

交通部觀光局

# 國家風景區簡介

National Scenic Areas in **Taiwan**



交通部觀光局 編印

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

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# 局長序

Foreword  
by the Director General

自民國73年第一座國家風景區成立到94年的第13座國家風景區，從無到壯大，含蓋海岸型、山岳型、湖泊型與離島等類型，呈現出台灣的高山峽谷、溪流縱谷、湖泊森林、沙洲瀉湖、火山溫泉等自然景觀與多元的原住民文化，這些讓外國觀光客驚嘆連連的觀光資源，在觀光局用心經營下一一呈現，開拓發展國際觀光的新面貌，美麗台灣亟待國人逐一探訪發現。

檢視30年來台灣觀光產業的發展史，國家風景區的建置無疑是觀光史上最亮麗的成績單，它代表著觀光局在不同時期的使命，以及因應民眾旅遊需求的前瞻性建設，每座國家風景區都展現觀光局筆路藍縷開疆闢土的艱辛。以89年成立的日月潭國家風景區為例，觀光局在百廢待興中，臨危受命，成功地扮演了921地震重建區的急先鋒，遊客人數由當年的31萬人次至今大幅成長至291萬人次，成為國際知名的旅遊景點，亮眼的成績全國有目共睹。各地方政府紛紛要求以國家風景區模式發展地方觀光產業。之後陸續成立的參山國家風景區、阿里山國家風景區、茂林國家風景區、北海岸及觀音山國家風景區、雲嘉南國家風景區如雨後春筍般密集成立，皆是應觀光需求順勢而生，樹立國家風景區在觀光界的重量級地位。

13座國家風景區占國土面積16%，放眼當今觀光旅遊版圖，國家風景區儼然成為台灣觀光主流，97年度到國家風景區旅遊人次已達2886萬人次，無論生態旅遊、自行車旅遊、登山健行、文化之旅、宗教之旅、美食之旅、溫泉之旅等都是國家風景區的特色遊憩型態。

觀光局在執行風景區建設、管理，與推動美麗台灣的同時，亦將加強整合13個國家風景區及24個縣市政府轄內重要觀光資源，以「集中投資、景點分級」觀念，投入200億元經費，推動大東北遊憩區帶、日月潭九族纜車及環潭遊憩區、大阿里山遊憩服務設施等，以帶動觀光產業升級，為美麗台灣魅力加分，塑造更好的觀光旅遊與投資環境，期打造台灣成為亞洲主要旅遊新地標。

美麗台灣無所不在，只是缺少發現，為使各界能深入了解各國家風景區的資源特色及建設內涵，以身居福爾摩沙美麗之島為傲，本局特編輯此一簡介。謹為之序，誠願共勉之。

交通部觀光局  
局長

賴瑟珍 謹識  
民國九十八年十二月

From the establishment of Taiwan's first national scenic area in 1984 to the 13<sup>th</sup> one in 2005, our national scenic area system has grown to encompass different types of area--seacoast, mountain, lake, and outlying islands--giving tourists easy access to a range of our natural scenery, including mountains and gorges, streams and valleys, lakes and forests, sandbars and lagoons, and dormant volcanoes and hot springs. The scenic areas also showcase the cultures of Taiwan's indigenous tribes. Under the Tourism Bureau's dedicated efforts, these resources are now open for all to see, to the delight of the world's tourists. This has helped develop a new image for Taiwan in the international tourism landscape, and has prepared the island's beauties for local citizens to discover as well.

Looking back at the past 30 years of history in the development of Taiwan's tourism industry, we see that the establishment of national scenic areas is undoubtedly one of our finest achievements. This has been the Tourism Bureau's mission throughout the different stages of progress. And because it is a type of forward-looking development that is carried out to meet the travel needs of the people, each national scenic area exhibits the Tourism Bureau's pioneering spirit and hard work in the face of great difficulties. The Tourism Bureau established the Sun Moon Lake National Scenic Area Administration in 2000, for example, and played the role of a daring vanguard in the immense work of reconstruction following the disastrous earthquake of Sept. 21, 1999. The number of tourists visiting the lake has greatly increased as a result, rising from 310,000 in 2000 to 2.91 million in 2009, and the area has become an internationally known tourist destination. This was a great achievement, on display for everyone in Taiwan to see, and it prompted other local governments around the island to ask that their tourism industries also be developed on the national scenic area model. Later on national scenic areas sprang up "like bamboo shoots after a spring rain," including the Tri-Mountain National Scenic Area, Alishan National Scenic Area, Maolin National Scenic Area, North Coast and Guanyinshan National Scenic Area, and Southwest Coast National

Scenic Area. In meeting the tourist demand, Taiwan's national scenic areas have come to play a leading role in the tourism community.

The 13 national scenic areas in Taiwan cover 16% of the nation's land and form the mainstream of the island's tourism. In 2008, the number of tourist visits to these scenic areas reached 28.86 million. Our national scenic areas offer attractions for every travel taste, whether for ecological tours, bicycling tours, mountain-climbing and hiking tours, cultural tours, religious tours, culinary tours, or hot-spring tours.

Even as we carry out the construction and management of scenic areas and the promotion of "beautiful Taiwan," the Tourism Bureau will step up the integration of the 13 national scenic areas with the major tourism resources of the island's 24 counties and cities. Under the idea of "centralized investment in and grading of scenic spots," the Bureau plans to invest NT\$20 billion to promote the Greater Northeast Tourist Belt, the Sun Moon Lake - Formosan Aboriginal Culture Village Ropeway and Around-the-Lake Travel and Recreation Area, and Greater Alishan Travel and Recreation Service Facilities. Our aim is to upgrade the tourism industry, improve the allure of Taiwan for tourists, and create a better environment for tourism as well as investment. Our goal is to establish Taiwan as a major new tourist landmark for Asia.

Taiwan's beauty is everywhere, but it has not been fully discovered. Our Bureau has put together this introduction to provide a deeper understanding of the unique characteristics of the different national scenic areas in Taiwan, and to show our pride at living on the beautiful island of Formosa. Our hope is that through this booklet, Taiwan's tourism resources will become better known to travelers from all over the world.



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# 前言

## Foreword

台灣是個南北狹長型的海島，面積約有3.6萬平方公里（14,400平方英哩），位於亞洲大陸東南方、太平洋西岸東亞島孤間，北臨日本、琉球群島，南接菲律賓群島，是往來亞洲各地的樞紐；航空網路四通八達，為非常便利的旅遊地之一。

台灣地區海岸綿長，高山林立、島嶼四佈，自然資源豐富，極具發展觀光潛力。這些珍貴資源之經營管理體制，劃分為國家公園、國家風景區、森林遊樂區及一般風景區等類別，目前已為國人從事戶外休閒遊憩之目地，尤其國家風景區在觀光局的建設經營下，更成為國內外各界肯定的觀光景點。

台灣國家風景區從北起擁有各類特殊海岸地形的北海岸及觀音山國家風景區、東北角國家風景區；經過嶙峋海岬的東部海岸國家風景區及牧野風光的花東縱谷國家風景區。往台灣西南地區，可達具潟湖景觀、豐富水鳥資源及珊瑚礁等南國風味的大鵬灣國家風景區與雲嘉南濱海國家風景區，同時還可一逛平埔文化濫觴地的西拉雅國家風景區，以及魯凱族部落風情的茂林國家風景區，一探台灣蝴蝶世界、魯凱石屋及大自然美景。美麗的神話傳說描繪鄒族的阿里山國家風景區，日出、雲海的美景，更滌清一身的沉重。還有，日月潭的湖光山色、八卦山賞鷹、水果之鄉的梨山、佛教聖地的獅頭山，都可充分感受台灣多元文化暨其不同的自然景觀。

離島風光亦是不遑多讓，澎湖群島星羅棋佈於台灣海峽中，地勢平坦，與台灣本島地形完全相異，是台灣地區最特殊的島嶼景觀。馬祖傳統閩東石屋、渾然天成的海蝕奇景和特殊的閩東人文特色，散發出誘人的風情。孤懸台灣東南太平洋海中的蘭嶼及綠島可讓你體驗熱帶島嶼風情。

國家風景區擁有各具特色之資源，在觀光局全力的經營管理下，發展出獨特的陸、海、空遊憩型態，吸引觀光客前往遊覽，帶動地方經濟發展。觀光局未來將致力發展本土、生態及三度空間的優質觀光新環境，開闢陸海空旅遊方式，提供更寬廣的觀光視野，加速觀光產業品質全面提升。

Taiwan is a long and relatively thin island, stretching north to south and covering 36,000 square kilometers (14,400 square miles) in the western Pacific off the southwest coast of the Asian continent, between Japan's Ryukyu islands to the north and the Philippine islands to the south. Taiwan is situated at the hub of travel to Asia, with a well-developed air transportation network that makes it a highly convenient travel destination.

Taiwan has a long coastline, towering mountain peaks, surrounding offshore islands, and abundant natural resources that afford strong potential for the development of tourism. The management of these precious resources is divided among national parks, national scenic areas, forest recreation areas, and local scenic areas. These different types of areas have become popular outdoor-recreation destinations for the people of Taiwan. This is especially true of the national scenic areas which, under the administration of the Tourism Bureau, have become widely known as tourist destinations at home and abroad.

Starting out on the northernmost coast of Taiwan we find the North Coast and Guanyinshan National Scenic Area and the Northeast Coast National Scenic Area, both of which feature a wide diversity of unique coastal topography. Proceeding southward into eastern Taiwan we come to the rugged East Coast National Scenic Area and, running parallel to it on the western side of the Coastal Mountain Range, the pastoral East Rift Valley National Scenic Area. Continuing on to southwestern Taiwan we come to the "South Seas" sights of lagoon landscapes, rich waterfowl resources, and coral reefs at the Dapeng Bay National Scenic Area and Southwest Coast National Scenic Area. Here we can also find the Siraya National Scenic Area with its rich resources of plains aborigine culture, and the Maolin National Scenic Area with its romantic Rukai culture. At Maolin we can see the "butterfly world" of Taiwan along with the traditional slate houses of the local indigenous people and the beauties of spectacular natural scenery. Enchanting myths and legends tell of the Tsou tribespeople of the Alishan National Scenic Area, where we can enjoy the spectacular sight of the sun rising over a sea of clouds as we let the cares of the world slip from our shoulders. The alpine lake scenes of Sun Moon Lake, the eagles of Mt. Bagua, the temperate fruits of Lishan, and the Buddhist temples of Lion's Head Mountain give us a full appreciation of Taiwan's diversified cultures and varied natural landscapes.

But this still does not exhaust Taiwan's national scenic areas, which also include the scenic and cultural attractions of offshore islands. The Penghu National Scenic Area encompasses a constellation of islands clustered in the Taiwan Straits between Taiwan and mainland China, with a spectacular flat-topped topography that is completely different from the mountainous terrain of Taiwan proper. The Matsu National Scenic Area encompasses a group of small islands that feature traditional eastern Fujian architecture, spectacular coastal formations carved by sea erosion, and the unique characteristics of Fujianese culture. On Green Island and Orchid Island, rising in the sea a short distance off Taiwan's southeast coast, you can experience the rich romance of offshore islands.

Each of Taiwan's national scenic areas has its own unique resources, and with the strenuous efforts of the Tourism Bureau unique land, sea, and air tourism and recreational environments have been developed attracting tourists and revitalizing local economies. Besides continuing to develop new tourist sites in the future, the Tourism Bureau will strive to build the environment that highlights the best of Taiwanese culture and ecology and encompasses land, sea, and air travel modes to provide a more expansive tourism vision and accelerate the upgrading of quality in the tourism industry.



▲ 日月潭 / Sun Moon Lake



## 台灣國家風景區一覽表

### National Scenic Areas in Taiwan

國家風景區 National Scenic Area	管理處成立日期 Date of Establishment	全區面積(公頃) Total Area (ha)	陸域部份(公頃) Land Area (ha)	水域及海域部份(公頃) Water Area (ha)	備註 Notes
東北角暨宜蘭海岸 Northeast and Yilan Coast	73.6.1 (1984.6.1)	17,421	12,616	4,805	含龜山島 Includes Turtle Mountain Island
東部海岸 East Coast	77.6.1 (1988.6.1)	41,483	25,799	15,684	含綠島 Includes Green Island
澎湖 Penghu	84.7.1 (1995.7.1)	85,603	10,873	74,730	
大鵬灣 Dapeng Bay	86.11.18 (1997.11.18)	2,764	1,340	1,424	含小琉球 Includes Siao Liouciou
花東縱谷 East Rift Valley	86.5.1 (1997.5.1)	138,368	138,218	150	
馬祖 Matsu	88.11.26 (1999.11.26)	25,052	2,952	22,100	
日月潭 Sun Moon Lake	89.1.24 (2000.1.24)	9,000	8,173	827	
參山 Tri-Mountain	90.3.16 (2001.3.16)	77,521	76,932	589	獅頭山、梨山、八卦山 Shihtoushan, Lishan, Baguashan
阿里山 Alishan	90.7.23 (2001.7.23)	41,520	41,520	0	
茂林 Maolin	90.10.2 (2001.10.2)	59,800	59,800	0	
北海岸及觀音山 North Coast & Guanyinshan	91.7.22 (2002.7.22)	12,351	7,940	4,411	
雲嘉南濱海 Southwest Coast	92.12.24 (2003.12.24)	84,049	33,413	50,636	
西拉雅 Siraya	94.11.26 (2005.11.26)	91,450	88,070	3,380	
總計 Total		686,382	507,646	178,736	



國家風景區分佈圖



Distribution of National Scenic Areas

# 東北角暨宜蘭海岸

國家風景區

## Northeast and Yilan Coast National Scenic Area

東北角海岸擁有青山綠水、碧海金沙，  
岬灣奇岩、百年古道等得天獨厚景緻，  
為自然生態觀察與觀光旅遊之最佳場所，  
民國73年6月1日設立「東北角海岸國家風景區管理處」；  
民國96年12月奉行政院核定將宜蘭濱海地區納入風景區範圍，  
並更名為「東北角暨宜蘭海岸國家風景區」。

With its green mountains, golden beaches, unique rock formations,  
and historic trails, the northeast coast of Taiwan is the best place on the  
island for a relaxing daytrip to enjoy nature and experience country life.  
The Northeast Coast National Scenic Area Administration was first  
established in June 1984. In December 2007, Taiwan's Executive Yuan  
passed laws ratifying the creation of the Scenic Area Administration in  
Yilan and changing the Administration's title to the Northeast and Yilan  
Coast National Scenic Area Administration.



## 轄區範圍

### Geographic Scope

東北角暨宜蘭海岸國家風景區位於台灣的東北隅，海岸線全長約103公里，東臨太平洋，北側鄰近基隆市。陸地範圍北起台北縣瑞芳鎮南雅里，南至宜蘭縣蘇澳鎮內埤海灘南方岬角，西沿山脊線至烏石港後，沿台2線省道往南接台2戊及台9省道，東臨海岸礁岩，計12,331公頃。海域範圍則為鼻頭角至三貂角連接線，宜蘭海岸風景區則為高潮線向海延伸200公尺為界，計4,805公頃；另龜山島面積285公頃，轄區總面積17,421公頃。

The Scenic Area Administration stretches 103 kilometers along the northeast coast of Taiwan and has a total land area of 12,331 hectares. The Pacific Ocean runs along the eastern side of the Scenic Area, while the north side extends to Keelung City. Nanya, Rueifang, Wushih harbor, and Neipi Beach all fall within the area while the sea area includes Bitou Cape in the south and San Diego Cape to the north. Turtle Island is also a part of the Administration's area adding another 285 hectares. The total scope of the Scenic Area Administration, including both land and ocean areas, covers 17,421 hectares.



▲ 鼻頭步道 / Bitou Cape Ridge Trail



## 觀光資源

### Tourism Resources



▲ 龍洞灣岬 / Longdongwan Cape



▲ 桃源谷步道 / Taoyuan Valley Trail



▲ 無尾港水鳥保護區 / Wuwei Harbor Sanctuary

東北角暨宜蘭海岸風景區內山海交錯，灣岬相間，擁有多變的地質地形景觀、豐富的海洋生態、動植物資源及人文古蹟；區內著名的景點包括有南雅奇岩、鼻頭角、龍洞灣公園、龍洞南口海洋公園、福隆濱海遊憩區、舊草嶺隧道、草嶺古道、桃源谷步道、北關海潮公園、港澳濱海遊憩區、蘭陽溪口、無尾港濕地、南方澳漁港、內埤海灘及龜山島等，是體驗自然生態、人文歷史及觀光休閒的最佳場所。

東北角暨宜蘭海岸不但以綺麗景致留住人們的目光，而別具特色的人文景觀更吸引遊客流連忘返。如清代遺存的百年古道—草嶺古道；引導航行船舟的鼻頭角和三貂角燈塔；訴說小溪和著浪花情歌的古樸村落—卯澳漁村；吹奏潺潺清流、白鷺與廣闊油綠新地的田園交響曲—遠望坑；心靈庇護地—西靈巖寺、大里天公廟、拱南宮、石觀音寺、明山寺、壯圍永鎮廟、南方澳南天宮等，諸多人文風情，值得細細品味。

Ever-changing geological landscapes, colorful marine ecologies, plantful animal and plant species, and historic monuments and relics can all be found within the Scenic Area. There are also many famous scenic spots, such as Nanya Peculiar Rocks, Bitou Cape, Longdongwan Park, Longdong South Ocean Park, Fulong Beach Park, Old Caoling Tunnel, Caoling's Historic Trail, Taoyuan's Valley Trails, Beiguan Tidal Park, Gangao Beach Park, Lanyang River, Wuweigang Wetlands, Nanfangao Fishery Harbor, Neipi Beach, and Turtle Island. These are the best places for people to experience all the natural wonders, historical sights, recreational activities, and sightseeing that are all available within just a few hours drive.

The Northeast and Yilan coastlines capture people's hearts and minds not only with its beautiful scenery, but also with its special attractions of great historical importance. Highlights include the Caoling Historic Trail (which dates from Ching Dynasty,) Bitou and Sandiao Lighthouse the rustic Maoao Fishing Village, Yuanwangkeng, The temples of Silingyan, Dali Tiangong, Gongna, Shihguanyin, Mingshan, Jhuangwei, and Nanfangao.

## 建設成效

### Achievement of Development

管理處自成立以來，結合天然資源，融入地方文化，著重人性化，以自然生態理念開發，先後完成南雅、鼻頭地質公園，龍洞灣、龍洞南口戲水設施，金沙灣、鹽寮、福隆親水服務設施；規劃符合國際標準的龍門露營區及鹽寮龍門自行車道；完成石城觀景區眺景設施；分設以地質、遊憩活動及人文歷史為主題之龍洞、福隆及大里遊客中心，提供遊客多元之旅遊資訊；在步道系統方面，也完成南子吝、鼻頭角、龍洞灣岬、桃源谷等步道及草嶺古道。另外，對有海上生態島之稱的龜山島，先後完成島上南、北岸碼頭、軍事坑道照明及環湖步道等設施，以配合遊客登島之遊憩需求。

管理處以師法自然、減量及融合地方特色理念，整頓及綠美化旅遊廊道，以生態工法推動轄區內遊憩景點、步道及道路景觀之整建，完成景點牌示與道路指標系統共構雙語改善，提供遊客親海眺景空間；秉持社區營造概念，推動聚落景觀改善，主動協調地方居民，消除違章破舊，輔導產業轉型，營造優質旅遊環境。

為配合交通部推動「遊艇活動發展方案」及促參法相關規定，將龍洞南口海洋公園及遊艇港採ROT方式招商委由民間經營管理，以提昇遊憩據點服務之質與量，發揮海洋公園與遊艇港功能，增進遊憩空間，俾供國民旅遊兼具國際觀光遊客使用。

另為打造福隆成為東北角之旗艦景點，整建福隆車站及改善街景聚落，並已成功引進福隆貝悅酒店公司投資興建觀光旅館，提供優質的Villa度假住宿設施，並將閒置舊草嶺隧道再生利用成為休憩自行車道，營造福隆地區成為吸引國內外旅客的優質濱海度假小鎮。

▼ 外澳濱海遊憩區 / Waiai Service Area





▲ 外澳服務區  
Waiaí Service Area  
舊草嶺隧道自行車道  
Old Caoling Tunnel Bikeway

Since its establishment the Administration has placed great emphasis on developing the natural resources, local cultures, and natural ecology of the area. Plans are currently underway to establish Nanya and Bitou Geopark, while service facilities at Longdongwan, Longdong South Ocean Park, Jinshawan, Yanliao, Fulong Beach Park, Longmen Camp Resort, Yanliao-Longmen Bicycle Path, and Shihcheng Scenery Viewing Area have already been completed. The Longdong, Fulong, Dali Visitors' Centers each highlight a specific aspect of the Scenic Area, which are respectively, the east coast's geology, its recreational activities, and its local history. Trails in Nanzihlin, Bitou Cape, Longdongwan Cape, Taoyuangu, and Caoling Historic Trail have already been built. Turtle Island, long a visitor favorite, has well-established facilities including the northern and southern wharves, a well-lit military tunnel, a trail surrounding the lake on Turtle Island, and the "Ecological Island in the Sea".

In an effort to protect the local ecology, the Administration is highlighting the best local features by adopting ecologically sensitive engineering techniques for the maintenance and development of facilities along scenic spots and trails, and setting up bilingual information boards along roads so that visitors can get the most out of their trips while enjoying the natural beauty of the mountains and the sea. The Administration has also tried hard to boost the economic development of local villages community development, and consult with locals on all development projects.

In response to the Ministry of Transportation and Communication's project to promote the "Yacht Activity Development Program" and other legislative aims, Longdong South Ocean Park and the yacht harbor are both run using the ROT (Rehabilitate, Operate, and Transfer) model under NGO management, in order to enhance the number and quality of scenic spots, and to maximize the amount of recreational area available for visitors from all over the world.

In order to make Fulong the central scenic hub of the northeast area, the Administration has upgraded Fulong Train Station and its surrounding area; streets and nearby residential areas have been improved. Fulong Bellevue Resort has also been remodeled and now offers world-class accommodation while Old Caoling Tunnel has also been renovated and is now Taiwan's longest tunneled bikeway. All of these efforts are aiming to shape Fulong into a high quality beach resort capable of attracting visitors from Taiwan and the world over.

## 旅遊推廣

### Tourism Promotion

管理處為行銷觀光遊憩活動、提升旅遊服務品質，依據資源特色推動健康生態旅遊及岸際競技活動，舉辦鼻頭角地質生態之旅、龜山島賞鯨豚、福隆沙雕藝術季、福隆自行車逍遙遊、草嶺古道芒花季、海洋音樂祭及頭城搶孤等活動，增加風景區知名度；並結合地方產業與旅行社合作推展各類套裝遊程，搭配促銷方案，將遊客導入東北角。

同時，以遊客需求為導向，建置旅遊資訊網站，製作旅遊簡介、影片光碟，提供豐富、便利及雙語化之資訊，營造友善性旅遊環境，與國際接軌，俾吸引觀光客前來。

為提昇當地觀光從業人員之專業素養及服務品質，也辦理餐飲、遊樂區等經營行銷輔導課程，並善用社會資源，積極培訓解說志工，提昇遊憩品質與服務。

To encourage tourism, the Administration holds ecological tours and sporting events around the park to improve public awareness of the park's attractions. Amongst the events the Administration is involved in promoting are: the Bitou Cape Ecological Tour, turtle Island whale watching trips, the Fulong Sand Sculpture Festival, the Fulong Bicycle Tour, the Season of Silver Grass on the Caoling Historic Trail, the Hohaiyan Rock Music Festival, and the Chiang Ku Ceremony in Toucheng.

The Administration is also working with the local tourism industry and travel agents to create customized packaged tours that will further attract visitors. At the same time, a bilingual website offering tour information, and tourist brochures and DVDs will facilitated more convenient and traveler friendly environment for visitors to the east coast.

To enhance the professionalism and quality of service offered by tourism providers, the Administration also provides training sessions for travel guides and food and beverage workers, recreational development services, and resort management classes.

## 未來展望

### Future Prospects

配合觀光旅遊工作計畫，推動東北角向世界地質公園邁進，並結合基隆、金九及宜蘭礁溪、冬山河、傳統藝術中心等已具規模的景點，結合鐵道旅遊與北宜高便捷交通，積極型塑福隆地區濱海度假小鎮意象，帶動目的型旅遊，打造成優質濱海度假勝地；並將外澳地區結合烏石港區發展成陸、海、空三度空間旅遊基地，活化串連東北角的南北旅遊動線。另新增之宜蘭濱海轄區將以發展生態旅遊為目標，並與宜蘭地區既有遊憩據點有效結合，強化環境之管理維護、解說教育、資訊與旅遊服務，呈現多元之旅遊樣態。

The Administration has some grand goals for the area it is responsible for. We have taken the lead in several pioneering engineering works. Our most notable achievements have been the development of the Traditional Arts Center in Yilan, the building of the Bitou-Longdong Geopark, as well as improvements to enhanced packaged tours now offered in the northern cities of Keelung and Southern Jinjiou Township, and Jiaosi and Dongshan River. With the opening of the No.5 National Highway, the Administration is aiming to enlarge tourism areas and expand facilities in the hub town of Fulong. In the Waiao area, Wushih harbor development will create a whole new recreational haven offering a wide range of leisure activities. The Yilan coastline, the most recent area to be placed under the control of the Administration, will become another travel hotspot through the development of an ecological observation belt. As planning progresses aims to connect existing scenic spots and develop new scenic spots in Yilan, provide more advanced and diverse management and maintenance systems, introduce education and training schemes, and provide information and guide services to make the northeast coast a premium tourism Taiwan attraction.

