



永續 遇見更好的台灣

Sustainability—Discovering a Better Taiwan

GREEN DESTINATIONS
TOP 100
2024
STORIES

由綠色目的地基金會（Green Destinations Foundation）主辦 2024 綠色目的地百大故事獎於 12 月 11 日於智利蓬塔阿雷纳斯（Punta Arenas）舉行，交通部觀光署所屬 6 個國家風景區管理處榮登百大榜單，分別展現永續旅遊在目的地管理、自然景觀、商業與行銷等領域的卓越成效。

The 2024 Green Destinations Top 100 Stories Awards, organized by the Green Destinations Foundation, were held on December 11 in Punta Arenas, Chile. Six National Scenic Area Headquarters under the Tourism Administration, MOTC, were recognized on the Top 100 list, each demonstrating excellence in sustainable tourism across destination management, natural landscape preservation, operations, and marketing.



故事主題 Theme



參賽類別 Category

交通部觀光署北海岸及觀音山國家風景區管理處 North Coast and Guanyinshan National Scenic Area Headquarters



海洋「淨」行式－以白沙灣自然中心我愛淨灘實踐里海倡議

A Cleansing Journey by the Sea—Baishawan Nature Center Advances the Satoumi Initiative through the "I Love Beach Cleanups" program



目的地管理 Destination Management

百大故事白沙灣 Top 100 Story: Baishawan

北海岸擁有長 50 公里的優美海岸，居民依海維生，從事與海洋相關的經濟活動，但因為強勁的東北季風及污染物排放、海流等因素，不少海洋廢棄物堆積於礁岩、沙灘，衝擊海灘生態及經濟生產力，為實踐里海倡議結合淨灘活動，使人類與沿海環境逐漸恢復和諧關係，建立一個環保、安全、健康和友善的觀光環境、提升國際議題能見度。北海岸及觀音山國家風景區管理處運用人力、科技輔具（如空拍機巡查），掌握海廢分布情形、提出清理計畫外，2018 年成立環境教育場域－「白沙灣自然中心」落實環境教育與永續發展理念，並發起公私協力民間參與「我愛淨灘」活動，擴大淨灘活動效益。此外，也建立海廢回收再利用及認證機制，創造海廢再生料之價值（如海廢藝術創作），形塑海廢再生產業鏈，落實循環經濟。

Stretching 50 kilometers, the beautiful shores of the North Coast sustain communities whose livelihoods rely heavily on the sea. Yet strong northeast monsoons, pollutant discharges, and ocean currents have led to the accumulation of marine debris on reefs and beaches, affecting coastal ecosystems and local productivity. To advance the Satoumi Initiative, which promotes harmonious coexistence between people and coastal environments, the North Coast and Guanyinshan National Scenic Area Headquarters has integrated beach cleanup activities to restore this balance, creating an eco-friendly, safe, healthy, and welcoming destination while raising awareness of global sustainability challenges. In addition to mobilizing staff and technology, such as drone patrols, to monitor debris distribution and implement cleanup plans, the Baishawan Nature Center was established in 2018 to provide environmental education and promote sustainable development. Public-private partnerships and community participation through the "I Love Beach Cleanups" campaign have amplified the impact of this initiative. The headquarters has also developed recycling, reuse, and certification mechanisms for marine waste, creating value for recovered materials (e.g., marine-waste art), creating an upcycling value chain and putting circular economy principles into action.

