau assisted the amusement park industry to develop all-age-friendly and smart parks, diversify markets, strengthen barrier-free facilities and gender facilities, and create a friendly tourism environment for special groups and seniors to meet the needs of customers of all ages; introduce experiential activities, accommodations, shopping areas, and other facilities; provide customized services with smartphones and apps; use big data analysis and applications as a reference for business operations and marketing; and create safe park environments for post-COVID travel, improve epidemic prevention measures, and establish digital contactless park entry services.

The Tourism Bureau assisted the revitalization and transformation of the amusement park industry with subsidies to help operators invest in new facilities, refurbish equipment, develop innovative services, and improve the quality of digital hardware and facilities. A total of 23 businesses applied for subsidies. The Tourism Bureau approved subsidies totaling NT\$259 million, spurring about NT\$1 billion in investment.

Businesses also received assistance and encouragement to use park and peripheral resources to provide high-quality lesson plans for off-campus teaching, strengthen security, leverage the diversity and flexibility of theme parks to create excellent outdoor teaching environments and an image of educational fun, and continue to attract schools and parents to visit amusement parks for educational trips. In 2021, the Tourism Bureau presented a proposal to the Outdoor Education Promotion Committee of the Ministry of Education for the establishment of "Leading Reference Indicators for Outdoor Education" as a reference to help businesses improve the quality of outdoor education.

To create a safe post-COVID park environment and accelerate digital capabilities and integrated marketing, the Tourism Bureau assisted 25 businesses with improvements to COVID prevention and installation of digital contactless entry services and other services and facilities.

配合振興五倍券及國旅券，整合觀光遊樂業者提出「樂園 1+1」及「千元大享包」等優惠措施，並與臺灣觀光遊樂區協會合作辦理「百萬現金加碼抽活動」行銷方案，獎項超過 1,800 份，刺激消費市場，增加使用效益。

依「觀光遊樂業管理規則」，會同地方主管機關於 110 年 5 月完成 25 家觀光遊樂業不定期檢查，暨依「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」，落實業者每季自主檢查，以及地方主管機關上半年定期檢查，並於 110 年 9 至 10 月辦理觀光遊樂業督導考核競賽，以落實三級管理機制，加強遊樂設施之安全與緊急應變機制。

In concert with the "Quintuple Stimulus Voucher" and "Domestic Travel Voucher" programs, the bureau also integrated the "Amusement Park 1+1," NT\$1,000 Gift Bag" and other preferential measures for amusement park operators and partnered with the Taiwan Amusement Park Association on the "Million Dollar Cash Plus Draw" marketing campaign. More than 1,800 prizes were given away to stimulate consumer demand.

In accordance with the Regulations for the Management of Tourist Amusement Park Enterprises, the Tourism Bureau completed irregular inspections of 25 amusement parks in May 2021 in conjunction with local authorities. Amusement parks conducted quarterly self-inspections under the Key Points on Supervision and Assessment of Operation Management and Safety Maintenance of Tourist Amusement Park Enterprises. The local authorities also performed routine inspections in the first half of the year. In addition, the Amusement Park Supervision and Evaluation Competition was held from September to October 2021. This three-tier management mechanism aimed to strengthen the safety of recreational facilities and emergency response mechanisms.



振興五倍券及國旅券加碼抽活動  
Value of prizes given away during promotion effort

1,800 / 份 awards ↑

100 / 萬 現金 NT\$ 1 million



配合國旅券主題樂園推出臺灣好樂園「樂園 1+1」、「千元大享包」及「大獎好禮抽」等活動  
Amusement parks introduced the "Amusement Park 1+1," NT\$1,000 Gift Bag" and other preferential measures in conjunction with the Domestic Travel Voucher program



優質化計畫吸引投資總額  
"Quality Enhancement Program"  
Investment Amount

超過 10 / 億元  
Over NT\$ 1 billion



觀光遊樂業督察考核(戶外) Amusement Park Industry Inspection Assessment (Outdoor)