# 東部海岸

國家風景區

## East Coast National Scenic Area

台灣東部海岸地區自然景觀優美，  
人文資源豐饒，深具觀光發展潛力，  
為擴展國民旅遊空間需要，  
民國77年6月1日成立「東部海岸國家風景區管理處」。

Taiwan's East Coast is a land of outstanding scenic beauty,  
with rich cultural resources  
and strong potential for the development of tourism.  
To expand the space to meet the travel needs of the nation's people,  
the East Coast National Scenic Area was established on June 1, 1988.





## 觀光資源 Tourism Resources



▲ 小野柳 (江俊子攝)  
Little Yeliou  
(Photo by Chiang Chun-tzu)



▲ 原住民聯合豐年祭 (洪玉花攝)  
Indigenous Peoples United Harvest Festival  
(Photo by Hung Yu-hua)



▲ 石梯坪 (潘建宏攝)  
Shihiting (Photo by Pan Jian-hung)

台灣東部位於歐亞大陸板塊與菲律賓海板塊的交會處，數百萬年以來，菲律賓板塊不斷向西北移動，推擠歐亞大陸板塊所引發之陸生運動，加上河流及海浪之侵蝕作用，在東部海岸地區形成了變化多端的地形地質景觀。

長達168多公里的海岸線中，以石梯坪、三仙台及小野柳的地形最壯觀遼闊，此3處海岸，除遍佈珊瑚礁外，並有不少海蝕平台、壺穴、海蝕溝等海蝕地形。

人文風貌上，阿美族為東部海岸的主要族群，每年的豐年祭各部落皆會舉行慶典，這是體驗阿美族文化的最好時機。東部海岸的史前文化，約始於5萬年前，並持續到距今2、3百年前。文化發展涵蓋了舊石器時代晚期、新石器時代以及鐵器時代等幾個階段。每個發展階段均留下豐富且型態不同的遺址，經過考古學家的調查研究，為臺灣史前文化提供豐富的資料。

由於位處海岸的地理特色，本區的景點風光洋溢濃濃的海洋風情，遊憩活動也圍繞著海洋發展。

綠島舊稱「火燒島」，昔日曾經是人權的禁地以及白色恐怖的象徵，如今已建立「綠島人權紀念園區」。這裡的珊瑚種類是世界上同類型島嶼難以比擬的，因此成為潛水者的天堂。

小野柳因綺麗的海蝕景觀，可媲美北海岸的野柳，因而得名。

被列為沿海自然保護區的三仙台，由離岸小島和珊瑚礁海岸所構成，以八拱跨海橋樑和台灣本島銜接，成為東部海岸的著名地標。島的南端到基羣一帶海域，有美麗的珊瑚礁和熱帶魚群，是花東海岸線最美的海底景觀。

八仙洞有自然形成的10數個海蝕洞穴，也是舊石器時代「長濱文化」遺址所在，這是迄今所知台灣地區最古老的史前文化遺址，被列為國家一級古蹟。

發源於中央山脈的秀姑巒溪，為東台灣最大，也是台灣唯一切穿海岸山脈的河川。瑞穗到大港口段之秀姑巒溪峽谷，水道長約24公里，沿途激流、險灘、峽谷、奇石林立，已成為台灣橡皮艇泛舟的熱門好處所。

石梯坪全區為面積廣闊的海岸階地，海蝕平台、隆起珊瑚礁、海蝕溝、海蝕崖等觸目皆是。由於海底珊瑚礁群和熱帶魚群豐富，潮間帶與壺穴形成的潮池，遍佈著各式各樣海洋生物，而成為潛水及磯釣的絕佳場所。

位於豐濱鄉的磯崎灣，擁有長達3公里長的細柔沙灘，目前已開發成海濱遊憩區，含海水浴場、飛行傘起飛場、露營區、小木屋區、餐廳等休憩設施。

The Eurasian plate and Philippine plate come together at Taiwan's East Coast, and the constant movement of the Philippine plate toward the northwest over the past several million years has pushed the Eurasian continental plate upward. This tectonic movement, plus erosion by river and wave, has produced geological landscapes of great variety along the coast.

The most impressive and expansive landscapes along this 168-kilometer coastline are Shihiting, Sansiantai, and Siaoyeliou. In addition to the reefs that line them, these three areas feature sea-eroded platforms, potholes, sea trenches, and other eroded terrain.

In terms of culture, the indigenous Amis people are the main group of inhabitants along the East Coast. Each Amis village holds its own celebration of the harvest festival every year, providing visitors with a fine opportunity to experience the culture of this unique group. There are also traces of prehistoric cultures along the coast, dating back to around 50,000 years ago and continuing until just 200 or 300 years from the present. These cultures encompass the late Paleolithic, Neolithic, and Iron ages, each age leaving its own distinct archaeological record and providing an abundance of information about prehistoric times in Taiwan.

Thanks to its location along the coast, each tourists spot in the national scenic area exudes the romance of the sea and each recreational activity is centered on the ocean.

Green Island, once known as "Fire-burned Island," served as a place of incarceration for political prisoners and a symbol of the "White Terror" in earlier days. Now it is the location of the Green Island Human Rights Memorial Park. Green Island is home to more species of coral than almost any other island of its type in the world, and because of this has become a popular destination for snorkelers.

The beautiful sea-eroded landscapes of Siaoyeliou are, as the name implies, the equal of those at the original and better-known Yeliou on the north coast, for which Little Yeliou is named. Sansiantai is a coastal nature preserve comprised of a small offshore island and a coral-reef coast. The small island is linked to Taiwan by an eight-arched bridge that has become a prominent landmark of the East Coast. The sea from the southern shore of the islet to Jihuei is a rich repository of colorful coral and tropical fish that provide the most spectacular underwater sights on the East Coast.

Basiandong--the Caves of the Eight Immortals--consist of 10 small sea-eroded caves at different levels on the face of a seaside cliff. These caves contain traces of the oldest known human inhabitants of Taiwan, the Paleolithic Changbin Culture, and are listed as a first-grade national historic site.

The Siougulan River, which rises in the high reaches of the Central Mountain Range, is the largest stream in eastern Taiwan and the only one that slices through the Coastal Mountain Range. Along its popular rafting section, from Rueisuei in the East Rift Valley to Dagangkou on the coast, the river runs through a 24-kilometer gorge that is characterized by rapids, shoals, and wondrous rock formations.

The area of Shihiting-Stone-Step Terraces-is made up of coastal terraces, sea-eroded platforms, uplifted coral, sea trenches, and sea-eroded cliffs. The area has rich resources of coral and tropical fish, and the tidal pools that form in its intertidal-zone potholes contain all kinds of marine organisms. This is a favorite spot for snorkeling and rock fishing.

Jici Bay, in Fongbin Township, features a fine-sand beach, three kilometers long, which has been developed into a coastal recreation area with a bathing beach, paraglider launch site, campground, cottages, restaurants, and other leisure facilities.



三仙台 (潘昆伸攝) ▲  
Sansiantai (Photo by Pan Kun-shen)

## 建設成效

### Achievement of Development

管理處自民國77年設立迄今已邁入第20個年頭，其建設共分為磯崎、石梯秀姑巒、成功三仙台、都蘭及綠島等5大遊憩系統，先後完成大小遊憩景點、遊客中心、解說展示、露營設施、潛水基地與溫泉區、飛行傘基地、遊艇碼頭、聯外道路、遊憩步道、導覽標示等各項遊憩設施，期能符合遊客需求為導向。同時自民國92年起負責改善區內台11線道路景觀，有效提昇道路景觀與道路行車舒適品質為目標。

花東地區素來被譽為「台灣最後淨土」，擁有得天獨厚的觀光資源，在管理處多年努力深耕下，已成為一處深受國人喜愛的旅遊勝地。展望未來，除加強各旅遊據點景觀設施改善、提升服務品質與遊程重組，結合當地人文與自然資源，開發新的休閒遊憩活動與遊程，共同研擬旅遊推廣策略，期能有助於擴大以OT方式，從事旅遊據點之實質經營管理，進而達成鼓勵民間投資旅遊休閒產業，以利提昇旅遊服務品質。

The East Coast National Scenic Area Administration is in the 20<sup>th</sup> year since its establishment in 1988, and during that time it has concentrated on the development of five major recreational systems: Jici, Shihti/Siouguluan, Chenggong/Sansiantai, Doulan, and Green Island. Within these areas the Administration has developed scenic spots, visitor centers, interpretive displays, camping facilities, skin-diving bases, hot-spring areas, paragliding bases, yacht wharfs, access roads, hiking paths, and guide signage, all oriented toward satisfying the needs of travelers. In 2003 the Administration also took over the responsibility for improving the landscapes along Provincial Highway 11 with the aim of enhancing the quality of scenery along the highway as well as driving comfort and safety.

The area between Hualien and Taitung has long been known as "Taiwan's last unspoiled frontier," with unique tourism resources that, thanks to careful cultivation by the Administration over the years, have made it a popular destination for domestic tourists. In addition to strengthening the improvement of scenic facilities at the various tourist site, upgrading the quality of services, and reorganizing tour itineraries, in the future the Administration will work with local cultural and natural resources in developing new recreational activities and itineraries, and in jointly formulating travel promotion strategies. The Administration also hopes to expand the OT model of operation for the management of tourist sites, and to encourage private investment in tourism projects, so as to upgrade the quality of travel services.



▲ 三仙台遊客中心 / Sansiantai Visitor Center  
都歷遊客中心 / Duli Visitor Center  
綠島海底溫泉 (黃義民攝)  
Saltwater Hot Spring on Green Island  
(Photo by Huang Yi-min)

## 旅遊推廣

### Tourism Promotion

為提升東海岸旅遊服務品質，增強遊客遊憩體驗及推廣旅遊活動，管理處持續規劃綠島、小野柳、都歷處本部、三仙台、八仙洞、瑞穗泛舟、石梯坪、花蓮

等遊客中心，提供旅遊諮詢、解說展示、多媒體及錄影帶節目播放等服務；舉辦各類觀光遊憩活動，並結合鄉鎮辦理旅遊推廣；編製解說導覽文宣品，及提供義工解說服務。同時，運用東海岸自然及人文景觀資源，期望塑造東海岸“慢走漫遊”的旅遊新風格。

To upgrade the quality of travel services on the East Coast, enhance the recreational experience of travelers, and promote travel activities, the Administration will continue with planning for the visitor centers at Green Island, Siaoyeliou, Douli (Administration headquarters), Sansiantai, Basiandong, Ruesuei Rafting Center, Shihtiping, and Hualien so as to provide visitors with travel consultation, interpretive display, multimedia and film programs, and other services. Tourism activities of all kinds will be organized, and tourism promotion will be carried out in cooperation with local governments. Interpretive materials will be published and volunteer interpreter services provided. At the same time, we will use the natural and cultural resources of the East Coast to give Taiwan's tourists a new sense of leisurely and relaxing travel in the area.

▼ 阿美族民俗中心 / Amis Folk Culture Center



## 未來展望

### Future Prospects

依據「挑戰2008－國家發展重點計畫」之觀光客倍增計畫，在「減量」、「環境優先」、「便利遊客」及「國際水準」4項原則之規範下，建構發展東海岸地區成為國民旅遊及國際觀光重鎮，期能讓更多國際人士樂於前來東海岸地區，從事觀光旅遊、休閒度假，並提昇東海岸形象及知名度。

In accordance with the "Doubling of Tourist Arrivals" portion of the "Challenge 2008 - National Development Plan" the Administration will follow the four principles of "waste reduction," "environmental first," "traveler convenience," and "international standards" in developing the East Coast into a tourist destination for domestic and foreign travelers, so that more international visitors will be attracted to the area for tourism and vacation activities, and the image and awareness of the East Coast will be upgraded.



▲ 阿美族民俗中心 / Amis Folk Culture Center  
◀ 花蓮遊客中心 / Hualien Visitor Center

## Penghu National Scenic Area

澎湖群島具有豐碩的自然生態資源及文化資產，  
諸如玄武岩地質地形及亞熱帶特有之島嶼生態景觀，  
為達成建設澎湖成為「國際渡假島嶼」的願景，  
民國84年7月1日成立「澎湖國家風景區管理處」。

The Penghu archipelago is rich in ecological resources  
and cultural assets,  
with basalt-column landscapes and a unique marine ecology.  
With the aim of making Penghu into an international resort island,  
the Penghu National Scenic Area Administration was established  
on July 1, 1995.



## 轄區範圍

### Geographic Scope



▲ 吉貝嶼沙尾  
Jibeiyu Sand Tail



▲ 小門鯨魚洞 / Siaomen Whale Hole



▲ 目斗嶼燈塔 / Mudouyu Lighthouse

澎湖群島係由將近100個大大小小的島嶼所組成，面積約127平方公里，海岸線長達320公里。經營管理範圍，包括陸域約10,870公頃、海域約74,730公頃，合計約85,600公頃。管理處主要職司澎湖國家風景區整體觀光發展規劃、開發與建設等事宜。

The Penghu archipelago is made up of almost 100 islands of various sizes, with a total area of 127 square kilometers and 320 kilometers of coastline. The Penghu National Scenic Area encompasses 10,870 hectares of land and 74,730 hectares of sea, for a total of 85,600 hectares. The Administration is responsible for the overall planning and development of tourism in the Penghu National Scenic Area.



▲ 七美雙心石滬 / The twin hearts stone weir at Cimei



## 觀光資源 Tourism Resources

### 澎湖海產 / Marine products of the Penghu ▶

澎湖群島位於臺灣海峽當中，開發歷史較臺灣本島約早4百餘年，擁有豐富且歷史悠久的人文古蹟與傳統民俗文化，再加以得天獨厚之自然景觀、潔淨的沙灘、清澈的海水，具有成為國際渡假島嶼的雄厚條件。

澎湖群島以方山地形著稱，島嶼星羅棋佈，隨處可見壯觀的柱狀玄武岩景觀，節理嶙峋，氣勢宏偉，變化多端。

澎湖群島因地理位置特殊，復因強烈之東北季風，致陸棲性野生動植物較為稀少，但海洋生態資源卻相當的豐富。

又因澎湖地處太平洋盆地西緣島弧上，因此成為候鳥遷移的中繼站，每屆春夏之際，成千上萬的燕鷗於各無人島上棲息繁衍，群鳥齊飛覓食，蔚為奇觀。其中以貓嶼稱著，並為台灣第一座依野生動物保護法所劃設的海鳥保護區。

澎湖大小寺廟約183餘座，宗教活動極為頻繁。聚落中用以鎮邪除煞的五營、石敢當、山海鎮等避邪之物，隨處可見。同時，年代久遠之寺廟，如天后宮、武聖廟、城隍廟、觀音亭、保安宮，以及清代往來於大陸、臺灣本島間，從事貿易活動的商業團體的會館，如水仙宮、銅山館、提標館等，

更是具有歷史保存價值的重要古蹟景點。

本區主要的旅遊景點包括：橫跨白沙與西嶼，為澎湖標

的跨海大橋；列為國家一級古蹟的天后宮及西嶼西臺；樹齡已逾3百年的通梁古榕；風櫃洞、鯨魚洞聽浪濤聲；臺灣最早建成的漁翁島燈塔；展現多彩多姿海洋生物的澎湖水族館；目斗嶼、吉貝嶼、險礁盡情享受浮潛樂趣；桶盤嶼、錠鈎嶼欣賞玄武岩奇景；花宅傳統古厝巡禮；七美人塚淒美感人的傳奇故事等。

澎湖除了海產豐富、海鮮鮮美可口外，文石亦別具特色，其質感與色澤均是舉世公認的最佳文石，深受遊客喜愛，與義大利同為世界二大主要之文石產區。

澎湖遊憩活動相當多元，除了磯釣、戲水和潛水等，澎湖寬廣的灣澳，業已成為從事風浪板活動的最佳海域；豐富的鳥類生態及海洋、潮間帶生物等資源，使澎湖成為極佳的生態旅遊目的地；濃厚的海洋及島嶼傳統生活之多樣性文化色彩，亦吸引大批遊客前來尋幽探索。



▲ 鳳頭燕鷗 / Crested Tern



▲ 澎湖跨海大橋 / Penghu Great Bridge



▲ 天后宮 / Tianhougong (Temple of Goddess)

The Penghu archipelago is situated in the Taiwan Strait, and was developed 400 years earlier than Taiwan itself. The islands have an abundance of ancient cultural sites and traditional folk culture as well as unique natural landscapes, clean beaches, and clear seawater. Penghu is, in fact, a rare tourist paradise oceanic.

The Penghu islands are famous for their square mountain landforms, and most of their sea cliffs are made up of impressive basalt columns.

Because of their unique geographical location and small land area, plus the strong northeasterly monsoons that assault them, wild plant and animal life on the islands is sparse. The marine ecology, by contrast, nourishes a rich sea life.

Thanks to their location in East Asia, the Penghu islands serve as a midway stop for birds migratory. As spring turns to summer, terns arrive in the tens of thousands to nest and breed on the unpopulated islands, flying in awesome flocks as they forage for food. The most prominent homes for these migratory birds is Maoyu, which the Taiwan's first seabird sanctuary designated under the Wildlife Conservation Law.

The islands are also famous for its 183 temples, large and small, and frequent religious activities. Piles of stone and other evil-quelling devices such as Wuying, Shihgandang, and Shanhaijhen can be seen throughout the islands. Among the islands' ancient temples are the Tianhou Temple, Wusheng Temple, Chenghuang Temple, Guanyin Temple, and Baoan Temple. Other unique buildings include the association halls of groups of Ching Dynasty businessmen who

traded between mainland China, Penghu, and Taiwan, such as Shueisian Palace and Tongshan Hall, among others, all of which were important witnesses to local history.

Among the most prominent the tourist spots on the islands are : the Penghu Great Bridge, which connects Baisha and Siyu townships, and is the best-known landmark; the Tianhougong (Queen of Heaven Temple), Siyu Western Fort, and Siyu Eastern Fort- all three are first-grade historic sites; the giant, three-century-old Tongliang Great Banyan; Fongguei Wind Holes; and Whale Hole. Here you can also see the oldest lighthouse in Taiwan the Yuwongdao Lighthouse, and the Penghu Aquarium. Enjoying snorkelling around Mudouyu, Jibeiyu, and Sianjiaoyu; savor the sight of the grand basalt columns of Tongpanyu and Dingguoyu; learn about Penghu's traditional houses at Huachai village; and you can shed a tear for the miserable maidens at the Seven Beauties Tomb in Cimei Township.

In addition to abundant marine products, Penghu also produces unique veined-stone agates. Penghu is one of the world's two major producers of these stones (the other being Italy), which are hugely popular with tourists.

The islands also offer a wide range of recreational activities, including rock fishing, swimming, and skin-diving. The broad bays here have become known as being among the best places in the world for wind-surfing. The large numbers of birds and the richness of marine and intertidal organisms make the islands an ideal ecology classroom. The great variety and richness of the islands' marine and land cultures provide another strong attraction for many tourists.



▲ 桶盤嶼玄武岩景觀  
Basalt formations on Tongpanyu

## 建設成效

### Achievement of Development



▲ 南海遊客中心  
South Sea Visitor Center

▲ 望安綠蠵龜觀光保育中心  
Wangan Green Turtle Tourism & Conservation Center

▲ 吉貝浮動碼頭  
Jibei Wharf

澎湖擁有渾然天成的自然美景和質樸的人文資產，為營造為具國際水準的旅遊目的地，管理處除已進行全區各據點之植栽綠美化工作外，亦規劃建置國際化導覽指標暨觀光意象系統，並整體改善澎湖主要幹道成為景觀道路。

管理處近年來也持續充實公共服務設施，如強化管理處行政中心、北海及望安管理站之服務內涵與功能，且致力於澎湖、北海、南海、後寮、岐頭、吉貝、小門地質館、綠蠵龜保育中心等遊客服務設施軟硬體之整建。同時，改善赤崁、馬公、桶盤、岐頭、鳥嶼等遊樂船碼頭設施，亦加強風櫃、後寮、赤崁、桶盤、大倉、林投、通梁、西嶼小門、虎井、天台山、七美人塚、山水及菜園等景點週邊景觀美化。

Penghu possesses spectacular natural scenery and a rustic culture, and the Administration is working to transform the islands into an international tourist destination not only by planting vegetation and otherwise beautifying their various tourist spots, but also by setting up an international-standard guidepost and tourism image system, as well as carrying out the overall improvement of major roads and their transformation into scenic roads.

The National Scenic Area Administration is also exerting continuous efforts to impact the service content and function of the North Sea and Wangan ranger stations, and travel service facilities at Penghu, the North Sea, South Sea, Houliiao, Citou, and Jibei visitor centers, the Siao-men Geology Gallery, and the Wangan Green Turtle Tourism and Conservation Center. Yacht docks at Chihkan, Magong, Tongpan, Citou, and Niaoyu have been improved, and the surrounding scenery enhanced at scenic spots including Fongguei, Houliiao, Jibei, Tongpan, Dacang, Lintou, Tongliang, Siyu Siao-men, Hujung, Tiantaishan, Seven Beauties Tomb, Shanshuei, and Caiyuan.

## 旅遊推廣

### Tourism Promotion

管理處為整合澎湖觀光遊憩資源，塑造新的觀光形象，充實觀光旅遊內涵，有計畫培養義務解說員，並促銷澎湖地區觀光旅遊業者，投入觀光發展的行列、辦理觀光研討會，並印製中英日文版解說文宣出版品。同時積極推動雙語標示系統，建置英、日文兒童無障礙版本網站，以推廣 e 化旅遊概念，提昇諮詢服務水準、擴大觀光推廣功能。

在活動推廣上，管理處積極致力於舉辦季節性的國際海上花火節、菊島海鮮節、元宵節「萬龜祈福」民俗活動、澎湖世界盃華人馬拉松賽、亞洲盃帆船美食節等活動。風浪板等海上休閒活動，則廣邀國際知名風帆好手，前來澎湖參與活動，透過國際媒體的報導，提昇澎湖觀光的國際知名度與形象。

為落實地景保育，推動世界遺產、地質公園，乃積極爭取澎湖玄武岩登錄為世界遺產與海洋地質公園。管理處除依古法進行石滬整修外，並舉辦「澎湖國際石滬文化觀光季」活動，將澎湖特有石滬觀光產業向外推廣，期能招徠國際觀光旅客到訪。

The Administration carried out the planned training of volunteer interpreters for the integration of Penghu's tourism resources, molding a new tourist image, and enriching the experience. The Administration also encouraged tourism operators in the Penghu area to join in its efforts for tourism promotion, organizing tourism seminars, and printing Chinese, English, and Japanese guide materials. A bilingual signage system was introduced, and an obstacle-free children's website in English and Japanese established so as to facilitate Internet-aided travel, upgrade the quality of consultation services, and maximize the results of tourism promotion.

In the promotion of activities, the Administration organized the seasonal International Water Fireworks Festival, Gaillardia Islands Seafood Festival, Lantern Festival, Penghu World Cup Marathon for Chinese, Asia Cup Sailing and Food Festival, as well as many other activities. Foreign participants are invited to join in international wind-surfing and other ocean competitions, thereby enhancing the international awareness and image of Penghu through international media exposure.

To conserve the landscape and promote the recognition of a world-heritage geo-park in Penghu, efforts are being made to make the basalt column landscape of Penghu a world heritage site. The Administration also renovated the famous local stone weirs using traditional methods of construction and organized the Penghu International Stone Fish Trap Culture and Tourism Festival in order to promote the unique stone weir tourism industry unique to the islands internationally.

## 未來展望

### Future Prospects



▲ 國際海上花火季  
International Water Fireworks Festival

推動澎湖成為國際渡假島嶼，推展海洋生態觀光旅遊行程，同時，積極招徠港澳、日本及亞太地區的客源，達成遊客人數成長之目標。再者，透過資源整合、導入民間活力與創意，期能吸引民間投資興建國際級渡假休閒旅館，藉以全面提升澎湖觀光產業的服務水準。

The Administration will continue promoting the Penghu islands as international resort islands, with an emphasis on marine ecotourism. At the same time, it will redouble its effort to develop the tourist markets of Hong Kong, Japan, Macau and the Asia-Pacific region in an effort to reach tourism growth targets. The integration of tourism resources will bring the dynamic vitality and creativity of the private sector to local development, with the aim of constructing international resort hotels, which will enhance the quality of tourist services in Penghu.