交通部觀光署東部海岸國家風景區管理處 East Coast National Scenic Area Headquarters



富岡地質公園：地質、環境與社區的再生旅遊

Fugang Geopark—Fugang Geopark: Regenerative tourism of geology, environment, and community



目的地管理 Destination Management

社區魚市場覽導 Community Fish Market Guided Tour

小野柳遊憩區位於台灣東南部的台東市富岡里，以富岡砂岩和海蝕地景聞名所在的富岡社區，面臨人口外流與老化、過路遊客衝擊環境等問題。東管處以小野柳風景區為核心，於 2020 年成立「東部海岸富岡地質公園」，以保護濁流岩地質，並與富岡社區合作，共同透過目的地管理，實現該地區生態、社區經濟、文化的平衡。透過生態導覽體驗（如夜訪小野柳、募殼計畫給寄居蟹一個家）、推動野柳自然教室環境教育、社區復興及行銷（如富岡港港好－區域觀光圈計畫、社區主導及辦理漁市導覽和介紹海神廟信仰等在地文化體驗遊程），也促使青年回流，成立「富岡港港好」觀光圈，除拉近社區居民的距離，也帶動在地觀光產業，活絡地方經濟，型塑富岡地質公園成為東海岸特色景點。

Located in Fugang Village, Taitung City, the Xiaoyeliu Recreation Area is renowned for its Fugang sandstone formations and sea-eroded landscapes. The community has faced challenges such as population outflow, an aging demographic, and environmental pressures from pass-through tourism. The East Coast National Scenic Area Headquarters, with Xiaoyeliu as its centerpiece, established the East Coast Fugang Geopark in 2020 to protect the area's turbidite geology while collaborating with the Fugang community to implement destination management that balances ecological preservation, local economic development, and cultural heritage. Initiatives include guided eco-experiences (such as night visits to Xiaoyeliu and the Shell Collection Project to provide homes for hermit crabs), the Xiaoyeliu Nature Classroom for environmental education, and community-driven revitalization and marketing programs -- including the Fugang Harbor Regional Tourism Circle Plan, fish market tours, and cultural itineraries introducing local traditions such as Sea God Temple worship. These efforts have encouraged young people to return, fostered stronger community connections, invigorated local tourism, stimulated the economy, and established Fugang Geopark as a signature attraction along the East Coast.

**故事主題 Theme**

**參賽類別 Category**



**交通部觀光署東北角及宜蘭海岸國家風景區管理處**
Northeast and Yilan Coast National Scenic Area Headquarters

**融入沙丘地景的壯圍旅遊園區**
Zhuangwei Tourism Park- Integrating with Dune Landscape

**自然與景觀 Nature and Landscape**

壯圍沙丘空拍 Aerial View of the Zhuangwei Dunes

壯圍沙丘生態園區位於宜蘭壯圍海濱，以砂丘、沼澤及沙草等地景為主，鄰近海岸林、蘭陽溪口溼地、沼澤等水鳥棲息地，面臨基地排水不良易淹水與積水，園區建設可能對地景與生態環境造成干擾與破壞，濱海地區環境嚴苛以致合適植栽種類受限等議題，東北角管理處於2008年啟動規劃「壯圍沙丘生態園區興建與發展計畫」，以兼顧觀光開發與自然環境的平衡發展。藉由資源調查與評估，訂定與實踐開發自然與景觀規劃原則，降低園區內主要建物興建體積，建立園區內植栽景觀定期維護與檢討作業規範，並透過藝術展演的方式彈性運用園區戶外空間，使園區建設融入當地地景，進而降低觀光活動對地景與環境衝擊的強度，也成功在兼顧園區地景條件與豐富生態資源前提下，逐步將壯圍發展為宜蘭觀光遊憩的核心區域。

The Zhuangwei Dune Ecological Park stretches along Zhuangwei coast in Yilan. The park is characterized by dunes, marshes, and coastal grasses, adjacent to coastal forests and waterbird habitats in the Lanyang River estuary and nearby wetlands. The area faces challenges such as flooding and standing water due to poor drainage, and construction activities have posed risks of ecological disturbance and degradation, compounded by a harsh coastal environment that limits the range of suitable plant species. In 2008, the headquarters launched the Zhuangwei Dune Ecological Park Construction and Development Project to achieve balanced development between tourism and nature conservation. Guided by resource surveys and assessments, the plan established and implemented landscape and environmental planning principles, reduced the volume of major buildings, established protocols for regular maintenance and review of park landscaping, and arranged for flexible use of outdoor spaces for art performances. Integration of park facilities and the local landscape have reduced the intensity of tourism impact. Respecting both the site's landscape features and its rich biodiversity, Zhuangwei has gradually evolved into a key tourism and recreation hub in Yilan.