# 大鵬灣

國家風景區

## Dapeng Bay National Scenic Area

大鵬灣位於台灣西南部海岸之屏東縣東港鎮和林邊鄉交界處，擁有獨特天然潟湖、紅樹林觀光資源及人文景觀，具發展水域活動觀光潛力。

民國86年11月18日成立「大鵬灣國家風景區管理處」。

民國89年5月16日將琉球風景特定區併入經營管理範圍。

The Dapeng Bay National Scenic Area, located in Pingtung County on Taiwan's southwest coast has a unique lagoon rich in mangrove forests, as well as many cultural heritage sites. The area also has a lot of potential for the development of water sports. (on November. 18, 1997), The Dapeng Bay National Scenic Area was established. Little Liuqiu was merged into the scenic area's management and operations on May 16, 2000.



▲ 花瓶石(林玉偉攝) / Vase Rock (Photo by Lin Yu-Wei)

## 轄區範圍

### Geographic Scope

大鵬灣轄區範圍包括大鵬灣、小琉球2處風景特定區，面積總計2,764公頃。大鵬灣風景特定區位居台灣西南海岸之屏東縣東港鎮、林邊鄉交界處，西南濱臨台灣海峽，陸域649公頃、灣域面積532.1公頃、海域257公頃，合計為1,438.1公頃。琉球風景特定區包括琉球島嶼，面積為691公頃，海岸高潮線向外延伸600公尺之海域，面積為634.9公頃、計約1325.9公頃。

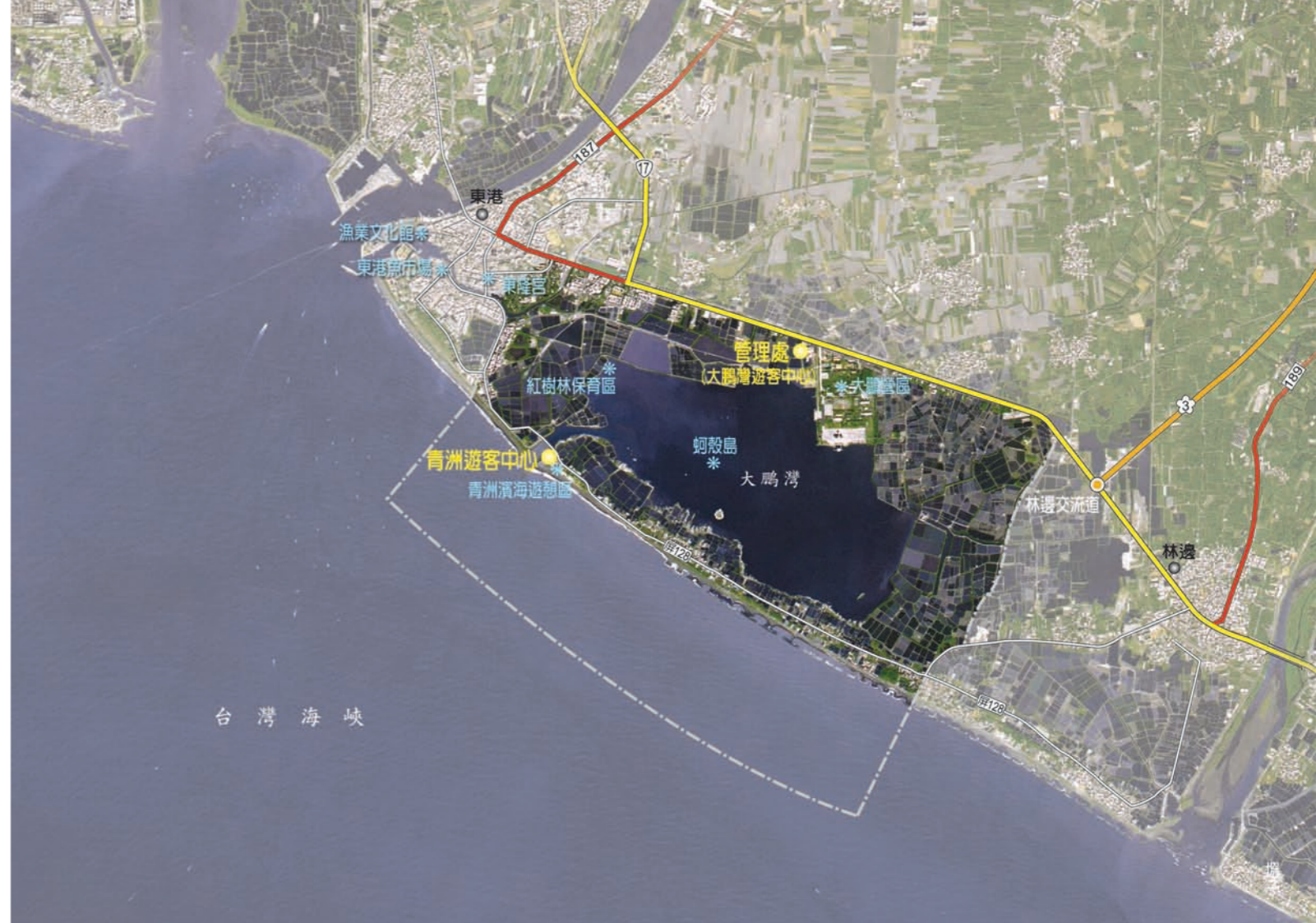
The Dapeng Bay National Scenic Area includes two major scenic areas: Dapeng Bay and Little Liuqiu, which together have a total area of 2,764 hectares.

Dapeng Bay, located in Pingtung County on the southwest coast of Taiwan, at the boundary between Donggang Town and Linbian Township, faces the Taiwan Strait to the west. It covers a total of 1,438.1 hectares, of which 649 hectares is land, 532.1 hectares is the lagoon, and 257 hectares is ocean.

Little Liuqiu covers a total area of 1,352.9 hectares, including the 691-hectare little Liuqiu Island, and the surrounding 643.9 hectare sea area to a distance of 600 meters from the high-tide line.



花瓶岩步道  
Flower Vase Rock Trail



## 觀光資源

### Tourism Resources



▲ 花瓶岩  
Vase Crag

▲ 大鵬灣水上飛機  
seaplane observation platform

▲ 蚵殼島  
Oyster Shell Island

大鵬灣水域是台灣西南沿海最大囊狀潟湖，古有「金茄荳港」之稱，終年風平浪靜是從事風浪板與帆船等水上活動最佳場域。大鵬灣是台灣紅樹林分布最南界。樹齡約70餘年的海茄荳生長於海口交界處，氣根生長茂密，是提供河口地區動物棲息及生長的優異環境。

位於西南側出海口的青洲濱海遊憩區，擁有延綿的海灘與完備的休閒設施，博得「台灣夏威夷」的雅號。

位於大鵬灣海域中的蚵殼島，乃由蚵殼堆積而成，站在蚵殼島上可觀賞營區的水上飛機觀景台，遠方的大武山，以及落日餘暉的美景。

轄區內的大鵬營區昔為軍事訓練基地，日治時代與國軍駐防時期建築風格迥異，鐵塔、水塔是營區的代表地標。

大鵬灣環灣自行車道全長16.4公里，規劃連接環灣道路鄉間村落道路及既有魚塭路堤與海堤，沿途可賞遊潟湖景緻、漁村風情、社區人文、碧海藍天海堤與紅樹林自然生態溼地景觀五大資源特色。

小琉球是台灣離島中唯一的珊瑚礁島嶼，也是最具特色的1個自然島嶼，名列世界7個6平方公里以上的珊瑚礁島嶼之一。

美人洞位於琉球嶼東北角，此區10餘處景點各具天然奇景，景點間有步道串連，構成一個環狀遊憩步道。烏鬼洞附近珊瑚礁岩遍佈，構成一道道蜿蜒撲朔的迷宮陣。多仔坪沿岸是一片廣大的珊瑚礁潮間帶，孕育著美麗的海底世界，與各式各樣的海岸生物。

由白色珊瑚與貝殼碎屑所構成的中澳沙灘，是1處浮潛、戲水及各式水上活動的好地方，亦是3年1科迎王平安祭請水儀式、燒王船的地點。蛤板灣沙灘則有威尼斯沙灘的美稱，是戲水、觀賞夕陽、星星及貝殼等最佳場所。

山豬溝位於島嶼西邊，保留最完整的原始植物群落，是高位珊瑚礁石灰石植群的代表區域。花瓶岩是1塊珊瑚石灰岩，外型有如花瓶，成為琉球嶼的地標。厚石裙礁位於島嶼東南海岸，珊瑚裙礁狀似百摺裙，受到海水的侵蝕呈現凹凸不平怪石嶙峋的形態。

杉福生態廊道位於杉福漁港旁，沿路有多處潮間帶，步行其間可觀賞特殊的海蝕地形及多樣性的海濱植物。

大鵬灣與琉球共有大小廟宇百餘間，廟宇分佈於東港鎮、林邊鄉及琉球鄉內，其中以東港鎮之東隆宮年代最為久遠，每3年舉行1次的迎王平安祭典，為國內最大型王爺信仰活動。

Dapeng Bay is the biggest lagoon on the southwestern coast of Taiwan. The waters and wind in the bay are calm year-round, making this area ideal for water sports, such as surfing and sailing. The area also has the southernmost distribution of mangroves in Taiwan; 70-year-old black mangroves with a dense tangle of aerial roots grow around the mouth of the lagoon, providing an exceptional habitat for a wide range of animal life to feed and grow.

The Qingzhou Coastal Recreation Area, located at the mouth of the lagoon on its southwestern edge, offers a long stretch of beach and a full range of leisure facilities, earning it the nickname “Taiwan’s Hawaii.”

Oyster-shell Island, which rises in the middle of Dapeng Bay, is made up of countless shells deposited here by the bay’s former oyster farmers. Standing on this island, you can see the seaplane observation platform formerly used by the military to observe seaplanes taking off and landing in the water, as well as Mt. Dawu in the distance. If the time is right, you can also enjoy the glorious colors of the setting sun.

The area’s Dapeng Camp served as a military training base in the old days, and here you can see different architectural styles from the Japanese occupation period (1895-1945) and the subsequent period when the ROC forces were stationed here. Landmarks here include the steel observation tower, water tower, and seaplane observation platform.

Dapeng Bay’s bicycle path, which follows the course of the bay, stretches 16.4 kilometers. It connects Huan Wan Road, Xiang Jian Village Road, and the You Yu Wen embankment and sea levee. A bike ride on this road will take you scenes of the lagoon, fishing villages, life in the local communities, mangrove trees, natural ecology, as well as the blue sea and blue skies.

Of Taiwan’s offshore islands, Little Liuqiu is the only one made of coral. It is one of only seven coral islands in the world that have an area of more than six square kilometers.

Located on the northeastern corner of the island, Beauty Cave features more than 10 natural scenic spots linked by a loop-shaped pathway. The coral rocks which fill the area near Black Devil Cave form a veritable maze of winding passageways. The shoreline at Duozaiping is a vast sheet of intertidal-zone coral rock, which gives nourishment to a beautiful underwater world with all kinds of coastal organisms.

Jhongao Beach, which is formed of sand made from white coral and seashells, is a fine place for snorkeling, swimming, and water spots of all kinds. It is also the location of a unique ceremony held once every three years involving the burning of local deity Wang’s boat to signify wishes for his safety. Clam Board Bay Beach, also known about

the beautiful nickname “Venice Beach,” is another fine place for splashing around, watching the sunset, gazing at the stars, and searching for seashells.

Shanjhugou, located on the west side of the island, retains the most complete primeval plant-life colony in the area, and the most representative elevated coral limestone plant life. Flower Vase Rock is a towering coral limestone formation, which as its name implies resembles a vase. It is to the northwest by a reclining “stone turtle.” Together, the two formations constitute the most representative landmark of the island. On the southwest coast of the island is a coral fringe reef like a pleated skirt with an irregular surface, and fantastic stone formations carved by sea erosion.

The Shanfu Ecological Corridor is located beside Shanfu Fishing Harbor. The road here is bordered by numerous intertidal zones that feature unique sea-eroded terrain and a great variety of coastal plants.

Together, Dapeng Bay and Little Liuqiu Island have approximately 100 temples, most of which are distributed in Donggang Town, Linbian Township, and Liuqiu Township. The oldest of these is Donglong Temple in Donggang. Every three years, this temple holds a boat-burning festival, which is the largest celebration in Taiwan honoring the local deity Wang.



▲ 東港王船祭  
Donggang Grant Boat Ceremony  
東港黑鮪魚  
Blue-fin Tuna, Donggang

## 建設成效

### Achievement of Development

管理處在工程建設上，除初期完成青洲濱海遊憩區開發及大鵬專案工程，順利取得營區BOT案開發用地，以展現開發大鵬灣之決心外；後續更完成蚵殼島浮動碼頭工程辦理蚵殼島OT案，提供賞景及品嚐當地現炒小吃；完成人工濕地，提供水質淨化及動植物之棲息場所；完成大鵬灣遊客中心提供遊客旅遊資訊；完成環灣自行車道響應節能減碳政策，提供遊客休憩健身之最佳活動；完成環灣道路CH03、CH04標工程有效紓解林邊至東港鎮區之車潮。在小琉球部分完成小琉球露營區建設工程，順利辦理OT案提供遊客住宿、休憩、賞景賞景之場所；新闢山豬溝景點，提供遊客觀察珊瑚礁林相及吸收芬多精之據點；改善中山路老街招牌及三角廣場商圈景觀設施，提供遊客購物及休憩之場所；改善烏鬼洞、花瓶岩、琉球管理站等據點景觀改善，提升遊憩及服務品質，以迎接國、內外遊客。

In addition to completing the development of the Qingzhou Seaside Rest Area and the Dapeng Special Project during the initial construction period, the Dapeng Bay National Scenic Area Administration has also succeeded in obtaining a BOT project for land development at Dapeng Camp. Demonstrating its determination to develop Dapeng Bay, the Administration then completed the Oyster Shell Island Floating Dock, provided visitors with the opportunity to enjoy the scenery while sampling local snacks, the artificial wetland for water purification and the proliferation of flora and fauna, the Dapeng Bay Visitor Center to provide tourists with travel information, and a bike path along the length of the bay in support of the national energy conservation and carbon emissions reduction policy, and for recreational purposes. The Administration has also completed around-the-bay road CH03, CH04 projects, effectively relieving traffic congestion from Lin Bian to Dong Gang township areas.

Furthermore, in Little Liouqi, the Administration has completed construction of the Little Liouqi Camping Area, and succeeded in carrying out an OT project to provide accommodations, rest areas, and scenery look outs for tourists, completed the Xin Guan Shan Zhu Gou Scenic Area to provide tourists with places to view coral reef formations, improved local signage and the San Jiao Plaza on the Zhongshan Road old street to provide tourists with leisure and shopping areas, improved Black Ghost Cave, Vase Crag, the Little Liouqi management station, and raised the quality of service in tourism and rest areas to attract more domestic and overseas tourists.

At the same time, the Administration is encouraging private investment in operations within the national scenic area at Dapeng Camp, the Qingzhou Coastal Recreation Area, Little Liouqi Campground, Oyster-shell Island, and the Dapeng Bay Visitor Center and associated facilities, including an operate-transfer (OT) outsourcing project that began formal operations on May 17, 2006. These operations encompass urban leisure activities, domestic travel, international tourism, and water sports, and will be of significant help to the overall development of the national scenic area.



▲ 琉球遊客中心  
Liouciou Visitor Center

▲ 琉球露營區  
Camping area, Liouciou

▲ 青州遊客中心  
Qingzhou Visitor Center

▲ 大鵬灣遊客中心  
Dapeng Bay Visitor Center

## 旅遊推廣

### Tourism Promotion

管理處就文宣方面，除透過網路、編印摺頁及導覽手冊以介紹區內生態景觀及設施外；並拍攝恆春半島旅遊線及大鵬灣、琉球旅遊導覽影片，製作恆春半島旅遊線標章，方便遊客辨認。同時，結合產業資源發行「恆春半島墾丁護照」、「旅行大鵬灣觀光護照」，共同辦理旅遊推廣，推展恆春半島旅遊線。

積極致力於推展大鵬灣風帆橫渡小琉球活動、大鵬灣鐵人三項活動、屏東縣黑鮪魚文化觀光季活動、四重溪溫泉美食嘉年華等活動。並透過參加旅展活動提升轄區觀光遊憩資源知名度，招徠中外旅客到訪。

更投入人力訓練觀光大使及解說志工加入東港、恆春、墾丁地區觀光服務的行列，充分善用社會人力資源，投入觀光產業，達成地方繁榮、增進人民財富的目地。

To make travel more convenient for tourists, the Administration has posted information on the national scenic area on the Internet, published brochures, guide manuals, and guide videos of the Hengchun Peninsula tour route and videos of Dapeng Bay and Liouqi, as well as established signage on the Hengchun Peninsula.

The “Hengchun Peninsula/Kending Tourist Pass” and “Dapeng Bay Tourist Pass” were also produced in cooperation with the private sector, as part of an effort for joint tourism promotion to develop travel on Hengchun Peninsula tour route.

The administration is also assisting with the promotion of activities such as the Dapeng Bay Marine Sports Carnival, Dapeng Bay Triathlon, Blue Fin Tuna Cultural Festival, and Sizhongxi Hot Springs Carnival. Participation in travel fairs is increasing exposure to the area’s tourist and recreational resources and attracting more domestic and international visitors.

Local resources are being fully utilized through the training of tourism ambassador and volunteer interpreter bringing more manpower into the tourist service systems of Donggang, Hengchun, and Kending; to successfully boost the local economy.

▼ 大鵬灣環灣自行車道  
Dapeng Bay's bicycle path



## 未來展望

### Future Prospects

大鵬灣開發係以獎勵民間投資開發為主，利用台灣現有大型內灣潟湖水域，二次大戰軍事遺址及豐富的紅樹林生態興建親水海岸線，塑造南台灣都會區水域活動為主之休閒渡假勝地，並串聯四重溪、恆春、墾丁成為台灣「熱帶海岸溫泉度假走廊」；未來更發展不同主題設施，提高遊客再訪率，發展為亞洲會議度假中心及串連東南亞遊艇航線，成為海洋觀光口岸。

小琉球透過珊瑚礁復育及當地遊憩環境改善，營造珊瑚礁生態學習島特色，並藉由遊艇活動串聯，與大鵬灣發展成為雙核心遊憩帶。

A major tasks of the Dapeng Bay National Scenic Area Administration is to encourage private investment for the development of tourism facilities and make use of the area’s unique large lagoon, nearby military sites, and rich mangrove ecology to turn the area into a popular vacation destination, especially for coastal water spots. Dapeng Bay will also be linked with Sihchongsi, Hengchun, Kending, and other neighboring destinations, to serve as Taiwan’s “Gateway to Tropical, Coastal, and Hot Spring Vacations.”

In the future, facilities will be constructed using different themes in line with current trends in order to boost the number of repeat visitors, and to develop the area into a conference resort center for all of Asia, linked to Southeast Asian yacht navigation routes, effectively turning Dapeng Bay National Scenic Area into a gateway for marine tourism.

At the same time, coral reef restoration and the improvement of the local environment will make Little Liouqi a unique area for the study of coral reef ecology. To facilitate yacht travel, Little Liouqi and Dapeng Bay will both be developed into rest and recreation stops.

# 花東縱谷

國家風景區

## East Rift Valley National Scenic Area

花東縱谷位於台灣東部的中央山脈和海岸山脈之間  
狹長河谷平原，  
美麗的田園景觀、豐富的自然資源以及獨特的人文資產，  
觀光遊憩資源極為豐富，  
為維護珍貴之觀光資源與自然生態體系，  
遂於民國86年5月1日成立「花東縱谷國家風景區管理處」。

The East Rift Valley, long plain between the Central  
and Coastal mountain ranges in eastern Taiwan,  
has beautiful pastoral scenery, rich natural resources, unique cultures,  
and an abundance of tourism and recreational resources.  
To preserve these precious resources and the natural ecological system,  
the East Rift Valley National Scenic Area was established on May 1, 1997.



## 轄區範圍

### Geographic Scope

花東縱谷位於台灣東隅，地處歐亞板塊與菲律賓海板塊交接地帶。管理範圍縱貫花蓮、台東兩縣，自北起木瓜溪南側，南到台東市都市計畫區以北，南北長達158公里，面積達138,368公頃，涵蓋花蓮縣的秀林鄉、壽豐鄉、鳳林鎮、光復鄉、萬榮鄉、瑞穗鄉、卓溪鄉、玉里鎮、富里鄉以及台東縣的池上鄉、關山鎮、鹿野鄉、海端鄉、卑南鄉、延平鄉等15個鄉鎮，其所饒富的觀光遊憩資源，頗具多樣化，成為國人休閒旅遊的最佳選擇。

The East Rift Valley stretches down the southern part of eastern Taiwan, at the place where the Eurasian and Philippine tectonic plates clash together. It is located in two counties, Hualien and Taitung, reaching 158 kilometers from the southern bank of the Mugua River in the north to the northern edge of the Taitung urban area in the south. Its total area of 138,368 hectares encompasses Sioulin Township, Shoufong Township, Fonglin Township, Guangfu Township, Wanrong Township, Rueisuei Township, Jhuosi Township, Yuli Township, and Fuli Township in Hualien County, and Chihsiang Township, Guanshan Town, Luye Township, Haiduan Township, Beinan Township, and Yanping Township on Taitung County. The richness and variety of its tourism and recreational resources makes this area a preferred choice of destination for domestic travelers.



花東縱谷國家風景區



## 觀光資源

### Tourism Resources



▲ 花蓮鯉魚潭  
Liyu Lake, Hualien  
台東海端鄉布農族射耳季  
Malahodaigian in Bunun, Haiduan, Taitung  
花蓮瑞穗掃叭石柱  
Saoba Stone Pillars, Rueisuei, Hualien

花東縱谷是指中央山脈與海岸山脈之間的狹長谷地，因地處歐亞大陸板塊與菲律賓海板塊相撞的縫合處，產生許多斷層帶。加上花蓮溪、秀姑巒溪和卑南溪3大水系構成綿密的網路，其源頭都在海拔2、3千公尺的高山上，山高水急，因而形成了峽谷、瀑布、曲流、河階、沖積扇、斷層及惡地等不同的地質地形，並造就了許多不同的自然景觀。

地形上的壯麗景觀例如位於富里的羅山瀑布及鳳林的鳳凰瀑布，以及紅葉溫泉都很受遊客的青睞，秀姑巒溪兩岸瑰麗的景緻也頗具代表性。

花東縱谷，沿省道台9線公路而行，貫通花蓮、台東，長達158公里的綠色走廊，盡是一片綠意和綿延的秀麗山脈，縱谷內到處都充滿果園、茶園、稻田、牧場、金針花田、油菜花田等景觀，不斷映入眼簾。其中最著名的景點有鯉魚潭、秀姑巒溪、關山親水公園、鹿野高台茶園、紅葉溫泉、南橫公路、初鹿牧場、利吉惡地等。

鯉魚潭是花蓮縣境內最大的湖泊，「澄潭躍鯉」是花蓮八景之一。可輕舟悠遊水面，也可單車環潭輕踏，或漫步水潭邊，享受幽靜怡人的湖光山色。

山形疊巒的六十石山位於富里鄉東方，每到百花齊放時節，金針滿山遍野金黃一片，如詩如畫的景緻令人駐足流連。

佔地約32公頃的關山親水公園，位於東線鐵路關山車站後方，有新武呂溪為伴，又享有豐富的地下源流，園區內擁有人工河道、地面噴泉、划船區、腳踏車道等設施。

花東縱谷的文化有史前文化與原住民文化，位於花蓮縣瑞穗鄉舞鶴台地附近的掃叭石柱，為卑南史前遺址中最高大的立柱，考古學家將之歸類為新石器時代的卑南文化遺址；距今約3千年的公埔遺址，位於花蓮縣富里鄉海岸山脈西側的小山丘上，也是卑南文化系統的據點之一，目前為內政部列管之3級古蹟。

原住民文化是縱谷區內最重要及最具代表性的珍貴資產；花東縱谷這塊富饒大地，孕育了阿美族、泰雅族、布農族、太魯閣族、卑南族與撒奇拉雅族等原住民族群。這些大地的子民們，運用與大自然共存智慧與其他相繼來此的族群，共同豐富了縱谷的人文情懷。

The East Rift Valley refers to the long, thin strip of plain that runs between the Central Mountain Range and the Coastal Mountain Range. This is the seam between the Eurasian Continental plate and the Philippine plate, and the clash of the two tectonic plates has created numerous faultlines here. Three major river systems form a dense network throughout the valley. The Hualien, Siouguluan, and Beinan rivers all arise in mountain heights 2,000 to 3,000 meters above sea level, producing swift flows that have formed all kinds of topographical features: gorges, waterfalls, meandering streams, river steps, alluvial fans, faults, and badlands. These features provide a wide variety of natural landscapes.

The valley abounds in beautiful natural sights such as the Luoshan Waterfall in Fuli and the Fonghuang (Phoenix) Waterfall in Fonglin. The hot springs of Hongye, too, are highly popular with visitors, and the magnificent scenes along the banks of the Siouguluan River attract thousands of rafters to the area.

Provincial Highway 9 runs through the entire 158 kilometers of the East Rift Valley, a green corridor of farm fields with mountain ranges stretching into the distance on both sides. The valley is filled with fruit orchards, tea farms, rice paddies, dairy pastures, daylily fields, stands of rape, and an endless stream of other sights. The most prominent tourist spots along this length are Liyu Lake, the Siouguluan River, Guanshan Water Park, tea plantations of the Luye Highlands, Hongye Hot Springs, Southern Cross-Island Highway, Chulu Farm, and the Liji Badlands.

Liyu Lake is the biggest lake in Hualien County, and one of the county's "eight big scenes." Here you can float across the water in a small boat, ride a bicycle around the lake, or stroll along the shore savoring the pleasant and tranquil scenes of the water and the surrounding mountains.

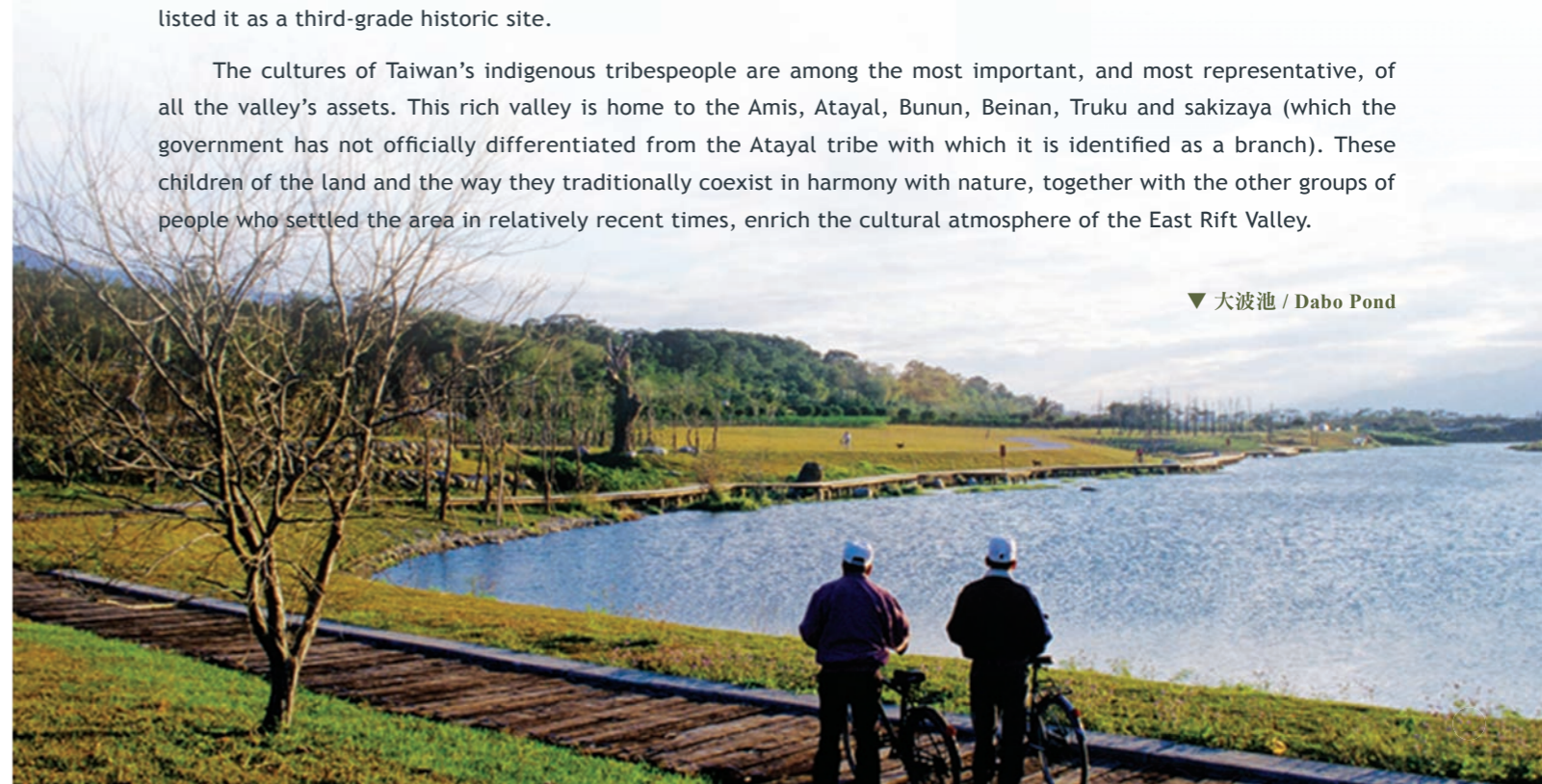
Sixty Stone Mountains Recreation Area, its terrain characterized by high layered peaks, is located in the eastern part of Fuli Township. When the daylilies bloom the mountainsides here are filled with sheets of brilliant orange-yellow in unforgettable scenes of poetic beauty.

Guanshan Water Park covers about 32 hectares by Sinwulyu Stream behind the Guanshan Railway Station. The park is blessed with an abundance of underwater streams and contains a man-made river, spouting fountains, a boat-rowing area, and a bikeway.

Cultural riches are found in the valley as well, including those of prehistoric inhabitants and present-day tribespeople. The Saoba megaliths that stand near the Wuhe Highlands in Rueisuei Township are the tallest in all the prehistoric Beinan Culture archaeological sites; according to archaeologists, these are from Megalithic times. The Gongpu archaeological site, on a small hill on the western edge of the Coastal Mountain Range in Fuli Township, dates from around 3,000 years ago. This is one of the major Beinan Culture sites, and the Ministry of the Interior has listed it as a third-grade historic site.

The cultures of Taiwan's indigenous tribespeople are among the most important, and most representative, of all the valley's assets. This rich valley is home to the Amis, Atayal, Bunun, Beinan, Truku and sakizaya (which the government has not officially differentiated from the Atayal tribe with which it is identified as a branch). These children of the land and the way they traditionally coexist in harmony with nature, together with the other groups of people who settled the area in relatively recent times, enrich the cultural atmosphere of the East Rift Valley.

▼ 大波池 / Dabo Pond



## 建設成效

### Achievement of Development



▲ 花蓮玉里安通舊鐵道自行車道  
The Cycling Route beside Yuli-Antong Old Railway

為打造鯉魚潭為水上遊憩休閒度假區，管理處致力於整建鯉魚潭光復系統週邊環境及整建鳳林遊憩區公共設施。本系統的遊憩資源包括鯉魚潭風景區、兆豐休閒農場、理想渡假村、鳳林遊憩區(露營渡假旅遊基地)及鳳凰瀑布風景區等5處旅遊據點，用以提昇服務水準。

為打造茶文化體驗及溫泉度假基地，管理處積極整建瑞穗玉里系統鶴岡、羅山遊憩區服務設施。同時，重塑瑞穗、紅葉及安通溫泉區環境，提昇其地方形象。本系統的遊憩資源，包括瑞穗溫泉區、紅葉溫泉區、掃叭石柱公園、北回歸線界標、安通溫泉區、舞鶴茶園、六十石山金針園及羅山泥火山等8處觀光旅遊景點，旨在提昇服務水準，並改善地方形象。

鹿野高台地區為型塑觀光茶園、發展飛行傘休閒運動基地，積極推廣茶文化及興建飛行傘中心；並打造利吉卑南地區為特殊地景度假基地，結合原住民文化，發展紅葉溫泉遊憩空間。本系統的遊憩資源，涵蓋紅葉溫泉、紅葉少棒紀念館、布農部落、關山親水公園、池上牧野渡假村、初鹿牧場、鹿野高台茶園及飛行傘體驗、小黃山、利吉惡地等9處熱門旅遊景點。

To transform Carp Lake into a water recreation resort and upgrade the level of services, the Administration has renovated the peripheral environment of the Guangfu system and the infrastructure of the Fonglin recreation area. The recreational facilities of this system include the Liyu Lake Scenic Area, Shin Kong Chao Feng Ranch & Resort, Promised Land Resort, Fonglin Recreation Area (a camping and tourism base), and the Fonghuang Waterfall Scenic Area.

To create a tea culture experience and hot-spring resort base, the Administration has worked actively to renovate service facilities in the Ruesuei/Yuli system's Hegang and Luoshan recreation areas. At the same time, environmental improvement has been carried out at the Ruesuei, Hongye, and Antong hot-spring areas in order to enhance their local image. The recreational resources of this area include rafting on the Siouguluan River, the hot springs of Ruesuei and Hungye, the Saoba Megalith Park, Tropic of Cancer monument, Antong Hot Springs, Wuhe Tea Park, Mt. Lioushihdan Daylily Park, and mud volcanoes of Luoshan. The goal of this effort is to upgrade service standards and improve the local image.

Luye Paraglider Center have been developed into tourist tea farms and a paragliding base, with the promotion of the tea culture and the construction of a paragliding center. The Liji/Beinan area has been developed into a unique landscape resort base, and the culture of the indigenous tribespeople has been combined in the development of the Hongye Hot Spring area. The recreational resources of this area include the Hongye Hot Springs, Little League Memorial Gallery, Bunun tribespeople, Guanshan Water Park, Chihshan Dairy Center, Chulu Pasture, the Luye Paraglider Center tea farms and paragliding experience, Little Huangshan, and the Liji Badlands.

## 旅遊推廣

### Tourism Promotion

本區幅員遼闊，依據區內觀光遊憩資源特性、未來旅遊市場潛力、產業經營形態，以落實遊客服務為目標、除了設置完善的管理站及遊客中心設施外，更針對特殊自然人文風情，依序輔導及辦理地方觀光節慶，期能以資源特性，人文資產為本，帶動縱谷旅遊熱潮，繁榮地方。

為強化旅遊服務品質，致力於設置旅遊資訊平台、發行導覽摺頁及提供志工導覽服務，旨在提供遊客正確的旅遊諮詢及有品味的服務水準。

所轄遊憩區、露營區及溫泉區等多已委請民間經營，旨在帶動地方繁榮及創造地方就業機會。

為求生態永續發展，積極推動生態教育，並洽請區內生態保育協會等單位，協助提供經營生態所需資訊。同時，在工程建設發展上，採用生態工法降低對自然生態環境的衝擊，讓遊客及當地居民，能分享自然清新的縱谷風貌。

The vast space of the East Rift Valley National Scenic Area has been developed in accordance with the unique features of its tourism resources, future potential of the tourism market, and form of business operations with the aim of serving travelers to the area. In addition to building ranger station and visitor center facilities, the area's unique natural and cultural features have been addressed in organizing and providing guidance for local tourism festivals with the goal of stimulating tourism in the rift valley and bringing prosperity to the local areas.

To reinforce the quality of travel services the Administration has worked on the installation of a travel information platform, the issuance of travel brochures, and the provision of volunteer interpreter services, all with the aim of providing travelers with accurate travel information and a high standard of service.

Many of the recreation areas, campgrounds, and hot-spring areas within the national scenic area are commissioned out to private operators with the aim of stimulating the local economy and creating local jobs.

In the interest of sustainable ecological development, ecological education has been carried out and the area's Ecological Conservation Society and other organizations have been asked to help provide the information needed to manage the ecology. At the same time, eco-construction methods are used to reduce impact on the environment so that visitors and local residents alike can enjoy the fresh face of the rift valley.

▼ 台東鹿野高台 / Luye Gaotai, Taitung



## 未來展望

### Future Prospects

長久以來，管理處即依序打造花東地區為國際觀光度假勝地，未來將擴充運輸機能、發展水、陸、空域多元遊憩活動。同時，結合太魯閣、玉山南安-瓦拉米-大分及東部海岸之生態旅遊活動，共同致力於東部地區之整體觀光遊憩發展，使後山之產業觀光，能照耀西部人的胸懷，並永保後山淨土的美譽。

For a long time now the Administration has worked to develop the East Rift Valley into an international resort destination, and in the future it will continue to expand the area's transportation capacity and develop a diverse range of water, land, and air recreational activities. At the same time, the Administration will work to integrate the eco-tourism activities of the Taroko Gorge, Yushan National Park's Nanan, Walami, and Dafen, and the East Coast to carry out the overall development of tourism in eastern Taiwan and maintain it forever as an unspoiled land.



▲ 花蓮玉里客城 / Kecheng, Yuli, Hualien

# 馬祖

國家風景區

## Matsu National Scenic Area

馬祖列島宛如一串天上灑落在閩江口的珍珠，  
素有「閩東之珠」美稱，  
特殊的地理位置及歷史際遇，成為海上的堅強堡壘，  
具有傳統石屋、渾然天成的海蝕奇景和特殊的閩東人文特色，  
是以開發馬祖成為旅遊休閒勝地，  
民國88年11月26日成立「馬祖國家風景區管理處」。

The Matsu islands lie like a string of pearls strewn off  
the mouth of the Minjiang.

They are called the “Pearls of Eastern Fujian.”

Their unique position and history have formed them into strong fortresses,  
with traditional stone houses, fantastic terrain,  
and unique eastern Fujian culture.

It was to develop these islands into a major tourist destination,  
that the Matsu National Scenic Area was established on Nov. 26, 1999.



▲ 東引東湧燈塔 (黃丁盛攝) / Dongyong Lighthouse, Dongyin (Photo by Huang Ding-sheng)

## 轄區範圍

### Geographic Scope



▲ 鏡澳龜島 (許崑崙攝)  
Tuttle Island, Beigan (Photo by Hsu, Kuen-Luen)

▲ 鐵堡全景 (黃丁盛攝)  
The overall view of Iron Fort, Nangan (Photo by Huang Ding-Sheng)

馬祖國家風景區範圍，包含連江縣南竿、北竿、莒光與東引4鄉，以及各島嶼週岸海濱0.5海浬，水深20公尺內之大陸棚區域。總面積為25,052公頃，其中陸域面積2,952公頃，海域面積22,100公頃。

The Matsu National Scenic Area encompasses the townships of Nangan, Beigan, Jyuguang, and Dongyin in Lienchiang County, as well as the seas surrounding each island to a distance of 0.5 nautical miles or a depth of 20 meters. The total area is 25,052 hectares, of which 2,952 ha are land and 22,100 ha are sea.



▲ 西莒菜埔澳海灘 (黃丁盛攝)  
Caipuao Beach, Sijyu (Photo by Huang Ding-Sheng)



## 觀光資源

### Tourism Resources



▲ 東莒東犬燈塔 (上允傳播攝)  
Dongcyuen Lighthouse, Dongjyu (Photo by Shang Yeun Communications Co., Ltd.)  
南竿北海坑道 (張富生攝)  
Beihai Tunnel, Nangan (Photo by Chang, Fu-Shen)  
封火山牆與燈塔 (上允傳播攝)  
Fire Sealing Walls and Lighthouse, Dongjyu (Photo by Shang Yeun Communications Co., Ltd.)

▶ 黑嘴端鳳頭燕鷗與鳳頭燕鷗群 (梁皆得攝)  
Chinese Crested Tern and Greater Crested Terns (Photo by Liang, Chieh-Teh)

馬祖列島以花崗岩地形為主，地質景觀特殊，有海蝕地形、天然沙礫灘、島礁及懸崖峭壁等景觀。此外，由8座無人島礁組成的馬祖列島燕鷗保護區，除了可見白眉燕鷗、蒼燕鷗等保育類鳥類之外，更於民國88起至今年陸續發現世界鳥類紅皮書中列為瀕臨滅絕等級的黑嘴端鳳頭燕鷗，使馬祖一舉躍然成為國際知名的保育聖地。

馬祖具有獨特的戰地文化，舉目所見的都是鮮活的戰地景緻，如坑道、營區、古砲、碉堡等。位於北竿大沃山的馬祖戰爭和平紀念公園，係由廢棄營區改建而成，設有戰爭文物展示館，陳展兩岸對峙時期各式文宣資料，並完整呈現馬祖的戰地風貌與歷史地位，為國內首座戰爭和平紀念公園。

馬祖的觀光產業以漁業及釀酒最為著名，各方釣客均趨之若鶩；而著名的八八坑道窖藏高粱及東引陳高，更是遠近馳名，廣受大眾喜愛。

媽祖是馬祖地區的主要宗教信仰之一，座落於馬祖港的天后宮，年代已不可考，據傳媽祖投海救父，聖體就葬在廟址，深具宗教特色。

馬祖列島更不乏文化古蹟，包含著名的2級古蹟東犬燈塔以及3級古蹟東湧燈塔，訴說著馬祖在國際航線的重要；3級古蹟大埔石刻記載著平定倭寇史料等等，都是著名的馬祖歷史古蹟。除了莒光外，於北竿、南竿及東引均可見，北海專案於馬祖列島構築的北海坑道，尤以南竿「井」字形交錯的北海坑道，堪稱鬼斧神工之作。

人文資源方面，著名的芹壁、牛角、福正、大埔 (Dapu) 等聚落，是一般遊客必訪的馬祖傳統聚落，俗稱番仔搭的花崗岩石屋一顆印式建築逐坡搭築頗具地中海風情；另有寺廟的封火山牆等，深具獨特建築特色。



▲ 東引海龍現閣 (吳志昇攝)  
Dragon Sea Cave, Dongyin (Photo by Wu, Chih-Sheng)



▲ 南竿馬港天后宮正殿 (黃丁盛攝)  
The Main Hall of Magang Tienhou Temple, Nangan (Photo by Huang, Ding-Sheng)



▲ 東莒福正聚落 (孔世龍攝)  
Fujheng Village, Dongjyu (Photo by Kung, Shih-Long)

The islands of the Matsu archipelago are comprised mostly of granite and feature unique geographic landscapes, sea-eroded terrain, natural sand and pebble beaches, island reefs, steep cliffs, and other types of scenery. The Matsu Islands Tern Protection Zone covers eight uninhabited islands where you can see the protected bridled tern and black-naped tern. In addition, the Chinese crested tern, which is threatened with extinction, has been spotted here since 1999, bringing Matsu to the attention of bird lovers all over the world.

Matsu is home to a unique battleground culture, and everywhere you look here you see signs of its military past in tunnels, camps, cannon, fortresses, etc. The Matsu Peace Memorial Park, built on the site of an abandoned military camp at Woshan on Beigan, contains a battle museum with all kinds of material from the time when war between Taiwan and mainland China seemed ready to erupt at any moment, illustrating the face and the historical position of “battleground Matsu.” This was the first peace park to be developed in the area controlled by Taiwan.

The best-known sectors of Matsu’s tourism industry are fishing and the making of Kaoliang sorghum spirits. The islands are especially popular with fishermen, and the famous “Tunnel 88” Kaoliang and Aged Kaoliang of Dongyin are widely sold and welcomed.

The worship of Matsu, the Goddess of the Sea, is among the most popular religious faiths of the islands. The main temple of the goddess in the islands, the

Queen of Heaven Temple In Magong, was built during the late Cing Dynasty and is believed by devotees to be the place where Matsu was buried after she attempted to save her father from a shipwreck. According to the legend, her body was retrieved by people from her native Meizhou and taken home; today, however, you can still see a tomb containing what is said to be her clothing and headgear in the temple.

Traces of history abound throughout the islands, including Dongcyuan Lighthouse, a second-grade historic site, and Dongyong Lighthouse, a third-grade historic site, both attesting to the importance of Matsu to international navigation routes. A ancient stone inscription at Dapu now designated a third-grade historic site, recounts the pacification of Japanese pirates. The huge military tunnels named “Beihai Tunnels” that were built on Beigan, Nangan, and Dongyin are highly impressive examples of military fortifications—especially the tunnel on Nangan, in which the tunnels crisscross in the shape of a tic-tac-toe board.

The cultural resources of the islands include the famous restored traditional houses of Cinbi, Nioujiao, Fujheng and other villages, with the square “signature seal” granite buildings imparting a somewhat Mediterranean atmosphere. The temples here, too, illustrate a distinctive style of architecture with unique end walls designed to block the spread of fire.



▲ 管理處 / Administration headquarters  
北竿遊客中心 / Beigan Visitor Center  
東引遊客中心 / Dongyin Visitor Center  
▼ 南竿望牛山日出 (上允傳播攝)  
Sunrise at Nioushan, Nangan (Photo courtesy  
Shang Yeun Communications Co.)

## 建設成效

### Achievement of Development

為創造更優質的旅遊服務環境，除於南竿設置辦公處所暨旅遊服務中心，同時於東引、莒光、北竿設置管理站暨遊客中心，提供遊客諮詢暨旅遊資訊等服務。配合重點發展區，以主題規劃建設本特定區，建構完善的南竿北海遊憩區、媽祖宗教園區，以及北竿坂里一午沙遊憩區、戰爭和平紀念公園，並積極協調軍方釋出南竿大砲連(Da Pau Lien, Nangan)東引33據點、莒光54、55據點等軍事設施，供作開發為觀光遊憩據點。

為配合馬祖傳統建築保存，致力於南竿津沙聚落、莒光福正、大埔、北竿芹壁(Cinbi Village, Beigan)等馬祖傳統聚落的基礎設施暨景觀美化、建築工匠培訓與傳統建築修復。

In addition to building its headquarters offices and visitor center on Nangan, the national scenic area administration has worked to provide a high-quality travel environment by setting up ranger stations and visitor centers on Dongyin, Jyuguang, and Beigan to provide travelers with information and consultation services. Key themed areas have been developed: the Beihai Recreation Area on Nangan, Matsu Religion Park, the Banli-Niousha Recreation Area on Beigan, and the Peace Memorial Park. The administration has also coordinated with the military authorities for the release of Base 33 on Dongyin, and Bases 54 and 55 on Jyuguang for the development of tourist sites.

In line with the preservation of traditional buildings, the administration has also devoted efforts to infrastructure building and beautification at Jinsha Village on Nangan, and Fujheng and Dapu on Jyuguang, the training of architectural craftsmen, and the restoration of traditional buildings.

## 旅遊推廣

### Tourism Promotion

行銷推廣方面，著重於神話之鳥—黑嘴端鳳頭燕鷗為主題的燕鷗生態旅遊活動、具有特殊宗教意義的媽祖文化兩大主題為主，期能藉由此特殊的觀光資源，再結合相關展覽，將馬祖觀光產業逐步推向國際舞台。除此之外，尚透過網路行銷，建構完善的旅遊網頁，供遊客瀏覽，以最便捷的方法取得相關資訊，並製作完善的宣導叢書等，提供遊客更詳盡的相關資訊。歷年來，配合連江縣政府主協辦多項大型活動，包括馬祖生態賞鷗、馬祖文化節、東莒花蛤節、戰地密碼之旅、媽祖在馬祖昇天祭、近岸水域活動等活動。

Advertising and promotion is focused on eco-tours of the tern habitat, centered around the theme of the almost-mythical Chinese crested tern, as well as on the unique religious significance of the worship of Matsu, Goddess of the Sea. The goal is to use these unique tourism resources together with related exhibitions to push Matsu-themed tourism step by step onto the international stage. Internet promotion is also used, with the construction of a comprehensive tourism website that provides travelers with the most convenient information. A complete set of promotional booklets have also been produced to provide a detailed set of useful information. Over the years the Administration has sponsored or co-sponsored major activities of various kinds in cooperation with the Lienchiang County Government, including Matsu Tern-watching Festival, Matsu Culture Festival, Dongjyu clam festival, Battleground Tours, Matsu Ascension Festival, and inshore water activities.



▲ 馬祖文化祭繞境 (黃丁盛攝)  
The goddess Matsu tours her domain (Photo by Huang Ding-sheng)

## 未來展望

### Future Prospects

為配合馬祖離島旅遊線觀光客倍增計畫，將強化4大重點發展之規劃建設，如北竿馬祖戰爭和平紀念公園、北竿坂里一午沙遊憩區、南竿媽祖宗教園區、南竿北海遊憩區等，搭配特殊的自然資源、馬祖傳統建築特色，將馬祖風景特定區塑造以生態、戰地、傳統文化等特性，期能全面提高馬祖觀光產值。

In line with the Matsu Tour Route portion of the Doubling of Tourist Arrivals Plan, four key development projects—Matsu Peace Memorial Park and Banli-Niousha Recreation Area on Beigan, and Matsu Religion Park and Beihai Recreation Area on Nangan—will be reinforced. The goal of these efforts is to use the abundant natural resources and traditional buildings of the islands in developing the Matsu National Scenic Area into a tourist destination with unique ecological, battleground, and traditional cultural characteristics that will attract more visitors and give a strong boost to the tourism industry and the economy of these unusual islands.