**廢棄鹽田變身鳥類天堂，找回在地居民的希望**
Abandoned Salt Fields Transform into Bird Paradise, Restoring Hope for Local Residents

**自然與景觀 Nature and Landscape**



**交通部觀光署雲嘉南濱海國家風景區管理處**
Southwest Coast National Scenic Area Headquarters

百大故事照片 Top 100 Story Photo

1930年布袋濕地開闢為鹽場，隨著手工製鹽產業沒落，2001年結束曬鹽後整片鹽田開始荒廢，面臨垃圾傾倒、無節制資源開採、大型工業開發計畫與地方抗爭等問題。所幸位於臺灣西南沿海水鳥停憩覓食廊道，意外成為水鳥重要繁殖地，更是全球瀕臨絕種之黑面琵鷺重要棲地。2007年布袋鹽田被評定為國家級重要濕地，南布袋濕地則成為環境教育基地，2020年更在復育區發現稚鸕的蹤跡。雲管處透過對布袋鹽灘地進行環境監測及鳥類等各項調查，並以國小環境、海洋與社區在地課程的設計，強化在地居民環境意識。同時結合觀光旅遊需求，推廣結合自行車與生態、鳥類資源的低碳生態旅行，讓遊客深度體驗在地豐富生態環境。

The Budai wetlands was developed as a salt farm in 1930. With the decline of traditional hand-harvested salt, sun-drying ended in 2001 and the fields fell into disuse. The area was subsequently beset by illegal dumping, unregulated resource extraction, and proposals for large-scale industrial development that sparked local opposition. By good fortune, the area is located along Taiwan's southwestern waterbird migration and foraging corridor, making this an important breeding ground and providing a critical habitat for the globally endangered Black-faced Spoonbill. In 2007, the Budai Salt Fields were listed as a nationally important wetland, with the South Budai Wetland serving as an environmental education base. In 2020, juvenile horseshoe crabs were found in the restoration area. The headquarters conducts environmental monitoring and bird surveys on the Budai salt flats and designs elementary school curricula on the environment, ocean, and community to strengthen local environmental awareness. Aligning with tourism demand, it also promotes low-carbon eco-travel, combining cycling and ecological and birding resources to let visitors immerse in the area's rich biodiversity.

**守護忠實的海洋旅行者－澎湖望安綠蠵龜的幸福家園**
A Faithful Sea Traveler - The Happy Home of Wang'an Green Turtle in Penghu

**自然與景觀 Nature and Landscape**



**交通部觀光署澎湖國家風景區管理處**
Penghu National Scenic Area Headquarters

澎湖望安綠蠵龜 Green Turtle in Wang'an, Penghu

澎湖縣望安島位於澎湖群島南方，每年綠蠵龜穩定洄游至沙灘產卵，為臺灣少數的綠蠵龜產卵地。為了守護牠們的棲地，澎湖各機關團體在綠蠵龜生態保育、棲地環境維護管理、海洋生態教育推廣都持續投入努力：澎湖縣政府於1995年在望安劃定6處產卵棲地保護區，避免沙灘棲地受到破壞、每年5-10月產卵季實施夜間管制減少人為干擾，並投入志工培訓與聘請在地巡護員從事棲地巡守；農業部水產試驗所澎湖漁業生物研究中心於1997年成立海龜救護收容研究中心，從事受傷海龜治療工作；澎湖國家風景區管理處於2002年啟用全國第一座「綠蠵龜觀光保育中心」，在館內進行綠蠵龜生態保育、人文特色解說推廣，並設置養護系統協助受傷海龜移地復健照護等；望安國小教學團隊則是規劃海洋教育課程，將知海、親海與護海觀念從小紮根於在地學童心中。經由各機關團體的共同努力，及海洋環境教育推廣，除讓大眾了解保育的重要性外，藉由望安特殊生態資源與具悠久歷史的花宅聚落之保存，吸引遊客登島探索，促進在地經濟與永續循環。