# 日月潭

國家風景區

## Sun Moon Lake National Scenic Area

日月潭為台灣第1大湖泊，南形如月弧，北形如日輪，特殊的高山湖泊及邵族文化觀光資源，以及豐富的動植物資源享譽國際，為整合及創造日月潭觀光資源，民國89年1月24日成立「日月潭國家風景區管理處」。

Sun Moon Lake is Taiwan's largest lake,

With a moon in the south and sun on the north.

A romantic mountain lake embellished by Thao tribal culture, it is blessed with an abundance of plant and animal resources.

In order to integrate and develop the tourism resources of this lake, the Sun Moon Lake National Scenic Area was established on Jan. 24, 2000.





## 觀光資源 Tourism Resources



▲ 茶業改良場 / Tea Research Station  
慈恩塔 / Cih-en Pagoda  
頭社盆地 (鄧相攝)



▲ 邵族杵音歌舞  
Thao pestle music and dance

本區範圍涵蓋海拔600公尺至2,000公尺的山區，地勢東高西低，由北至南羅列魚池盆地、日月潭及頭社盆地，其間高山、丘陵、溪流、湖泊、水庫密布，多樣化的自然環境及適宜的氣候，孕育出豐富的動植物資源。

本區以自然景觀享譽國際，日月潭水域由山巒環繞，山水層層相疊，水氣氤氳如紗，環潭的寺廟、慈恩塔及潭中浮田、拉魯島，更營造出日月潭寧靜浪漫的美景。

拉魯島舊稱光華島，原有之月下老人像已遷往龍鳳宮供奉，目前拉魯島已劃為邵族祖靈地，島的四周現用浮動碼頭和浮嶼環繞，遊客可以登此浮動碼頭，由湖中眺山望湖。地理位置上最具特色的日潭與月潭的陸地交界處—玄光寺碼頭，地處重要景點包括玄光寺、玄奘寺、慈恩塔等寺廟名勝，此一連線延伸至拉魯島，將日月潭劃分為日潭與月潭。

水社村水岸聚落位於日月潭西畔入口處，內有梅荷園、涵碧樓、耶穌堂等遊憩據點；日月村伊達邵是邵族主要聚落，位處水社大山的登山口，每年農曆8月間，邵族舉行盛大祭祖祭典，是觀賞邵族風情的重要聚落。此外，青年活動中心設有蝴蝶園，園內有100種以上的珍貴蝴蝶，是一生態之旅的學習園區。

茶業改良場擁有台灣碩果僅存的錫蘭式紅茶工廠，於日治時代既已存在的第1代銅製器械仍能正常運作，所生產之「台茶18號」，以具天然肉桂香及薄荷味聞名於世；紅茶工廠與日式宿舍，具有文化產業之歷史意義及特殊建築風格，經評鑑列為歷史建築，將發展為茶葉文化觀光區。

車埕四周山林環繞，有集集大山、萬丹山的山脈橫互，兼有水里溪貫穿其間，優越的地理環境，加上日月潭供水發電，因此發展出亞洲規模最大的明潭水力抽蓄發電廠。現以「鐵道文化」、「木材產業文化」、「電力產業文化」、「農特產業文化」為特色一遊憩兼具教育功能的遊憩區。

頭社盆地為典型的盆地地形，邵族在此建立第一個部落，故稱「頭社」；日月潭水利工程未興建之前，漢人稱此地為「日潭」，在時間的累積過程中所形成的「草泥炭土」特殊土質，屬「有機土」綱，是全世界稀有亦是國內唯一最大、最深的「泥炭土」地區。921地震後，盆地大幅下陷，盆地中央產業道路更因沉入數十公尺湖底，而使「活盆地」特殊地形展露無疑。而表面乾硬之泥炭土浮在溼地上，行走其上搖晃不已，此即名聞遐邇的「曼波田」。區內著名的景點包括：傳統浣衣場、自行車道、天寶堂、土地公鞍嶺古道等，皆有純樸可觀之處；值得一提的是：全國最小水庫—「頭社水庫」亦於98年正式對外開放，配合頭社水庫生態步道啟用，讓遊客多了一處生態體驗的景觀。

▼ 文武廟 / Wenwu Temple



▼ 拉魯島 / Lalu Island



The national scenic area reaches in elevation from 600 meters to 2,000 meters, the terrain rising from the west to the east and including, from north to south, Yuchih Basin, Sun Moon Lake, and Toushe Basin, all characterized by high mountains, rolling hills, streams, lakes, and reservoirs, providing a diversified natural environment and pleasant climate that nourishes a rich variety of plant and animal life.

The area is internationally known for its natural scenery, with the blue waters of the lake surrounded by receding layers verdant mountains and frequent mists covering the beautiful scenery in a mysterious gauze-like veil. The aura of romantic tranquility is enriched by the temples perched on the lake's banks, Cihen Pagoda, and Lalu Island with its surrounding floating fields.

The icon of the Old Man Under the Moon, a matchmaking deity popular with lovers, has been moved from Lalu Island (until recently known as Guanghua Island) to Longfong Temple on the shore, and the island has been restored to its status as a place sacred to the ancestral spirits of the Thao tribespeople. The islet is off limits to visitors now, but tourists are welcome on the floating docks and fields that surround it. Syuenguang Temple Wharf, located at the dividing line between the "sun" and "moon" portions of the lake, gives access to Syuenguang Temple, Syuenzang Temple, and Cihen Pagoda.

The village of Shueishe is located on the western shore of the lake and encompasses such sites as Meihe Garden, the Lalu hotel, and Chapel of Christ. Sun Moon Village, also known by its aborigine name Itathao, is the primary settlement of indigenous Thao tribe. It is located at the head of the trail up Mt. Shueishe, and is where the Thao hold their major celebration during the eighth lunar month each year. This is the best place for visitors to observe the culture of the smallest of Taiwan's indigenous tribes. Not far away is the Youth Activity Center with its Butterfly Garden containing more than 100 species of butterflies, making this a must destination for eco-tourists.

Here also is a Tea Research Station with the only plant in Taiwan for the processing of Sri Lankan-type black tea. The first-generation copper equipment

that was introduced during the period of Japanese occupation (1895-1945) is still operational, and the "No. 18 Taiwan tea" produced here is known far and wide for its natural cinnamon and mint flavors. The tea processing plant and Japanese-era lodgings are rich in cultural significance and unique architectural style; once they are assessed as historic buildings, this area will be developed into a "tea culture tourist area."

The town of Checheng is surrounded by mountains on all sides, with the Jiji and Wandan ranges walling the town in and the Shueili River passing through. This favorable geographic environment, plus the availability of water from Sun Moon Lake, has facilitated the construction here of the biggest pumped-storage hydroelectric power plant in Asia. This is an area rich in educational as well as tourist resources characterized by the railroad culture, logging industry culture, electric power culture, and special farm products culture.

Toushe basin is a typical basin terrain. The Thao people set up the first tribe here and thus called Toushe, which literally means "first community". Before the construction of hydraulic engineering was completed, the Han people referred this place as "Sun Lake". The formation of "grass peat" is a kind of special soil which was accumulated over time. It is organic soil and is also the largest, deepest peat area in Taiwan. After the earthquake on Sep 21, 1999, the basin significantly subsided. The rural road in the center of the basin sank to the bottom of the lake tens of meters. That made the reappearance of the special terrain "living basin" become possible. Tourists may feel shaky walking on the surface of the dry peat because it was floating on the wet ground. This is so called "Mambo field". The region's attractions include Toushe Reservoir, traditional clothes-washing ground, bikeways, Tianbao Temple and Saddle Ridge Trail. They are all presented in a primitive but impressive way to the visitors. It is worth mentioning that the national minimum reservoir "Toushe Reservoir" also opened in 2009. It is quite a spectacular experience for the visitors to enjoy such a unique landscape after the opening of the Toushe Reservoir ecological trail.

## 建設成效

### Achievement of Development

921災後重建為管理處設立初期建設重點，共完成2處管理站、2處遊客中心及數處遊憩據點重建，並規劃多處新景點。

就環潭遊憩系統中，興闢梅荷園、竹石園、拉魯島、慈恩塔、玄光寺、玄奘寺、孔雀園、文武廟、水社商圈、伊達邵商圈等公共景觀改善工程，並完成松柏崙、大竹湖、水蛙頭、水社大山、土亭仔、慈恩塔等自然步道、環潭湖濱步道串聯，及月潭、中明自行車道等工程，使該地域意象獲得提昇。

中明遊憩系統中，改善茶業改良場景觀設施，完成貓嘯山、魚池尖、內湖山自然等步道，提昇中明地區景觀及公共設施，於98年完工通車的日月潭九族纜車，更使日月潭旅遊型態產生重大變革，不僅有助於地域形象之再造，更使遊客到訪人次因此而大大提升。

車埕遊憩據點為主要的水里溪遊憩系統，先後完成車埕車站新建、車站戶外公共設施、鐵道火車號誌樓、停車場、水濱人行步道、杉木池區、茶屋、車埕管理站木造辦公室建築、老街景觀改造以及木業展示館等工程，活化車埕遊憩據點的新魅力。

頭社遊憩系統先後完成頭社傳統浣衣場美化、自行車道、後尖山步道、頭社水庫步道工程等公共遊憩及服務設施，而頭社休閒農業區設立，全力推展「泥炭土活盆地」的獨特觀光資源，朝向農村休閒產業發展，重塑頭社農村新意象。

Reconstruction following the Sept. 21, 1999 earthquake was the initial focus of the Administration's work. Now, two ranger stations and two visitor centers have been constructed and several recreation areas have been reconstructed. Planning has also been carried out for numerous new sites.

The Meihe Garden and Bamboo-Stone Garden have been completed, and landscape improvement has been carried out at Lulu Island, Cihen Pagoda, Syuenguang Temple, Syuenzang Temple, Peacock Garden, Wenwu Temple, Shueishe and Ita Thao shopping clusters. Lakeside trails including Songbolun, Dajhuhu, Shueiatou, Mt. Shueishe, Tutingtz, Cihen Pagoda have also been built. The linkage of the lake trails and the construction of Yuetan and Jhongming bikeways have enhanced the local images.

In order to enhance the landscape and infrastructure of the Jhongming area, the SML Administration improved the facilities of Mt Maolan Tea Research & Development Station and completed the trails of Mt. Maolan, Yuchih Peak, and Mt. Neihu in the Jhongming Recreation Area. The cable car connecting Sun Moon Lake and the Formosan Aboriginal Culture Village will be completed and opened in July 2009. The completion of the cable car system will not only attract countless visitors but also change the travel patterns of the tourists to Sun Moon Lake.

In the Shueili River Recreation System centered on the Checheng recreation base, the Administration completed the new Checheng Railway Station, outdoor public facilities around the station, railroad signal tower, parking lot, waterside walkway, Large-leafed China Fir Pool area, Tea Room, wooden office of the Checheng Ranger Station, Checheng Logging Exhibition Hall, and Old Street landscape engineering. These works have reinvigorated the Checheng recreation area.

In the Toushe Recreation System, the Administration has firstly finished beautifying the traditional clothes-washing ground, then constructed a bikeway, the Mt. Houjian hiking trail, and Toushe Reservoir trail. These public facilities and services have laid the foundation for establishing the Toushe Leisure Agriculture Area. The unique tourism resource of "living peat basin" spurred the development of a rural leisure industry and thus remake the image of Toushe village.

## 旅遊推廣

### Tourism Promotion

管理處為提升轄區旅遊服務品質、加強旅遊推廣活動，積極規劃車埕、伊達邵、水社等遊客中心，未來向山遊客中心更朝國際旅遊服務為規劃目標，提供旅遊諮詢、文宣解說、景點導覽服務及各項多媒體影片，介紹轄區景點、人文及遊憩活動。

管理處亦積極結合區內各項觀光資源，推動生態之旅並舉辦各系列活動，今日月潭九族櫻花祭、日月潭嘉年華會及萬人橫渡等已成為日月潭的年度3大節慶。

同時，因應開放大陸人士來台觀光政策，做好迎接大量湧進大陸遊客的準備，管理處亦積極推廣創意遊程的開發，包括鐵道旅遊、生態旅遊、農村觀光、運動觀光、青年遊學旅遊、蔣公史蹟之旅、宗教之旅，並特別推薦蜜月景點，以及邵族歌舞展演魅力重現，塑造優質的旅遊體驗，開創觀光產業新契機。

The Administration has worked to upgrade the quality of service in the national scenic area and strengthened tourism promotion by planning for visitor centers on Mingsheng Street, and in Ita Thao and Shueishe. In the future, the Siangshan Visitor Center will an even more international level of tourist service, providing travel information, interpretive materials, and site guide services as well as all kinds of multi-media videos introducing scenic spots as well as cultural and recreational activities within the national scenic area.

The Administration works integrate the tourism resources within the national scenic area to promote eco-tours and organize activities. These include the lake's three major annual a variety of events: the Formosan Aboriginal Culture Village Cherry-blossom Festival, Sun Moon Lake Carnival, and 10,000-person Swim Across Sun Moon Lake.

In response to the policy of opening Taiwan to tourists from mainland China, preparations have been made to welcome large numbers of mainland Chinese visitors. The Administration aims to promote the development of creative tour itineraries, including rail travel, eco-tourism, rural tourism, sport tourism, youth study tourism, Chiang Kai-shek's historical sites tour and religious tour. Special honeymoon locations as well as the charming reproduction of Thao singing and dancing performances are strongly recommended. The high-quality tourist experience in Sun Moon Lake is expected to create a brand new opportunity for the tourism industry in Taiwan.

## 未來展望

### Future Prospects

日月潭的發展目標，以「高山湖泊」及「邵族文化」2大主軸，結合地方產業、水陸域活動，以提供多樣化的遊憩體驗，並創造優美宜人的渡假環境，期藉由整合鄰近觀光遊憩資源，串連為水沙連大遊憩帶，以建構「安全、永續、美觀、富文化氣息之21世紀湖畔休閒渡假區」。

為提供更優質的旅遊環境，除規劃興建中的水社及伊達邵2座污水處理廠及水社公園向山行政中心之興建與向山旅館BOT外，更配合未來旅遊需求規劃車埕至向山空中纜車系統，期能成為世界級的旅遊度假勝地。

The development of Sun Moon Lake will be centered around two core attractions: the alpine lake itself, and Thao indigenous culture. The aim is to provide a diversified travel experience with land and water activities, and to create a pleasant and alluring vacation environment in combination with nearby tourist and recreation resources that will offer a "safe, sustainable, beautiful, 21<sup>st</sup> century lakeside resort with a richly cultural atmosphere."

In order to promise a high-quality tourism environment, the SML Administration has many projects under planning and construction. They include two sewage treatment plants in Shueishe and Ita Thao. In future, we can expect the opening of Shueishe Park, Siangshan Administration Center, and the BOT Siangshan resort hotels. In coping with future tourism demands, the cable car system connecting the resort area in Sinagshan and Checheng is currently being planned. Following the completion of local infrastructures, Sun Moon Lake is expected to become a world-class tourist resort.

▲ 日月潭國際花火節盛會  
Sun Moon Lake International Fireworks Festival

# 參山

國家風景區

## Tri-Mountain National Scenic Area

台灣中部獅頭山、梨山及八卦山風景區  
氣候宜人、山岳壯闊、動植物生態豐富，  
蘊藏豐富的自然、人文及產業資源，  
為開創優質旅遊環境，  
民國90年3月16日成立「參山國家風景區管理處」。

The Lion's Head Mountain, Lishan, and Mt. Bagua scenic areas  
have a pleasant climate and spectacular views of high mountains  
with rich ecologies animal and plant resources.  
These areas are rich in nurtural, cultural, and industrid resources.  
To develop them as premium tourist sites,.  
the Tri-Mountain National Scenic Area Administration was  
established on Mar. 16, 2001.





▲ 獅頭山紫陽門  
Ziyang Gate, Lion's Head Mountain  
梨山賓館  
Lishan Guest House  
八卦山大佛  
The Big Buddha at Mt. Bagua  
南庄  
Nanjhuang

## 轄區範圍 Geographic Scope

轄區經管範圍包括獅頭山、梨山、八卦山3處風景區，面積合計約77,521公頃。行政區域涵括新竹、苗栗、台中、彰化、南投等5縣及轄內18鄉鎮市。

獅頭山風景區境內包括新竹縣峨眉鄉、北埔鄉、竹東鎮與苗栗縣南庄鄉、三灣鄉等5鄉鎮，面積約24,221公頃，分為獅山、五指山、南庄等3個遊憩系統。

梨山風景區境內包括台中縣東勢鎮、和平鄉與南投縣仁愛鄉等3鄉鎮，面積約31,300公頃，分為谷關、梨山、思源埡口等3個遊憩系統。

八卦山風景區境內包括彰化縣的彰化市、花壇鄉、大村鄉、芬園鄉、員林鎮、社頭鄉、田中鎮、二水鄉及南投縣境的南投市、名間鄉等10鄉鎮市，面積約22,000公頃，分為八卦山、百果山、松柏嶺等3個遊憩系統。

The scope of management of the Administration encompasses the Lion's Head Mountain, Lishan, and Mt. Bagua scenic areas, covering a total of approximately 77,521 hectares. The national scenic area embraces 18 townships in five counties (Hsinchu, Miaoli, Taichung, Changhua, and Nantou).

The Lion's Head Mountain Scenic Area encompasses the five townships of Emei, Beipu, and Zhudong in Hsinchu County, and Nanzhuang and Sanwan in Miaoli County. This area of about 24,221 hectares is divided into the Lion's Head Mountain, Wuzhi, and Nanzhuang recreation areas.

The Lishan Scenic Area embraces Dongshie and Heping townships in Taichung County, and Renai Township in Nantou County. Its geographical area of approximately 31,300 hectares is divided into the Guguan, Lishan, and Siyuan Pass recreation systems.

The Mt. Bagua Scenic Area encompasses parts of Changhua City and the townships of Huatan, Dacun, Fenyuan, Yuanlin, Shetou, Tianzhong, and Ershui in Changhua County, as well as Nantou City and Mingjian Township in Nantou County. It covers a total area of about 22,000 hectares and is divided into the Mt. Bagua, Mt. Baiguo, and Songboling recreation systems.



▲ 峨眉湖 / Emei Lake



## 觀光資源

### Tourism Resources

獅頭山因山形酷似獅頭而得名，山中百年古道串聯10餘座佛、道教寺廟，是台灣著名的佛教聖地，廟宇大殿多依岩洞興建，形成獨特的寺廟特色，其中清光緒年間開創之獅巖洞（元光寺）及勤化堂，並稱為獅頭山佛教的開山祖廟。居民有客家、河洛及賽夏、泰雅族等，展現多元族群風貌。

集寺廟、古蹟、冷泉、湖泊、山林生態、客家文化、泰雅與賽夏原住民文化等豐富資源，獅頭山風景區成為宗教觀光、產業觀光、自然賞景、登山健行的最佳賞遊地，如獅頭山遊客中心、藤坪古道、通安步道、蓬萊溪自然生態園區、向天湖、神仙谷、峨眉湖、北埔老街、二寮神木、北埔冷泉、南庄老街及桂花巷、八卦力部落、鹿場部落，都是值得推薦的旅遊勝地。五指山地區的民營度假區及南庄、北埔的庭園餐飲及民宿，更是別具特色。客家小吃、東方美人茶、擂茶、北埔柿餅等為著名的風味特產，其中東方美人茶又稱「膨風茶」，是烏龍茶中的極品也是少數世界知名的台灣茶。

梨山原名「斯拉茂」，東西長約89公里，外通台中、花蓮、宜蘭，素有「三叉渡口」之名。轄區內主要以山岳、地質、地形、原住民文化、溫泉、高山農業及自然生態景觀為主要遊憩資源；有谷關公園、溫泉文化館、八仙山森林遊樂區、德基水庫、福壽山農場、思源埡口、武陵農場等景點。泰雅族部落零星散居在環山、松茂、佳陽山腹小台地上，形塑為「山中城」之聚落景觀。梨山盛產溫帶水果、高冷蔬菜等農特產品，溫帶水果依季節有李子、水蜜桃、水梨、蜜蘋果及雪梨等，高冷蔬菜則以蒜苗、高麗菜等聞名。

▼ 泰雅族原住民  
A tattooed Atayal



▼ 長青自行車道  
Changqing Bikeway



八卦山原名「望寮山」，又稱「定軍山」，西元1796年至1820年清嘉慶年間，以形似八卦，改稱「八卦山」，因有1座7丈5尺高的釋迦牟尼佛而聞名。沿著大佛風景區周邊規劃有環山步道及自行車道，聯外交通流暢。以自然生態、休閒產業、自行車、露營、登山健行及文史古蹟為主要遊憩資源。

八卦台地上大小寺廟林立，有滴水清心觀自在的「清水岩」；竹影參差虎穴仙境的「虎山岩」；青山綠水各相宜的「寶藏寺」；依山傍水風光媚的「碧山岩」，即昔日所稱之臺灣中部3岩1寺；再加上松柏嶺主祀玄天上帝的受天宮為道教的聖地，全年香火鼎盛，夙有盛名。松柏嶺展望視野絕佳，青山翠巒，平原溪流盡收眼底，早稱南投八景「松嶺遠眺」。另猴探井天文地質展示館、清水岩森林公園、十八彎古道、赤水崎園區、田中森林公園、二水豐柏廣場及登廟步道則是登山健行、沐浴森林，遠離塵囂的好去處。

「松柏長青茶」是松柏嶺上的茗茶，台地上的茶園呈現一片綠油油的自然景色，是台灣中部主要烏龍茶產地之一。另彰化肉圓、芬園楓坑米粉、荔枝、員林百果山蜜餞、楊桃、二水白柚、螺溪石硯與名間鳳梨、山藥等皆是遠近馳名的地方特產。

Lion's Head Mountain is named for the resemblance of its peak to a lion's head. The 11 Buddhist and Taoist temples built alongside the century-old path here are famous not only as religious sites but also for the way they are built to take advantage of natural caves in the mountainsides. Among them, the Shiyan (Yuanguang) and Quanhua Temples constructed during the Guangxu reign (1875-1908) of the Qing Dynasty are known as the oldest temples on the mountain.

The local residents include Hakkas and Taiwanese (Southern Fujianese), as well as people of the Saisiat and Atayal aborigine tribes, presenting a highly diverse cultural environment.

The area is rich in natural (cold spring, forest, and lake) and ecological resources. Notable cultural attractions include temples and historical artifacts of the Hakka people and the aborigines (Atayal and Saisiat tribes). These resources have helped make Lion's Head Mountain an attraction for industrial tourism, religious tourism, natural scenery, and mountain hiking trails.

The wide range of tourist sites here include the visitor center, eco-park, Tengping Historic Trail, Liuliao Historic Trail, Shishan Historic Trail, Water Curtain Cave, Emei Lake round-the-lake trail and recreation site, Mt. Wuzhi Trail, the cold springs of Beipu, Penglai River Eco-Park, Xiangtian Lake, Saisiat Culture Hall, and Luchang Aborigine Village, as well as Chengfong Dream World, garden coffee shops of Nanzhuang, and homestay resorts. The scenic area is also known for its Hakka snacks, Oriental Beauty Tea, Hakka ground tea, and Beipu persimmon cakes. Oriental Beauty Tea is the very top class of Wulong teas, while Hakka snacks and ground tea illustrate the traditional culinary habits of the Hakka.

The Lishan Scenic Area stretches about 89 kilometers east to west. Since it has connections to Taichung, Hualien, and Yilan, it also has the name Sancha Dukou, or Three-way Pass. Its resources are characterized by mountains, striking geology and terrain, indigenous culture, hot springs, alpine agriculture, and natural landscapes. Tourist spots here include Guguan Park, Hot-Spring Culture Museum, Basianshan Forest Recreation Area, Deji Reservoir, Fushoushan Farm, Siyuan Pass, and Wuling Farm. Atayal settlements are scattered throughout Huanshan, Songmao, and the Mt. Jiayang plateau, forming "mountain village" scenes. Lishan produces rich crops of temperate fruits and highland vegetables.

▼ 芬園楓坑米粉  
Fongkeng rice vermicelli, Fenyuan



The fruits are harvested in their seasons, with plums, peaches, pears, and apples ripening one after another. The most prominent of the highland vegetable crops are garlic sprouts and cabbage.

Baguashan was given its present name during the Jiaqing reign (1796-1820) of the Qing Dynasty because of its resemblance to the bagua, or eight trigrams; today, the mountain is famous for its huge (75-foot) statue of Sakyamuni Buddha. A round-the-mountain trail and bikeway surround the Big Buddha Scenic Area, and access to the area is convenient for visitors who come to see its natural ecology, use its leisure facilities, hike its trails, bike its bikeways, camp out, or observe its cultural and historic sites.