Wang'an Island, located south of the Penghu Archipelago, is one of Taiwan's few nesting grounds where Green Turtles return each year to lay eggs. To safeguard this habitat, agencies and civic groups across Penghu have long invested in turtle conservation, habitat management, and marine ecological education. In 1995, the Penghu County Government designated six protected nesting areas on Wang'an to prevent degradation of beach habitats, implemented night-time restrictions during the May–October nesting season to reduce disturbance, invested in volunteer training, and hired local rangers for patrols. In 1997, the Penghu Fisheries Research Center of the Fisheries Research Institute (Ministry of Agriculture) established a Sea Turtle Rescue and Shelter Research Center to treat injured turtles. Then in 2002, the Penghu National Scenic Area Headquarters opened Taiwan's first Green Turtle Tourism and Conservation Center, providing ecological and cultural interpretation and operating husbandry systems that support ex-situ rehabilitation. Wang'an Elementary School developed marine education courses to instill knowledge of, connections with, and stewardship of the ocean in local children from an early age. These joint efforts and sustained environmental education have raised public appreciation of the importance of conservation. The preservation of Wang'an's unique ecology and historic stone house settlement have further attracted visitors to explore the island, stimulating the local economy and circular sustainability.

**攜手日月潭：用集體智慧推動永續旅遊**
Join us! Harnessing Collective Wisdom to Promote Sustainable Tourism

**商業與行銷 Business and Marketing**



**交通部觀光署日月潭國家風景區管理處**
Sun Moon Lake National Scenic Area Headquarters

日月潭永續共識營 Sun Moon Lake Sustainable Consensus-based Camp

日管處依循GSTC目的地準則，思考日月潭的發展願景，並每年設定永續行動目標、鼓勵轄區業者共同參與。但仍有多數利害關係人對永續旅遊觀念較不完整、推動的永續實踐方案未顧及利害關係人需求等，導致利害關係人多為被動參與，整體運作成效有限，為擴大利害關係人參與並引發共鳴，以桌遊形式帶領轄區利害關係人體認、思考SDGs的意涵、發起減少一次性廢棄物的行動計畫（如推動循環杯／循環器皿、推動電子票證／行動支付搭乘台灣好行優惠等）、辦理永續共識營、建立永續種子店家合作模式等，許多利害關係人由原先被動參與，轉變成主動提出現況問題，以及未來想實踐的行動方案，透過凝聚共識、讓利害關係人對綠色目的地產出友好共鳴，讓永續行動遍地開花。

Following the GSTC Destination Guidelines, Sun Moon Lake National Scenic Area Headquarters sets an annual sustainability action agenda for Sun Moon Lake and encourages participation by area businesses. However, many stakeholders initially had only a partial understanding of sustainable tourism, and early initiatives often did not fully address their needs, resulting in mostly passive participation and limited impact. To broaden engagement and build shared purpose, the headquarters introduced a board-game format to help stakeholders understand and reflect on the SDGs, launched campaigns to reduce single-use waste (for example, promoting reusable cups and containers, and offering incentives to use e-ticketing or mobile payments on the Taiwan Tourist Shuttle), organized a consensus-based sustainable camp, and created partnership models with sustainable seed businesses. As a result, many stakeholders transitioned from passive involvement to proactively identifying challenges and proposing future actions. By building consensus and generating broad-based buy-in for a green destination, sustainability actions are taking root and flourishing across the region.