A forest of temples rises on Bagua Plateau. These include the Qingshui Temple, with its calming drip of water; Hushan Temple, with its fairyland bamboo scenery; Baozang Temple, with pleasant scenes of mountains and waters; and Bishan Temple, backed by the mountain with water flowing by. These are Buddhist temples. Songboling has Shoutian Temple, a Taoist temple devoted to the Lord of the Somber Heavens, which attracts flocks of devotees all year round. The views from Songboling are exceptional: green mountains and emerald peaks, plains, and streams all come under your eye from this eminence. Here you can visit the Houtanjing astronomy and geology exhibition hall and the Qingshuiyan Forest Park, walk the Shibawan Historic Trail, or stop off at the Chishuiqi Park or Tianzhong Forest Park. At Ershui you can enjoy a visit to Fongbo Plaza or take a hike on the Dengmiao Trail for a healthy walk and a refreshing "forest shower" as you leave the cares of the world far behind.

The most famous product of Songboling is its Songbo Evergreen Tea, the tea fields here forming a vast sheet of glossy green. This is one of central Taiwan's most important areas for the production of Wulong tea. Here you can also savor the taste of Changhua meatballs, the Fongkeng rice vermicelli and litchis of Fenyuan, the candied fruits and carambolas of Yuanlin's Mt. Baiguo, the pomelos of Ershui, and the pineapples and mountain yams of Mingjian. Another famous local product is the ink stones of Luoi.

## 建設成效

### Achievement of Development



▲ 谷關 / Guguan



▲ 獅山遊客中心 / Shihshan Visitor Center



▲ 八卦山脈生態遊客中心  
Baguashan Mountain Ecology Visitor Center

管理處為提供遊客更舒適完善的觀光旅遊及休閒環境，經整合風景區內各項觀光旅遊資源，進行遊憩據點整體規劃建設與經營管理，並辦理區內公共服務設施整建、周遭景觀改善與環境綠美化等工程。

獅頭山風景區，完成獅山遊客中心、獅山生態園區、藤坪古道、峨眉湖環湖自行車道、水濂洞休憩區、向天湖、神仙谷、通安步道及瓦祿休旅車露營場、鹿場地區等整建及環境改善。

梨山風景區：完成梨山遊客中心、梨山文物陳列館、梨山景觀街道、梨山生態步道、谷關街道景觀、谷關公園、溫泉文化館、谷關吊橋、捎來吊橋、步道等整建及環境改善。

八卦山風景區：完成八卦山脈生態遊客中心、虎山岩遊憩區、寶藏寺親子遊憩區、猴探井遊憩區、清水岩遊憩區、田中森林公園、赤水崎園區、松柏嶺遊客中心、松柏嶺砲台(七星陣地公園)、二水豐柏廣場、長青自行車道、二水自行車、永興自行車道、茶香步道等整建及環境改善，對轄區觀光遊憩品質的提昇，產生具體有效的正面影響。

八卦山風景區：完成八卦山脈生態遊客中心、賞鷹平台、藤山步道、隴頂古道、挑水古道、虎山岩遊憩區、寶藏寺遊憩區、猴探井遊憩區、清水岩遊憩區、田中森林公園、赤水崎園區、松柏嶺遊客中心、二水豐柏廣場、長青自行車道、二水自行車道、永興自行車道、茶香步道等整建及環境改善。

The Administration has strived to give visitors a more comfortable and comprehensive travel and leisure environment by integrating the tourism resources within the national scenic area; carrying out overall planning, construction, and management of recreational sites; engaging in the renovation of public service facilities; improving landscapes; and beautifying the environment.

At the Lion's Head Mountain Scenic Area, the Administration has completed public facilities and environmental improvement at the Shihshan Visitor Center, Shihshan Eco-park, Tengping Historic Trail, Emei Lake Round-the-Lake Bikeway, Water Curtain Cave Recreation Area, and Xiangtian Lake with the aim of enhancing the quality of the tourism and leisure environment.

In the Lishan Scenic Area, the Administration has completed work on public facilities at the Lishan Visitor Center, Lishan Exhibition Gallery, Lishan scenic street, Lishan Ecology Trail, Guguan Park, Hot Spring Culture Hall, Sacred Tree Valley Suspension Bridge, Shaolai Suspension Bridge, and hiking trails so as to upgrade the quality of services.

In the Baguashan Scenic Area, the renovation of public facilities and improvement of the recreational environment have been completed at the Bagua Range Ecology Visitor Center, Hushanyan Recreation Area, Baozang Temple Family Recreation Area, Houtanjing Recreation Area, Qingshuiyan Recreation Area, Tianzhong Forest Park, Chishuiqi Park, Songboling Visitor Center, Fongbo Plaza, Changqing Bikeway, and Ershui Bicycle Park. This work has had an effective and positive influence on the upgrading of the quality of tourism within the scenic area.

## 旅遊推廣

### Tourism Promotion

為推廣國民旅遊及國際觀光，管理處針對轄區3處風景區各具特色的觀光資源，舉辦各項觀光活動。

獅山茶香文化系列活動，乃獅頭山風景區結合東方美人茶、三灣梨、南庄桂竹筍、客家美食等，所舉辦的特色之旅；而2年1次的向天湖賽夏族矮靈祭，則充份展現傳統部落祭典特有文化。藤坪古道及蓬萊溪自然生態園區舉辦的生態之旅，配合專業導覽解說已成為獅山生態饗宴之一。

梨山風景區的梨山賞花季、梨山水蜜桃饗宴及生態體驗等活動，不但讓遊客享受賞花嚐果之樂，也能親身體驗泰雅原住民文化特色；此外，夜探梨山星空奧秘、體驗谷關溫泉泡湯樂及品嚐特色風味餐，都是值得一遊的特色行程。

每年農曆春分時節，灰面鵟鷹大舉過境八卦山，於八卦山風景區舉辦的「鷹揚八卦—全民賞鷹活動」，已成為愛好賞鳥人士的年度盛事。而結合單車悠遊與茶香文化所舉辦八卦山脈單車嘉年華節活動，則是中外人士齊聚的熱門休閒活動。

One of the marketing strategies used by the Administration to promote domestic and international tourism is to organize tourist activities tailored to the resources in the three scenic areas under its jurisdiction.

At Lion's Head Mountain, tea culture activities combine the attractions of Oriental Beauty tea, Sanwan pears, Nanzhuang bamboo shoots, and Hakka cuisine. The biennial Sacrifice to the Short Spirits held by the Saisiat of Xiangtian Lake provides an outstanding opportunity for outsiders to get a taste of tribal culture. Eco-tours along the Tengping Historic Trail and Penglai River Eco-park, accompanied by specialized guide-interpreters, have become another attractive feature of the area.

The Lishan Flower Season, Lishan Peach Feast, and Ecological Experience activities give visitors to Lishan a chance to enjoy the flowers and savor the fruits of the area; at the same time, travelers can experience the unique attractions of Atayal culture. This is also an ideal place for observing the night skies, enjoying a soothing soak in the hot springs of Guguan, and savoring the special flavors of the local cuisine.

When large numbers of gray-faced buzzards pass through the Baguashan area around the time of the Lunar New Year, the Administration organizes a "Buzzards over Bagua" bird-watching activity which has become a popular annual event for lovers of birds. Another event here is the Baguashan Bicycle Festival, which combines bicycling with the tea culture and is popular among domestic and foreign tourists alike.

▼ 梨山桃花 / Peach blossoms at Lishan



## 未來展望

### Future Prospects

為達成以推展觀光旅遊活絡地方產業的目標，未來將持續以本土、知性、生態、永續為發展的主軸。秉持「人文關懷」與「人本精神」，以遊客需求為導向，建立完善公共設施，並串聯週邊旅遊據點，提供優質旅遊環境，以帶動國民旅遊風潮、吸引國際遊客到訪，創造產業商機及就業機會，帶動地方經濟發展。

To achieve the goal of promoting tourism and revitalizing the local economy, future promotional activities will continue to be focused on nativism, education, ecology, and sustainability. The Administration will hold to the principles of "cultural concern" and "human-based spirit" and orient its efforts toward filling travelers' needs in working to establish a complete range of public facilities and link with surrounding tourist sites so as to provide an outstanding travel environment, build a passion for travel among the local population, attract international tourists, create business opportunities and jobs, and stimulate the development of the local economy.



▲ 賽夏族矮靈祭  
The Saisiat sacrifice to the Short Spirits

# 阿里山

國家風景區

## Alishan National Scenic Area

大阿里山素以日出、雲海、晚霞、森林、鐵路馳名，  
峽谷、飛瀑等特殊自然景致及鄒族文化，  
則豐富了旅遊深度內涵。  
為維護珍貴的自然與人文觀光資源，  
民國90年7月23日成立「阿里山國家風景區管理處」。

Alishan, famous for its sunrise, sea of clouds, sunset,  
forest, and railroad,  
has an abundance of gorges and waterfalls, and Tsou culture too.  
To preserve these precious natural and cultural resources,  
the Alishan National Scenic Area Administration was established  
on July 23, 2001



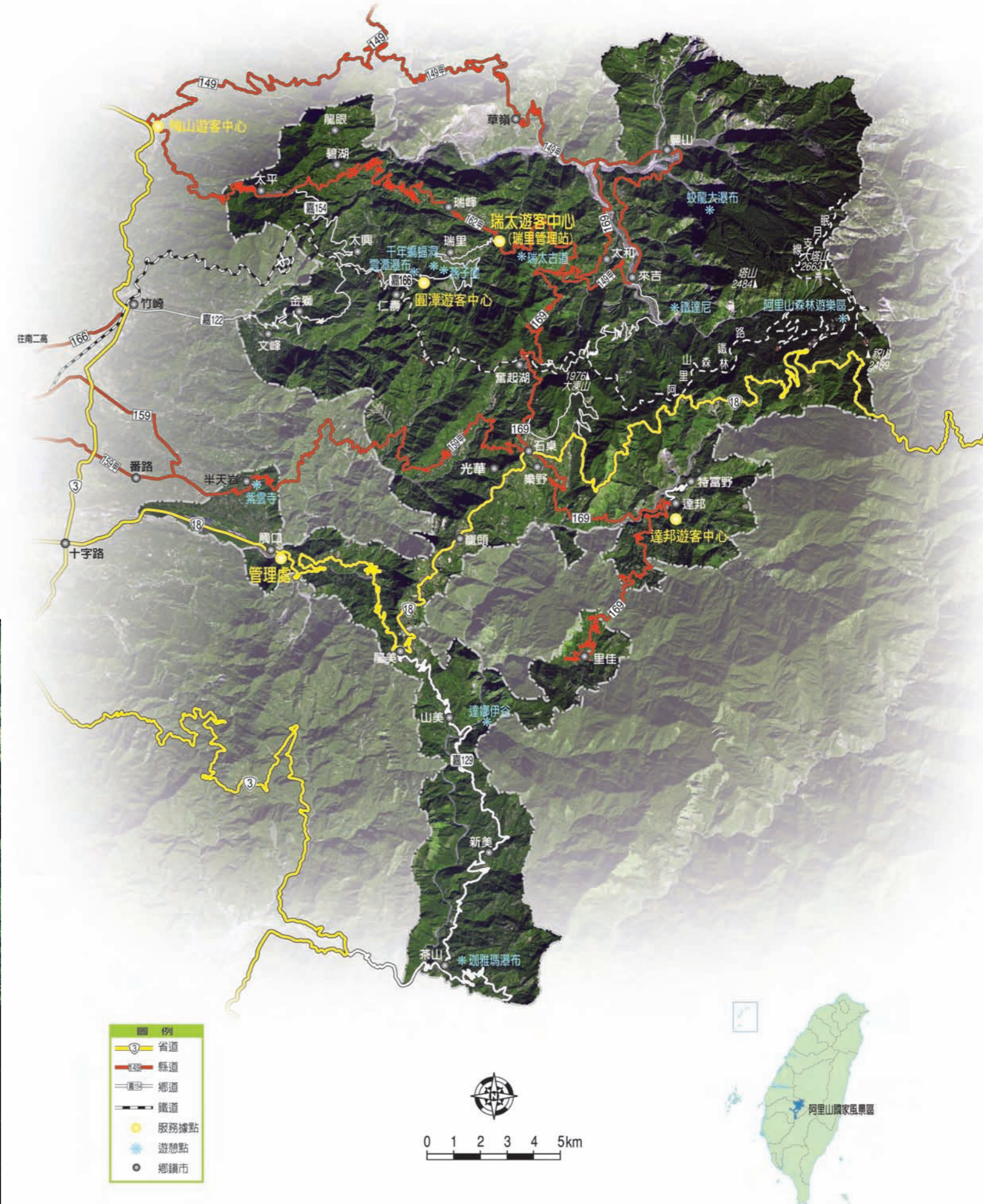
▲ 阿里山櫻花 (林建宇攝)  
Cherry Blossoms at Alishan (Photo by A-yu Lin)



## 轄區範圍 Geographic Scope

轄區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鄉的山區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，總面積約41,520公頃，是漢人聚落與原住民部落長期融合相處的地區。

The Alishan National Scenic Area is spread across the hills and medium- and high-elevation mountains in the eastern half of Chiayi County, bordering on the Yushan Range in Nantou County to the east, the Caoling area of Yunlin County to the north, Chiayi City to the west, and Sanmin Township, Kaohsiung County to the south. Its area encompasses 17 Han Chinese villages in Chiayi County's Meishan, Zhuqi, and Fanlu townships, as well as five Han villages and eight indigenous villages in Alishan Township. Covering a total of 41,520 ha, this is a place where the Chinese and indigenous peoples have lived together in harmony for a long period of time.



瑞峰龍宮瀑布 ▲  
Longgong Waterfall at Rueifong  
阿里山夜櫻 (劉嘉俊攝) ▶  
Alishan cherry blossoms at night  
(Photo by Liu Chia-chun)



## 觀光資源 Tourism Resources

轄區內受到地層縱切影響，懸崖、峭壁、瀑布特別發達，海拔高度的變化亦造成雲海、日出、晚霞景致，四季晨昏變化，極為奇幻美麗，如此豐富的自然資源也成就了生物多樣性的基本要件。

隨著海拔的攀升，轄區內林相分層和植物種類豐富歧異，動植物生態亦呈現多樣的變化，紅檜、扁柏、臺灣杉、鐵杉及華山松稱為阿里山五木；另有列入保護之「臺灣一葉蘭」自然保留區。每年3月至4月中旬為轄區之櫻花季，花朵優美的吉野櫻、重瓣櫻及山櫻花都盡情綻放，是臺灣著名的賞櫻地點。

在山林幽靜處孕育多種保育生物，像是山羌、長鬃山羊、臺灣獼猴及臺灣一葉蘭等。而依山而居的漢人村落與鄒族部落，也展現出丰姿萬千的人文風景。

日出、雲海、晚霞、森林與登高山鐵路等，構成馳名中外的「阿里山五奇」。阿里山森林鐵路於西元1912年通車，自嘉義至阿里山全長72公里，於阿里山森林遊樂區內尚有神木、眠月石猴及祝山觀日等支線，為世界登高山鐵路之一。

### ▼ 達娜伊谷



此外，姊妹潭高山湖泊、高山博物館、慈雲寺、老火車陳列場、蒸氣集材機、沼平公園等深具人文風貌及自然野趣，亦是來此一遊不可錯過的景點。

其他景點如瑞太古道清幽竹林、圓潭自然生態園區豐富動植物及螢火蟲生態、瑞峰竹坑溪步道瀑布吊橋、豐山的嶙峋怪石和奔流激瀑、來吉鄒族神話涼亭及鐵達尼奇觀、奮起湖山城老街，以及光華村田野風光等，都是特色獨具的旅遊勝地。

西北廊道是轄區內的觀光處女地，原始且未過度開發，具自然風貌與原野逸趣。太平則是開啟廊道的門戶，串聯阿里山最著名的茶業生產區域，茶香美名不逕而走。

轄區內的原住民部落為本區注入豐富文化：來吉工藝獨樹一格、達邦及特富野兩大社是鄒族精神基地一庫巴（KuBa）所在、樂野楓林風情萬種、藍色部落一里佳景幽秘寧靜、山美致力護溪保魚，其「達娜伊谷」自然生態公園早已聲名遠播、新美部落編織敦厚典雅、茶山部落「涼亭」的分享文化，情調各具的阿里山八大部落，值得細細探訪。

Cliffs, rock faces, and waterfalls are particularly well developed here because of faultline drop, and the drastic changes in elevation create spectacular sunrises, sunsets, and seas of clouds. The changes of scenery between the four seasons, and between dawn and dusk, are almost otherworldly in their beauty. The rich abundance of natural resources in the area also creates the conditions for a wide diversity of plant and animal life.

With the rise in elevation the forest types and plant species change to an extraordinary degree, producing a remarkable variety of animal life as well. Here you find the “five big tree species of Alishan”: Taiwan red cypress, Taiwan hinoki falsecypress, Taiwania, Chinese hemlock, and Armand's pine. The Taiwan Pleione Nature Preserve, which protects the native Taiwan Pleione orchid, is here as well. The Cherry Blossom Season comes in March and April, when the Yoshino cherry and Taiwan cherry bloom together and cover the mountain with a palette of delicate whites and pinks.

The secluded mountains provide habitat for a number of protected species, including the Formosan Reeve's muntjac, Formosan serow, Formosan rock-monkey, and Taiwan pleione orchid. The Han Chinese and Tsou aborigine villages scattered through the mountains also offer a great diversity of cultural attractions.

Alishan is known for its “five unique sights”: the sunrise, sea of clouds, sunset, forest, and alpine railroad. In 1912 trains began running on the Alishan Forest Railroad, which reaches 72 kilometers from Chiayi to Alishan and has three branches that give access to the Sacred Tree, Mianyue Stone Monkey, and Zhushan (Mt. Celebration).

Among the other attractions of Alishan are Sisters Pond, the Alpine Museum, Ziyun Temple, old train display, steam log yarder, and Zhaoping Park, all of intense cultural interest and all must-see sites for visitors to the area.

Other destinations for tourists in the area, all with their own unique characteristics and attractions, include the tranquil bamboo groves along the Ruitai Historic Trail, the firefly, plants and animals ecology of Yuantan Natural Eco-Park, the suspension bridge and falls on the Zhukeng River Trail, the craggy rocks of Fengshan, river rapids and waterfalls, the Tsou Myth Pavilion at Laiji, the Titanic Precipice, the mountain town and old Street of Fenqihu, and the rural scenes of Guanghua Village.

The Northwest Corridor is a virgin land for tourism, primitive and not overly developed, with the aspect of nature and the allure of the wild. Taiping is the gateway to this corridor, which provides a link to Alishan's famous tea-producing district.

The villages of indigenous Tsou tribespeople add a rich infusion of culture to the area. Two of the main Tsou villages, Dabang and Tefuye, contain kuba houses, which are the center of spiritual life for the Tsou. The handicrafts of Laiji are unique, Leye is filled with the romance of maple trees, The Scene of Lijia is secluded and peaceful. Shanmei works hard to protect its streams and fish, and the Danayi Valley Nature Park is known far and wide. Xinmei is known for its elegant knitted handicrafts. The village of Chashan shows the sharing culture of the Tsou through its pavilion. These eight villages exhibit the enchanting face of the Tsou people of Alishan, and they are well worth an in-depth visit.

### ▼ 太和湖桶底茶園 Hutongdi tea fields, Taihe 高山火車 The Mountain Railroad 特富野戰祭



▲ 祝山遠眺對高岳山  
Majestic mountain view from Jhushan

## 建設成效

### Achievement of Development



▲ 來吉天水瀑布觀景台  
Observation platform at Tianshuei Waterfall, Laiji



▲ 達邦日警官舍



▲ 瑞太遊客中心  
Rueitai Visitor Center

管理處自90年7月成立以來，為提昇轄區整體遊憩環境品質，積極推動相關建設計畫，其成果如下：

#### 1. 提升阿里山森林遊樂區接待質量：

協助推動阿里山賓館擴改建、阿里山森林鐵路及阿里山森林遊樂區委託民間經營案，並改善沼平、神木、祝山、阿里山等車站、阿里山高山博物館等周邊景觀。

#### 2. 推動原住民(鄒族)傳統部落文化觀光：

完成樂野鄒族文化園區，達邦、特富野、里佳、樂野、山美、新美、茶山等主要景點遊憩設施及社區環境改善。

#### 3. 營造阿里山步道系統：

完成奮起湖環區、樂野迷糊、龍頭龍頂、隙頂二延坪、瑞峰竹坑溪等20條步道。

#### 4. 建構西北廊道生態旅遊系統：

完成整建太平、龍眼、瑞里、仁壽、瑞峰、太和、豐山等各重要景點設施建設及景觀改善，並串聯步道、遊憩及服務系統。

#### 5. 整塑台18線為國際級景觀道路：

完成石桌/龍頭地區街景及聚落空間改善、觸口街道桿線地下化(遷移)、沿線觀景設施及景觀改善、植栽綠美化等。

Since the establishment of the Administration in July 2001, we have been actively promoting construction projects that focus on improving the overall quality of tourism within its jurisdiction. The results are as follows:

#### 1. Improvement of the quality of reception at the Alishan Forest Recreational Area

We assisted with the expansion and renovation of the Alishan House Hotel, the Alishan Forest Railway, and the Alishan Forest Recreational Area through outsourcing to the private sector. Additionally, improvements were made to scenic areas around the transit stations at Zhaoping, Shenmu, Zhushan, and Alishan, as well as at the Alishan Alpine Museum.

#### 2. Promotion of cultural tourism in traditional (Tsou) tribal villages

We completed the construction of major cultural scenic recreational areas and made environment improvements in the Tsou villages of Dabang, Tefuye, Lijia, Leye, Shanmei, Xinmei, and Chashan.

#### 3. Construction of the Alishan trail network

The complete network consists of 20 trails, including the Fenqihu Loop Trail, MiHu Trail at Leye Longding Trail at Longtou, Eryanping Trail at Xiding, Ruifeng and Zhukeng Stream at Ruifeng.

#### 4. Creation of the northeast eco-tourism network

This task includes the renovation of facilities and improvements to major scenic areas and destinations including Taiping, Longyan, Ruili, Renshon, Ruifeng, Taihe, and Fengshan, as well as the establishment of a network of trails and recreational and service facilities.

#### 5. Development of Provincial Highway No. 18 into an international-class scenic highway.

The completion of road improvements and public spaces at Shizhuo and Longtou included the relocating of Chukou's electric lines underground; improvements to the overall scenery, and greenery plantation.

## 旅遊推廣

### Tourism Promotion

管理處為增廣轄區內的觀光遊憩活動內涵及提升旅遊服務品質，積極致力於宣傳阿里山渾然天成的自然美景及鄒族文化，規劃「阿里山茶之道」遊程並舉辦高山茶餐饗宴、鄒族美食等主題展，及辦理日出印象音樂會、鄒族生命豆祭等大型觀光活動，輔導各項鄒族部落節慶祭典，諸如達邦愛玉季、茶山涼亭節及與螢共舞等旅遊活動，堪稱活動內涵豐富，提供遊客多樣遊憩體驗。



同時建置旅遊資訊網站及旅遊服務平台，提供中、英、日等語版之旅遊資訊網站；編製行銷推廣光碟及文宣資料，出版影音光碟、編印穿梭畫中景、幻化四季大阿里山、親近鄒族等叢書，充分提供遊客行前完整的旅遊資訊。

管理處為提昇當地觀光從業人員之專業素養及服務品質，亦辦理餐飲、旅館、民宿等經營行銷、鄒族美食人才、鄒族歌舞工藝創新及社區導覽人員等訓練，以期共同投入阿里山觀光區的開發建設與營運管理。

The Administration has strived to expand the content of tourist and recreational activities within the national scenic area, and to upgrade the quality of travel services by publicizing the wondrous natural scenery and Tsou indigenous culture of the area: by organizing themed "Alishan Tea Tour Itinerary," alpine tea banquets, and Tsou cooking and dancing activities; by holding Sunrise Concerts and Tsou Fona Festival activities; by providing guidance for festivals in the different Tsou villages such as the Jelly Fig Festival at Dabang, Pavilion Festival at Chashan, and Dancing with Fireflies. The rich content of these festival activities offers a diverse range of tourist experiences.

In addition, a travel information website and travel service platform have been set up provide travel information in Chinese, English, and Japanese. Promotional optical disks and printed materials have been produced, along with audiovisual disks and booklets designed to provide travelers with an abundance of pre-departure information on "Shuttling Through Painted Landscapes," "Magical Changes of the Seasons at Alishan," and "Getting Close to the Tsou."

The Administration has worked to upgrade the professionalism and service quality of local tourism personnel by providing training in restaurant, hotel, and homestay management and marketing, Tsou-cuisine cooking, Tsou song and dance arts innovation, and community guidance with the aim of attracting more people into tourism development and operation in the Alishan area.

## 未來展望

### Future Prospects

由於阿里山國家風景區擁有傲人的自然及人文景觀資源，包含特殊的瀑布地景、豐富的動植物生態、多變的氣象景緻、古樸的鄒族文化及獨特的地方物產，每年吸引約230萬旅遊人潮，是揚名國內外的觀光旅遊景點。為因應未來及國際旅遊市場需求，管理處將加速區內旅遊景點之整建，以生態工法從事系統化之規劃及建設，並秉持人性化、科技化、永續化理念經營管理；同時，以媒體化、網際化擴大行銷宣傳，以期發揮最大資源效益，提供優質旅遊環境，使大阿里山地區成為名符其實的國際休閒度假勝地。

Thanks to its outstanding natural and cultural resources, with a plethora of waterfalls, rich flora and fauna ecologies, constantly changing weather conditions, rustic Tsou culture, and unique local products, the Alishan National Scenic Area has become an internationally known tourist destination that attracts a total of 2.3 million visitors every year. To meet future needs and the demands of the international market, the Administration will accelerate the renovation of tourist spots and use eco-engineering methods to carry out systematic planning and construction while holding to the principle of human-oriented, high-tech, and sustainable management. At the same time, the Administration will expand media and Internet marketing and promotion in order to optimize the use of resources and provide a high-quality travel environment so that Alishan will become a prime international vacation resort.

# 茂林

國家風景區

## Maolin National Scenic Area

本轄區具有奇特地形、動植物自然生態、溫泉等觀光資源，以及閩南、客家、布農族、鄒族、魯凱族、排灣族等多元族群文化，為能有效整合資源發展觀光，民國90年10月2日成立「茂林國家風景區管理處」。

The Maolin National Scenic Area is blessed with wondrous terrain, natural plant and animal ecologies, and hot springs, along with other tourism resources encompassing a varied range of cultures including those of the Taiwanese and Hakka, plus the indigenous Bunun, Tsou, Rukai, and Paiwan tribes. The Maolin National Scenic Area Administration was established on Oct. 2, 2001 for the purpose of integrating these resources in the development of tourism.



## 轄區範圍

### Geographic Scope

經管範圍橫跨高屏山麓，涵括高雄縣桃源、六龜、茂林鄉及屏東縣三地門、霧台、瑪家鄉等6個鄉部分行政區，面積約59,800公頃。全區呈南北狹長、東高西低的縱谷地形，北部屬於阿里山山麓與玉山山脈，中、南部為中央山脈。區內原住民族群，由於文化各異，且各有特色，孕育出多元的原民風情。

The scenic area spreads along the mountain foothills of Kaohsiung and Pingtung counties, covering six administrative districts: the townships of Taoyuan, Liugui, and Maolin in Kaohsiung County, and the townships of Sandimen, Wutai, and Majia in Pingtung County. Its total area is approximately 59,800 hectares. It is long and narrow, its land sloping downward from east to west, its northern portions belonging to the foothills of the Alishan and Yushan mountain ranges while its central and southern parts belong to the Central Mountain Range. With their differing cultures, each of the indigenous groups that inhabit the area has its own special characteristics, nurturing a richly varied tapestry of aboriginal life.

▼ 南島族群婚禮 / Austronesian Wedding



▲ 蛇頭山 / Shetou Mountain



## 觀光資源

### Tourism Resources



▲美雅谷瀑布 / Meiya Valley Waterfall  
梅花 / Plum Blossom  
紫斑蝶 / Purple-spotted butterfly  
新威森林公園 / Xinwei Forest Park

本區山麓起伏連綿，形成秀麗的山岳景觀，而流貫的荖濃溪、濁口溪、隘寮溪3大河川，在這片大地上長年河水沖刷、雕琢，造就了曲流、瀑布、縱谷等多樣化的自然景觀，是全台曲流、環流丘地景豐富的地區。

蘊藏豐富的地熱，加上水量豐沛，孕育出得天獨厚的溫泉資源，其中從不老溫泉到復興溫泉短短不到50公里的距離，就有10餘處溫泉露頭，是全台溫泉密度最高的地區；區內復興、玉穗、少年溪、高中、多納等野溪溫泉均饒富野趣，位處南橫入口(台20線省道)的寶來、不老溫泉，泉質屬碳酸泉，極具特色，深受遊客喜愛。

區內林木綿密，孕育了極珍貴的動植物生態資源，其中越冬型紫斑蝶更是世界級的生態景象，每年冬天有超過百萬隻紫斑蝶從不同的生育地，循著路徑成群飛往茂林紫蝶幽谷中棲息過冬，與墨西哥「帝王斑蝶谷」，並列為世界二大規模「越冬型蝴蝶谷」生態。

荖濃溪從寶來2號橋到新發大橋間，雖僅有12.5公里，但水域落差近200公尺，沿途壯麗峭壁、急流險灘，是東南亞最刺激的激流泛舟河道之一，素有黃金航線美譽。

三地門鄉賽嘉飛行場高低落差達300多公尺，冬季上昇氣流旺盛，是飛行傘絕佳起飛場，亦為東南亞冬天唯一可飛行的場地，凌空鳥瞰千里沃野，是愛好飛行者遨遊天下的天堂。

六龜鄉境內寺廟分佈很多，妙通寺、妙崇寺、諦願寺、神威天台山等都是全台聞名的宗教聖地，其中神威天台山更為東南亞最大一貫道場。

布農、鄒族、魯凱、排灣等族群在轄區匯聚，散發出最具特色的原民風情，走訪魯凱文物館、舊排灣部落、霧台岩板巷、舊茂林遺址、多納石板屋、布農拉芙蘭藝術村等必能獲得意想不到的體驗。

隨著運動休閒風氣盛行，自行車運動成為目前最夯的戶外活動，安坡觀光自行車道，全長約13公里，途經排灣族部落，別具原住民風格的圖騰乍現眼前，為區內最熱門的單車旅遊路線。

另外茂林國家風景區，有著絕佳的天然地景與林相，走訪古樹參天的竹林原林古道、浦來溪頭社戰道、美輪山情人步道、六龜五公山步道、茂林谷步道、伊拉賞魚步道、阿禮賞櫻步道、多納登山步道等，漫遊親近森林吸收芬多精，讓所有喜愛樂活養生的民眾心曠神怡。

▼多納高吊橋 / Duona Suspension Bridge



▼情人谷 / Lover's Valley



The foothills here rise and fall in endless succession, forming landscapes of exquisite beauty, and the three rivers that run through—the Laolong, Zhuokou, and Ailiao—have eroded and sculpted this expanse of land into a wide diversity of natural landscapes—winding rivers, waterfalls, valleys. In fact, this area has about the richest collection of river meanders and meander cores in all of Taiwan.

Rich reserves of geothermal heat plus abundant water have nurtured unparalleled hot-spring resources here. In the short distance of less than 50 kilometers from the Bulao Hot Springs to the Fuxing Hot Springs there are more than 10 hot-spring fountainheads, giving this area the densest collection of hot springs in Taiwan. Fountainheads at Fuxing, Yusui, Xiaonian River, Gaozhong, and Duona exude a heavy wilderness atmosphere, and the alkaline carbonic nature of the springs at Baolai and Bulao, at the entrance to the Southern Cross-Island Highway (Provincial Highway 20), provides an unusual character that makes them a favorite with travelers.

The national scenic area is filled with dense forests that provide rare and precious plant and animal ecologies. The purple crow butterflies that fly in for the winter provide a world-class ecological sight when more than a million of them arrive in flocks from different breeding areas to settle in Maolin's Butterfly Valley for the cold months. Together with the monarch butterfly migration in Mexico, this is one of the two largest "wintering butterfly valleys" in the world.

Over the 12.5 kilometers from Baolai Bridge No. 2 to Xinfu Bridge the Laolong River drops almost 200 meters, and the majestic cliffs and roiling rapids along the way make this one of the most exciting rafting courses in Southeast Asia.

Landscape at the Saijia Aviation Park in Sandimen Township features a drop in elevation of more than 300 meters, and in the winter season strong air currents

flow upward along the rising terrain. This makes Saijia ideal for paragliding; in fact, it is the only place in Southeast Asia where this sport can be practiced in winter. With its expansive airborne bird's-eye views of lovely scenery, this is a heaven for fliers.

Liugui Township has a dense distribution of temples. Some of the religious places of island-wide fame here are Miaotong Temple, Maochong Temple, Dijing Temple, and Shen Wei Tian Tai Mountain Universism Temple. Shen Wei Tian Tai Mountain Universism Temple is the largest Yiguandao Temple in Southeast Asia.

The Bunun, Tsou, Rukai, and Paiwan tribes all inhabit the Maolin National Scenic Area, providing a thick aura of aboriginal romance. For an extraordinary experience, visit the Rukai Museum, Old Paiwan Village, Slate Lane of Wutai, Ruins of Old Maolin, the slate houses of Duona, or the Bunun Lavulang Art Village.

The national scenic area also contains outstanding natural landscapes and forests. A walk along the historic primeval forest trail at Zhulin, the Putou River Toushe Battle Trail, Lover's Trail on Meilun Mountain, Wugong Mountain Trail at Liugui, Maolin Valley Trail, Yila Fish-watching Trail, Ali Cherry-blossom Trail, or the Duona Mountain Trail will allow you to get intimate with the forest and inhale its phytoncides. This will lighten the spirits of all LOHAS lovers.

With the rising vogue for sports, bicycling has become a favorite outdoor activity today. The Anpo Tourist Bikeway runs for about 13 kilometers through Paiwan villages, where aborigine-style totems appear suddenly before the eyes. This is the most popular bikeway in the national scenic area.

## 建設成效

### Achievement of Development



▲ 瑪家遊客中心 / Majia Visitor Center  
六龜遊客中心 / Liugui Visitor center  
賽嘉露營區 / Saijia Camping Field  
茂林遊客中心 / Maolin Visitor Center

新威森林公園原為全台最大的苗圃之一，經重新規劃建設為森林公園，樹林成蔭，春夏綠意盎然，秋冬則轉成紅黃色，加上鋪滿小徑的落葉，如詩如畫，常吸引許多情侶前來散步，也是許多新人拍攝婚紗指定的地點。

新威景觀大橋為串聯新威森林公園及茂林遊憩區主要交通路線，為全國首座蝴蝶造型外傾式鋼拱橋樑，外型有如紫斑蝶飛越河谷之景象，為本風景區門戶的新地標。

賽嘉樂園位於屏東縣三地門鄉，設有露營區、烤肉區、滑草場等，園區內樹林蓊鬱，綠草如茵，設施完善，為南台灣最佳露營場地。

為提供更舒適完善的休憩空間，提升遊客服務品質，健全服務管理體系，設立茂林、瑪家及六龜等3處遊客中心，各景點均建置外文旅遊資訊、雙語自導式解說牌及各項標示系統，營造國際化及友善旅遊環境，增加轄區觀光遊憩吸引力。

The Xinwei Forest Park was once one of Taiwan's largest seedling nurseries. Replanning and reconstruction have turned it into today's dense stand of trees where the lush greens of spring and summer turn to reds and yellows in fall and winter, with a paving of fallen leaves on the pathways making scenes of poetic artistry that attract pairs of lovers. This is also a favorite spot for taking wedding photos.

The Xinwei Scenic Bridge is a major transportation route connecting the Xinwei Forest Park with the Maolin Recreation Area. It is Taiwan's first butterfly-form outward-inclined steel arch bridge. Resembling a purple butterfly soaring across the valley, it is a new landmark for the entrance to the scenic area.

Saijia Recreation Area is located in Sandimen Township and contains a campground, barbecue area, and grass-skiing field. It has a lush stand of trees and verdant grasslands, making it the best campground in southern Taiwan.

Three visitor centers have been built, one each at Maolin, Majia, and Liugui, to provide more comfortable and better equipped recreation space, and to enhance the quality of travel service by strengthening the service management system. In addition, foreign-language travel information is provided at each scenic spot, with bilingual self-guiding interpretive plaques and all the signage systems needed to create an internationalized and friendly travel environment that boosts the national scenic area's attraction for tourists.

## 旅遊推廣

### Tourism Promotion

茂林國家風景區管理處為推廣國民旅遊及行銷國際觀光市場，針對區內觀光資源特色，每年舉辦各種大型觀光活動，其中「飄山競水」、「南島族群婚禮」、「山城花語溫泉季」及「雙年賞蝶」為區內4大主軸活動，提供喜愛生態、冒險、原住民傳統文化的國內外遊客優質的旅遊體驗。

「飄山競水」每年5月至10月舉行，行銷自行車、路跑與泛舟活動；「南島族群婚禮」每年10月至11月舉辦，提供遊客體驗傳統原住民婚禮文化；「山城花語溫泉季」自每年11月至翌年1月推出，推廣養生溫泉與梅林景觀；每年12月至翌年3月的「雙年賞蝶」則行銷紫斑蝶世界級生態景象。

除舉辦各項大型觀光活動外，管理處更透過媒體合作、網路、境外行銷、參加國內大型旅展以及導覽志工培訓等方式，推廣轄區多元的觀光旅遊活動。

爾來觀光人次屢創新高，管理處除致力於提供詳實的旅遊線解說導覽資訊外，並編印多種解說手冊、旅遊摺頁等，提供全方位的遊客服務。

The Maolin National Scenic Area Administration promotes domestic travel and carries out international tourism marketing by organizing various kinds of large tourist activities based on the particular characteristics of the scenic area's tourist resources. The four core activities are "Mountain Racing and Water Sporting," "Austronesian Wedding," "Hot Spring Season of Whispering Flowers in Mountain Towns," and "Purple Butterfly Watching." These activities offer unique experiences to travelers who love the ecology, adventure, and traditional aboriginal culture.

"Mountain Racing and Water Sporting" is held from May to October every year and includes bicycling, foot racing, and rafting. The "Austronesian Wedding" event takes place in October and November, and gives tourists the opportunity to experience the traditional aboriginal wedding culture. The "Hot Spring Season of Whispering Flowers in Mountain Towns" is held every November to January to promote healthful hot-spring bathing and plum-blossom sights. And "Purple Butterfly Watching" promotes the world-class observation of purple butterflies.

In addition to organizing large tourist activities, the Administration cooperates with the media, carries on Internet and overseas marketing, participates in major domestic travel fairs, and carries out volunteer guide training to promote the diverse range of travel activities offered within the national scenic area.

To achieve new records in tourist visits, the Administration provides detailed tour guidance information and publishes a variety of interpretive manuals and tour brochures as part of its all-dimensional traveler services.

## 未來展望

### Future Prospects

觀光旅遊推廣方面，結合區內觀光資源規劃出旅遊套裝行程，鼓勵民間投資及積極參與觀光建設，推動民間參與經營模式，促進地方經濟繁榮，建立更完善、永續發展的觀光休閒服務經營體系。

生態旅遊及原民文化參訪面向，將結合三地門鄉原民手工藝品及霧台鄉生態旅遊特有資源，強化建構「原鄉之旅」動線。

莫拉克風災對茂林國家風景區造成重大地形、地貌改變，相關觀光服務設施亦損害嚴重，本簡介內容對原有設施圖片予以保留，作為發展歷史及再生之見證。

To further promote tourist travel, the Administration integrates the tourism resources within the national scenic area in planning package tour itineraries, encourages private investment, participates actively in tourism construction, and promotes the private operation model to stimulate local economic prosperity and build up a comprehensive and sustainable tourist recreation service system.

To promote eco-tourism and aboriginal culture observation, the Administration will combine the aboriginal handicrafts of Sandimen and the eco-tourism resources of Wutai in strengthening the development of aboriginal tour itineraries.

Typhoon Morakot has caused major changes to the terrain and landforms of the Maolin National Scenic Area. Tourism service facilities in the area have also been seriously damaged. This introduction has retained the pictures of the original facilities, so that they can serve as a historical record and reference in case of future redevelopment.

# 北海岸及觀音山

國家風景區

## North Coast & Guanyinshan National Scenic Area

北海岸、野柳及觀音山地處台灣北部沿海，  
山清水秀、蔚藍海岸，風景奇麗、古蹟林立，  
為建構具文化、自然、知性、生態的觀光美景，  
民國91年7月22日成立「北海岸及觀音山國家風景區管理處」。

The North Coast, Yehliu, and Guanyinshan are on Taiwan's northern shore,  
with green mountains, blue waters, splendid scenery, and historic sites.  
To build a beautiful tourist destination with culture, nature, education,  
and ecology, the North Coast and Guanyinshan National Scenic Area was  
established on July 22, 2002.

## 轄區範圍

### Geographic Scope

北海岸及觀音山國家風景區經營管理範圍涵蓋北海岸（含野柳）及觀音山風景區，行政區域分屬台北縣萬里、金山、石門、三芝、五股及八里等6個鄉鎮，總面積約為12,351公頃，其中陸域面積約為7,940公頃，海域面積則約為4,411公頃。

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；觀音山風景區則均為陸域，東以龍形都市計畫為界，西迄林口台地邊緣，北以八里都市計畫為界，南臨五股都市計畫範圍。

The North Coast and Guanyinshan National Scenic Area covers Taiwan's North Coast (including Yehliu Scenic Area and Guanyinshan Scenic Area), and includes six towns and townships in Taipei County: Wanli, Jinshan, Shimen, Sanzhi, Wugu, and Bali. It covers a total of 12,351 ha, of which land accounts for about 7,940 ha and sea approximately 4,411 ha.

The land portion of the North Coast Scenic Area reaches from the border of the Wanli urban plan area in the east to the boundary between Sanzhi Township and Danshui Town in the west, and its water area reaches to a depth of 20 meters in the sea. The Guanyinshan Scenic Area is all land, bordered by the Longsing urban plan boundary in the east, the edge of the Linkou Plateau in the west, the Bali urban plan boundary in the north, and the Wugu urban plan boundary in the south.

▼ 萬里翡翠灣 / Greenbay, Wanli



▲ 觀音山硬漢嶺  
Yinghan Peak, Mt. Guanyin

## 觀光資源 Tourism Resources

北海岸地形景觀由西而東依次有海岬、沙灘、風稜石、石門海拱、跳石海岸、金山半島及海灘、金山磺溪河口平原及野柳等。漁類繁多，並擁有豐富之珊瑚生物及生態環境。

觀音山則是台北近郊重要之地標，隔淡水河與大屯火山群遙望，遠眺群峰地形，宛如觀音仰躺雅姿，故美名「觀音山」。氣候變化萬千，常見空嶺吐霧美景。主峰硬漢嶺標高616公尺，登山步道綿延其間，適踏青健行。

轄區內著名景點包括野柳地質公園、野柳海洋世界、麟山鼻與富貴角、石門洞、十八王公廟等。

遊客要享受海上運動的樂趣，在淺水灣、白沙灣踏浪逐潮，在翡翠灣海水浴場滑水、衝浪、潛水及操作滑翔翼、拖曳傘，都是不錯的選擇。金山青年活動中心附設的海水浴場也是適合戲水、沙灘運動及享受日光浴的地方。

觀音山是大屯火山群最西北邊的火山，因菲律賓板塊隱沒於歐亞大陸板塊下方，引起火山作用而形成的錐狀火山。俯臨臺灣海峽、淡水河及關渡平原，有豐富的鳥類、昆蟲、猛禽生態資源及植物相。轄區的鷹類觀察區，每年3至5月赤腹鷹過境北返的盛況，令人歎為觀止。

觀音山有完善的步道系統，6條風景互異、難易各殊的步道中，以硬漢嶺最具挑戰性，是登山健行愛好者的必訪之地；區內更是宗教民俗信仰的集中地，凌雲寺、凌雲禪寺、西雲寺、開山園、楞嚴閣、無極宮等為洗滌塵俗、淨化心靈的聖地。

在人文景觀方面，李天祿布袋戲文物館、朱銘美術館、金寶山筠園及三芝遊客中心暨名人文物館，則提供藝術、民俗盛宴。



▲ 獅頭山燭台雙嶼  
Shitoushan Park and Twin Candlesticks  
野柳海岬 / Yehliu Cape  
富貴角燈塔 / The Fuguei Cape Lighthouse

From the west to the east, the terrain of the North Shore is composed of capes, beaches, windkanter rock, the Shimen(Stone) Arch, the Tiaoshi(Jump-stone) Coast, Jinshan Peninsula and Beach, the Huang River's estuarine plain, and Yehliu. There are plentiful fish species and rich coral organisms and ecologies along the coast.

Guanyinshan is a major landmark of the Taipei area. It faces the Datun volcanic mountain group across the Danshui River, providing fine views of clustered peaks. From a certain angle, the profile of the mountain resembles the face of the reclining Guanyin, the Buddhist Goddess of Mercy, for whom it is named. The constantly changing weather on the mountain frequently produces beautiful scenes of swirling mists. The mountain rises to Yinghan Peak at 616 meters, and has a network of trails that provides opportunities for healthy hiking.

Among the main tourist spots within the national scenic area are Yehliu Geopark, Yehliu Ocean World, Linshan and Fuguei Capes, Shimen (Stone) Arch, and Shiba Wanggong(Eighteen Kings) Temple.

Water sports are offered here in abundance as well. At Qianshui Bay and Baisha Bay you can “ride the waves and chase the tides.” At Green Bay you can water ski, surf, and skin dive (here you can also practice paragliding and parasailing). At the Jinshan Youth Activity Center, you can swim or sunbathe at the beach, or engage in other beach activities.

Guanyinshan is the most northwesterly mountain of the Datun volcanic group. It is the result of volcanic action caused by the seduction of the Philippine tectonic plate under the Eurasian continental plate. From its peak you have fine views of the Taiwan Straits, the Danshui River, and the Guandu Plain, and the mountain provides habitat for a rich array of birds, insects, animals, and plants. It is also a fine place for watching hawks, and crowds of birdwatchers come to see the Chinese goshawk on its migratory return to the north from March through May each year.

The Guanyinshan has a complete network of hiking trails-six of them, each with its own distinctive scenery. Most challenging is the Yinghan Peak Trail, a must-do for ardent hikers. The mountain is also a center of Buddhist worship, with a variety of temples where devotees can let the cares of the world slip away as they purify their souls: Lingyun Temple, Lingyun Zen Temple, Xiyun Temple, Kaishan Garden, Lengyan Pavilion, and Wuji Temple.

Cultural sites within the national scenic area include the Li Tien-lu Hand Puppet Historical Museum, Juming Museum, Chinpaosan's Teresa Teng Memorial Park, and Sanzhi Visitor Center and Gallery.

▼ 萬里拳頭石 / Fist rock at Wanli



▲ 石門老梅石槽 / Laomei Green Reef, Shimen

## 建設成效

### Achievement of Development

管理處為執行風景區遊憩服務設施之興建，優先以「設施減量」、「環境整理」及「國際化」原則，完成全區道路、景點標示系統雙語化及更新；而利用台二線路廊零星據點進行的綠美化工程，成功營造石門婚紗廣場與跳石海岸眺景休憩區；採「悠遊、慢活」概念，闢建金山萬里自行車道、麟山鼻自行車道，整建觀音山步道系統服務設施；以「國際水準」為目標，進行三芝遊客中心暨名人文物展示裝修工程、白沙灣海水浴場環境改善工程、野柳海洋遊樂區景觀改善，提升轄區內的旅遊服務品質；辦理野柳地質公園OT案，以學術研究及生態保育為經營重心，結合觀光發展與國際接軌。



▲ 石門婚紗廣場  
Shimen Wedding Plaza

▲ 三芝遊客中心暨名人文物館 / Sanzhi Visitor Center and Gallery

▲ 觀音山遊客中心  
Guanyinshan Visitor Center

In the development of recreational service facilities, the Administration gave priority to the completion of area-wide bilingual road and scenic-spot signage systems under the principles of “facilities minimization,” “environmental improvement,” and “internationalization.” The beautification of tourist sites scattered along the Provincial Highway 2 corridor was used to create the Shimen Wedding Plaza and the Tiaoshi(Jump-stone) Coast Scenic and Recreation Area. The Jinshan-Wanli Bikeway and Linshan Cape Bikeway were constructed, and the Guanyinshan trail system was renovated, under the concept of leisurely and carefree travel. International standards were targeted in the renovation of the Sanzhi Visitor Center and Gallery, improvement of the environment at Baisha Bay, and enhancement of the landscape at the Yehliu Ocean Recreation Area in order to upgrade the quality of travel services in the national scenic area. The Yehliu Geopark OT project was implemented so as to place the focus of its operation on academic research and ecological conservation in line with international norms.

▼ 石門國際風箏節 / Shimen International Kite Festival



## 旅遊推廣

### Tourism Promotion



▲ 觀音觀鷹  
Hawk-watching on Guanyinshan

▲ 北海岸婚紗留情影  
Wedding photography on the North Coast

1. 北海岸婚紗留情影，即是讓瑰麗的北海岸景色與花海，為國內、外新人的幸福愛情做見證。
2. 休閒農業之旅：每年的5月至6月間觀音山綠竹筍、8月至9月間的八里文旦與金山蕃薯、10月的三芝筍白筍等農特產品的產季，就是老饕們最佳大啖時節。
3. 生態之旅：4至5月間的觀音觀鷹活動，上觀音山一睹群鷹北返過境的鷹姿風采。
4. 時令活動：仲夏時分的北海岸聽海音樂節與冷冽寒冬時的金山萬里溫泉季，都是適合闔家參加的熱門活動。

Wedding photographs taken on the North Coast bear witness to the happiness of bride and groom amidst beautiful coastal scenery and seas of blossoms.

Agricultural tours: Gourmands flock to the North Coast and Guanyinshan National Scenic Area to savor the special farm produce of the season: the green bamboo shoots of Guanyinshan in May and June, the pomelos of Bali and sweet potatoes of Jinshan in August and September, and the water oats of Sanzhi in October.

Eco-tours: April and May are the time for hawk-watching on Guanyinshan, where you can see flocks of hawks passing through on their northward migration.

Seasonal activities: The North Coast Ocean Music Festival in midsummer and the Jinshan and Wanli Hot Spring Festival during the chill days of winter offer fun opportunities for the whole family.

## 未來展望

### Future Prospects

未來管理處將積極辦理轄區內建設及經營管理，以「藍色海岸、綠色藝廊」概念，廣續建置北海岸自行車道系統；藉由「建築特色計畫」之推廣與獎勵，塑造北觀轄區建築人文景觀特色及地區風格；以行銷推廣與經營管理為導向，持續推動國家風景區主題建設及民間投資；從旅客需求出發，有效整合鄰近觀光資源，建構「北北基」觀光旅遊帶，創造觀光旅遊產業價值倍增之願景。

In the future, the National Scenic Area Administration will devote its full efforts to the development and management of the area. Working in line with the “blue seacoast and green art gallery” concept, it will continue constructing the North Coast bikeway system, using promotion and incentives provided by the “Building Special Characteristics Plan” to create a distinctive architectural, cultural character and local style for the area. The marketing promotion with management-oriented approaches and continues to implement theme construction and private investment. Focusing on the necessities of travelers integrates the resources of the North Coast and Guanyinshan National Scenic Area with other neighboring tourist spots into a Northern Taiwan tourism belt that will bring to realize the vision of doubling value for the tourism industry.

# 雲嘉南濱海

國家風景區

## Southwest Coast National Scenic Area

雲林、嘉義、台南縣市的沿海地區為河流沖積之沙岸海灘，沙洲、潟湖與河口濕地遍布，為台灣主要的鹽田集中地，豐沛多樣的動、植物，形成極為重要的生態資源，為加速推動台灣西南沿海地區的觀光發展，民國92年12月24日成立「雲嘉南濱海國家風景區管理處」。

The coasts of Yunlin, Chiayi, and Tainan are made up of sandy alluvial deposits, with sandbars, lagoons, and estuarine wetlands, and concentrated salt fields, and abundant plants and animal life, forming important ecological resources. It was to accelerate the development of tourism along this coastline, the Southwest Coast National Scenic Area was established on Dec. 24, 2003.



▲ 黑面琵鷺 (吳淵源攝)  
Black-faced spoonbills (Photo by Juan-Yuan Wu)

## 轄區範圍

### Geographic Scope

轄區北起雲林縣牛挑灣溪，南至台南市鹽水溪，東以台17線公路為界，向西延伸至海底等深線20公尺處。陸域面積33,413公頃，海域面積50,636公頃，總面積合計84,049公頃。

The Southwest Coast National Scenic Area reaches from Yunlin County's Niutiaowan River in the north to Tainan City's Yanshuei River in the south, and from Provincial Highway 17 in the east to a depth of 20 meters in the sea in the west. It encompasses 33,413 hectares of land and 50,636 hectares of sea, for a grand total of 84,049 hectares.



黑腹燕鷗 / Whiskered Tern ▼



七股潟湖 (林正雄攝) ▲  
Cigu Lagoon (Photo by Lin Cheng-hsiung)



## 觀光資源 Tourism Resources

本區擁有豐富的沙洲、潟湖與河口濕地等沿岸地質景觀，因此孕育出豐富且多樣性的海濱動、植物生態資源，如舉世聞名的保育類動物「黑面琵鷺」每年皆於本區度冬。河海交會的特殊條件豐潤了沿海地區的漁業資源，使得漁撈與養殖成為本地居民的主要生計，其中又以虱目魚與牡蠣為養殖的大宗。

從明鄭時期即有曬鹽產業於區內發展，經歷時代的變遷，靜靜的陳述著台灣鹽業的發展史，也為區內留下珍貴的鹽產業文化資產。

伴隨台灣開發而來之「王爺」與「媽祖」信仰是區內由來以久的宗教信仰，也因而遺留了特有的民俗活動與廟宇建築。

這些豐富多樣的地理景觀、自然生態、人文產業活動與歷史古蹟，均成為轄區內獨一無二的觀光遊憩資源。



▲ 馬沙溝濱海遊憩區  
Mashagou Coastal Recreation Area



▲ 白鷺鷥生態 / Little egrets

### 雲嘉遊憩系統

雲嘉外海的外傘頂洲，為台灣最大的沙洲，出沒於沙洲上成千上萬的招潮蟹，是令人嘆為觀止的自然景觀。

嘉義東石的鰲鼓濕地，由於多樣化的棲地環境，名列全球性保育組織國際鳥盟重要棲地名錄。

布袋好美寮自然保護區主要以保護離岸沙洲、潟湖、海岸防風林與紅樹林為主，紅樹林內棲息有眾多的白鷺鷥與夜鷺族群。

### 南瀛遊憩系統

北門鹽場擁有台灣最古老的現址鹽田—井仔腳瓦盤鹽田，建於西元1818年（清嘉慶27年），鹽場附屬之建築群洗滌鹽工廠、鹽工之家與出張所等，更為過去鹽業留下難能可貴的文化資產。

南鯤鯓代天府創建於西元1662年(清康熙元年)，經評定為國家2級古蹟。其閩南式傳統建築，典雅古樸，而殿內的斗拱木雕、三川門上的石雕裝飾與屋頂上的剪粘山花，是傳統宗教信仰與建築工藝的文化資產。

位於曾文溪北岸出海口的七股濕地，是國際級保育鳥類黑面琵鷺重要的度冬棲息地。

### 台江遊憩系統

正統鹿耳門聖母廟號稱為東南亞最大之中國式廟宇建築，其每年皆於元宵節前後舉辦國際煙火展演活動。

鹿耳門天后宮每年於媽祖聖誕期間結合民俗藝術、人文信仰與自然生態等特色，舉辦的「鹿耳門天后宮文化祭」是鹿耳門地區一年一度的盛會。

四草野生動物保護區擁有古老的紅樹林濕地，可以看到紅樹林所形成的「水上綠色隧道」、泥灘地上數量驚人的招潮蟹和彈塗魚。

四草大眾廟始建於清康熙39年，主祀鎮海大元帥陳西，因其協助平定朱一貴有功，生前陞任提督鎮守台南，死後由乾隆皇帝諡封「鎮海元帥」，廟前之古砲台遺址為國家2級古蹟。

The national scenic area is rich in sandbars, lagoons, estuarine wetlands, and other coastal landscapes, and nurtures a wide diversity of coastal plants and animals such as the protected, world-famous black-faced spoonbill which winters here. The special conditions produced where rivers meet the sea enrich the coastal fishery resources, and many residents of the coastal area rely on fishing or aquaculture for their livelihood. The bulk of the aquaculture here is focused on milkfish and oysters.

Development of the salt industry here began back in the time of Koxinga at the end of the Ming Dynasty, in the mid-17th century. The industry grew with the passage of time until it declined in quite recent years, leaving precious and interesting traces of the local salt-industry culture.

When immigrants from southern Fujian Province in mainland China settled Taiwan, they brought with them their belief in plague gods (Wang Ye) and Matsu, Goddess of the Sea. These religions continue to flourish in the national scenic area, and their enchanting temples and quaint festivals enrich the cultural content of any visit to the area.

A rich diversity of geographic landscapes, natural ecologies, and cultural activities constitute the unique tourism and recreational resources of the national scenic area.

### The Yun-Chia Recreational System

Waisanding Sandbar, which lies in the sea off Yunlin and Chiayi counties, is the largest sandbar in the Taiwan area. Fiddler crabs appear in massive numbers on the sandbar, creating entrancing scenes from nature.

The diversified habitat of Aogu Wetlands of Dongshih in Chiayi County attracts large numbers of migratory birds, water, and resident birds. Because of this, it is listed as a major habitat by the international bird conservation alliance.

The Haomeiliao Nature Preserve at Budai has been so designated primarily to protect offshore sandbars, lagoons, coastal windbreaks, and mangrove forests. The mangrove forest here, provides habitat for large numbers of egrets and black-crowned night herons.

### Nan-Ying Recreational System

The Beimen area has the oldest salt fields left in Taiwan today: the Jingzaijiao tile-paved salt fields, which were built in 1818. Structures in the area include the salt-cleaning plant, "Home of Salt Workers," and administration offices, all precious reminders of this once-important industry.

Nankunshen Daitian Temple, built in 1662. It is designated as a national second-grade historic site. It is an elegant and old-fashioned structure built in the traditional southern Fujian architectural style, with intricate wood carvings, the stone sculptures decorating the lintel over its triple-door entrance, and the colorful assembled-tile flowers on its roof all exhibiting the exquisite workmanship of top craftsmen. This makes the temple a valuable cultural asset as well as a vital place of worship.

The Cigu Wetlands, which stretch along the northern edge of the Zengwen River estuary, are a preserve where the internationally protected black-faced spoonbills come to pass the winter.

### Taijiang Recreational System

The Orthodox Luermen Divine Mother Temple is said to be the largest Chinese-style temple in Southeast Asia. Every year around the time of the Lantern Festival, the temple holds an international fireworks festival.

The Luermen Queen of Heaven Temple, which like the Divine Mother Temple is devoted to Matsu, Goddess of the Sea, holds the Luermen Queen of Heaven Cultural Festival—a celebration of folk art, religion, and nature—at the time of the goddess's birthday every year.

The Sihcao Wildlife Reserve has an old mangrove wetland where you can see "green tunnels in the water" formed by the mangroves, awesome numbers of fiddler crabs and mudskipper on the mud shoreline.

The Dajhong Temple at Sihcao was first built in 1701. The host deity here is the Sea-subduing Great Marshal Chen, You, who during his mortal years was named military commander of the Tainan area because of his contributions in suppressing the rebellion of Jhu, Yi-guei and after death was enfeoffed as a god with the title "Sea-suppressing Marshal." The old gun-emplacement ruins in front of the temple are a second-grade national historic site.

▶ 湖口溼地 / Hukou Wetlands  
四草綠色隧道  
Watery green tunnels at Sihcao





▲ 鯤鯓王平安鹽祭活動  
The Kunshen Wangye's Salt of Peace Festival  
井仔腳瓦盤鹽田  
Jingzaijiao Tile-paved Salt Fields  
錢來也雜貨店  
Money Coming Grocery Shop

## 建設成效

### Achievement of Development

為保護珍貴稀有的資源並發揮整體觀光效益，管理處著手進行各項遊憩系統規劃，執行景點景觀整治工程，建立旅遊資訊服務平台，暢通縣市會報溝通平台，進行區內旅遊景點之行銷推廣。整建東石彩霞大道、布袋鹽場、七股觀海樓、台江鹽田生態文化村入口意象、四草大眾廟、四草橋頭公園週邊景觀改善工程，提供親民及便利之休閒遊憩設施；在提供旅遊服務方面設置東石漁人碼頭旅遊資訊站、利用舊建物改善之布袋遊客服務中心工程、北門洗滌鹽工廠週邊鹽田復育、停車場、景觀改善工程，預為遊客服務中心之整體規劃做準備，也賦予老舊建築新的生命，加強區內道路整治，包括鰲鼓濕地系統道路改善及外環道路改善、布袋福德橋木棧道新建工程、青鯤鯓聯外道路新建工程、七股頂山社區道路改善等，此外增加台61線西濱快速道路、台17線公路景觀綠美化之改善，以提供遊客更舒適之景觀視野。

To protect the rare and precious resources of the area and bring out the benefits of tourism, the Administration has endeavored to carry out planning for the different recreational systems, implement scenic improvement, establish a travel information service platform, set up a conference platform for communication with counties and cities, and carry out marketing and promotion for the tourist sites within the area. Renovation has been completed for Sunset Boulevard in Dongshih, the Budai salt fields, Cigu sea-observation pavilion, the entrance image at the Taijiang Salt Fields Ecological Culture Village, Dajhong Temple at Sihcao, and peripheral scenic improvement at Ciaotou Park in Sihcao so as to provide friendly and convenient recreational facilities. The Administration has also worked to provide travel services by installing a travel information station at Dongshih Fishermen's Wharf, improving old structures to make the Budai Visitor Center, restoring the salt fields around the Beimen Salt-cleansing Plant, improving parking lots and scenery, and preparing for overall planning of visitor centers. The Administration has also given old structures a new life and strengthened roadwork within the national scenic area including improvement of the Aogu Wetlands road system and outer-loop road, construction of a wooden path at Fude Bridge in Budai, construction of the Cingkunshen access road, and improvement of roads in Cigu's Dingshan community. Scenic beautification work was also carried out along the West Coast Expressway (Provincial Highway 61) and Provincial Highway 17 so as to provide better views to travelers.

## 旅遊推廣

### Tourism Promotion

運用區內具國際知名度之保育鳥類黑面琵鷺、濕地常見動植物如高蹺鴿、水筆仔、招潮蟹、彈塗魚等設計成吉祥物，廣泛運用於各項文宣用品及視覺傳播上。提供遊客服務，建立本區觀光資訊網站便利遊客資訊查詢，培訓在地解說員以服務觀光遊客。舉辦大型特色活動，如每年7-8月舉辦海之夏祭、10-11月舉辦鯤鯓王平安鹽祭活動、11-12月舉辦賞鳥季活動。推動區內溼地、紅樹林生態旅遊活動，如好美寮生態之旅，並協助相關社團辦理解說導覽研習訓練；配合黑面琵鷺來台度冬時節，協助舉辦生態賞鳥活動，如黑面琵鷺保育季；配合在地農、漁、鹽產業文化，協助舉辦虱目魚、牡蠣、洋香瓜品嚐推廣活動，鹽業文化主題推廣活動，鹽業文化巡禮導覽活動。文宣推廣，製作國家風景區全區摺頁、寺廟之旅人文解說手冊、漁鹽之鄉旅遊導覽手冊、DVD簡介光碟作為宣傳推廣使用，以完整呈現區內自然、人文與產業風貌。

The internationally known and protected black-faced spoonbill and other animals and plants frequently seen in the national scenic area, including the black-winged stilt, kandelia mangrove, fiddler crab, and mudskipper fish, were fashioned into lucky charms and used broadly in printed promotional materials and visual communications. A tourist information website was established to help travelers retrieve information conveniently, and local interpreters were trained to provide services to tourists. Large-scale activities on specific themes were held, such as the Kunshen Wangye's Salt of Peace Festival in October, and the Bird-watching Season in November. Wetland and mangrove eco-tour activities were promoted, including the Haomeiliao Eco-tour, and related civic groups were helped to organize interpreter-guide training. In timing with the wintering of black-faced spoonbills in the area, bird-watching activities such as the Black-faced Spoonbill Preservation Festival were organized. Help was provided, in coordination with local farming, fishing, and salt industries, for the holding of tasting activities for milkfish, oysters, and cantaloupes, promotional activities on the salt culture theme, and salt-culture guided tours. The publishing of promotion materials included national scenic area brochures, temple interpreter's manual, fishery and salt-industry tour guide manual, and briefing DVDs, all with the aim of presenting the natural, cultural, and industrial face of the national scenic area.

▼ 東石漁人碼頭  
Dongshih Fisherman's Wharf



## 未來展望

### Future Prospects

本區的沙洲、潟湖及濕地、特殊的宗教民俗節慶、漁鹽產業文化及台灣開台歷史古蹟，豐富而多樣化的動植物資源及受國際矚目的黑面琵鷺等特色資源，充分反映區內之自然人文風采。管理處展望未來，將戮力建設轄區，以濕地生態觀光、水域遊憩、保存開台歷史、鹽田產業文化為營造主軸，並推動濱海聚落與社區再造，轉型經營觀光產業，打造本區成為兼具生態保育與休閒遊憩之國際級觀光地區。

The sandbar, lagoon, and wetland ecologies of the national scenic area, its unique religious and folk festivals, its fishery and salt-industry culture, its historical sites from the early settlement of Taiwan by the Han Chinese, its rich and varied plant and animal resources, and the black-faced spoonbill which is the object of such intense international concern, among other resources, illustrate the natural and cultural beauties of the Southwest Coast National Scenic Area. Looking to the future, the Administration will devote its efforts to the development of the national scenic area in the core areas of wetland eco-tourism, water recreation, preservation of sites from the early settlement of Taiwan, and salt-industry culture; at the same time, it will promote the re-engineering of coastal villages and communities through a switch toward a tourism-based economy, thereby transforming the area into an international tourist destination that offers ecological education and recreational activities.

# 西拉雅

國家風景區

## Siraya National Scenic Area

獨特的月世界青灰岩地形及地熱地質，  
傳統的西拉雅公廨及特有的夜祭活動，  
豐富的化石、溫泉及原住民人文資源，  
為加速推動台灣南部地區觀光遊憩發展，  
民國94年11月26日成立「西拉雅國家風景區管理處」。

The unique gray-rock terrain and geothermal terrain of Moon World  
The traditional Siraya public buildings and unique Night Sacrifice  
And the rich fossil, hot-spring, and indigenous culture resources  
It was to accelerate the development  
of southern Taiwan tourism and recreation  
the Siraya National Scenic Area was established on Nov. 26, 2005

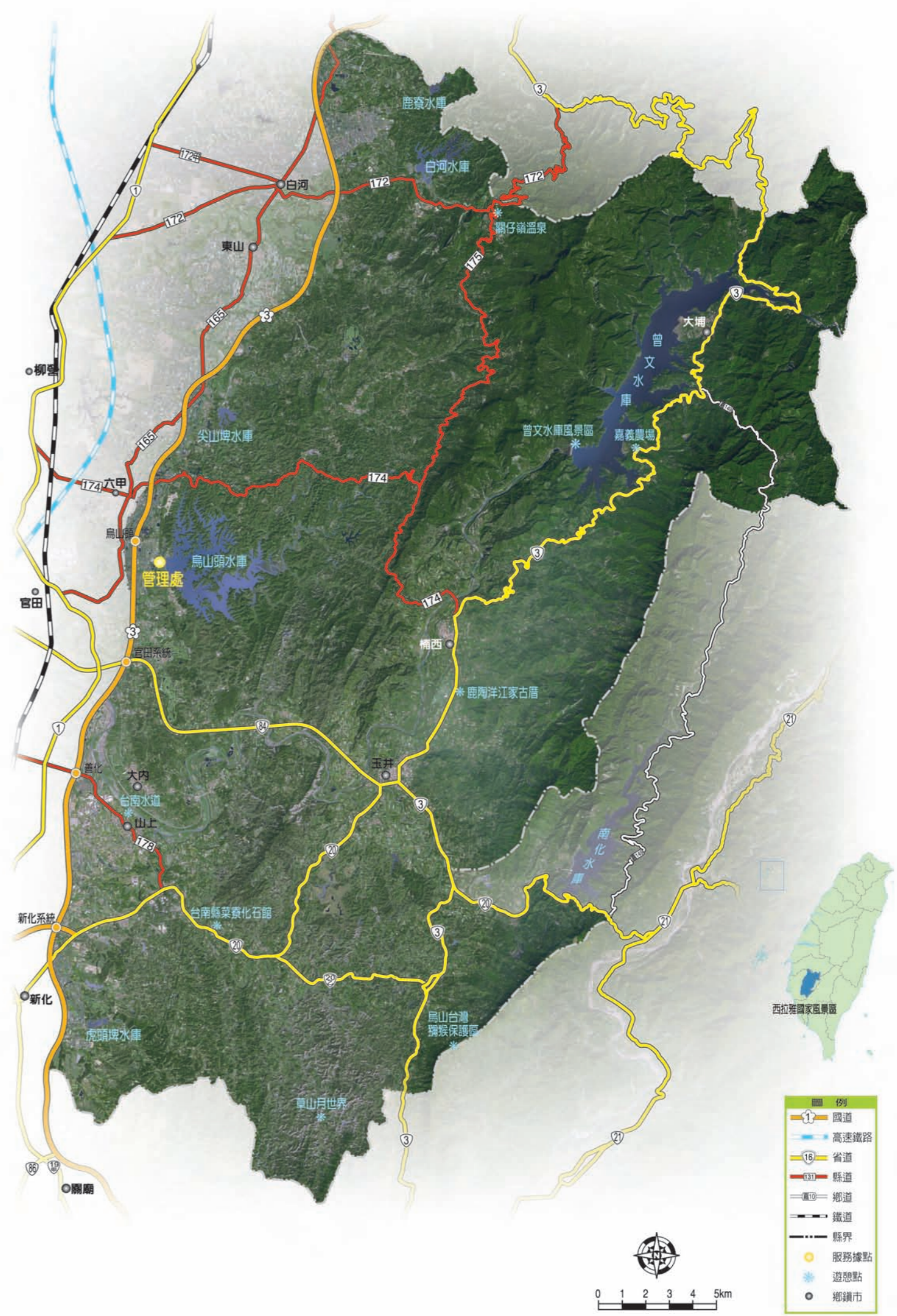


## 轄區範圍

### Geographic Scope

本區位於台南縣嘉南平原東部高山與平原交接處，北起台南縣白河鎮及嘉義縣大埔鄉，南至台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，陸域面積88,070公頃、水域面積3,380公頃，轄區範圍總計達91,450公頃。

The Siraya National Scenic Area is located in the eastern part of the Jianan Plain in Tainan County, where the high mountains meet the plain. It reaches from Baihe Town of Tainan County and Dapu Township of Chiayi County in the north to the southern boundary of Tainan County's Sinhua Town and the southwestern boundary Zuojhen Township in the south, and from the eastern boundaries of Dapu, Nansi, and Nanhua townships in the east to Freeway 3 and the Wushantou Scenic Area in the west. It covers a land area of 88,070 ha and a water area of 3,380 ha, for a total area of 91,450 ha.



## 觀光資源

### Tourism Resources



▲ 水雉鳥 (吳崇漢攝)  
Pheasant-tailed Jacana



▲ 烏山頭水庫  
Wushantou Reservoir



▲ 帝王蓮 (張銀城攝)  
Victoria pond in Baihe (Photo by Zhang Yin Cheng)

本區地處高山與平原交接處，內有溪河橫切其中，因此地形相當具有變化及特色，境內地形包括：山岳、丘陵、曲流地形、侵蝕地形、堆積地形等，尤以月世界之青灰岩惡地地形最具代表性，月世界內常見山岩嶙峋綿延，到處懸崖峭壁，山脊光禿呈鋸齒狀，伴隨土指、土溝等特殊地形，谷地中偶有一泓寬闊清澈的碧湖，山溪蜿蜒穿梭，景觀奇幻。

廣大的山區丘陵地形造就了許多溫泉、瀑布、溪流、飛泉等景致，水體資源相當豐富及具獨特性，因此本區以「水體」為首要資源，境內水庫數量之多，居全台灣國家風景區之冠，其中曾文水庫為「台灣第1大水庫」，而烏山頭水庫雄偉的大壩是世界僅存的國寶級「沖淤式土石壩」，亦為全世界3大水利工程之一。此外，本風景區內有曾文溪貫穿，曾文溪為台灣史的發源地，亦為台南歷史、平埔族文化、化石遺跡、諸多水庫等之母河。

還有數處地熱地質，也是本區重要的觀光資源，如：關子嶺水火同源、關子嶺溫泉、六重溪溫泉、龜丹溫泉、水雲溫泉、南化出火仔坑等，其中關子嶺溫泉除了是全國獨一無二的泥漿溫泉外，更與陽明山溫泉、北投溫泉、四重溪溫泉並列為

台灣4大溫泉。區內之化石資源亦相當豐富，有菜寮溪化石、六甲水流東化石、六重溪溪床化石等，而「菜寮溪化石」以發現全國最古老的人類化石—「左鎮人化石」著稱，菜寮溪流域旁之菜寮化石館更是全國第一座化石館。

西拉雅文化是本區最具特色的人文資源，嘉南平原不僅為平埔文化發源地，同時還保有眾多保存完好的平埔公廨，以及傳統西拉雅族的夜祭儀式活動，每年農曆10月15日凌晨舉行夜祭儀式，平埔族人牽曲祭拜阿立祖，祀壺文化與漢文化交融過程，極具特色；而大內西拉雅平埔文化采風館、頭社太上龍頭忠義廟、東山吉貝耍公廨等都是走訪西拉雅文化重要的地點。

本地區的自然環境不僅造就了特殊的自然景觀和生態體系，同時蘊育了特有而豐富的產業，如：白河蓮花蓮子、東山龍眼及洋香瓜、玉井芒果、大內酪梨、官田菱角、楠西楊桃及梅子、新化蕃薯、南化龍眼、山上木瓜、柳營牛奶等。為了產業行銷，各鄉鎮還配合四季舉辦節慶活動，如：白河蓮花節、南寮椪柑節、走馬瀨牧草節、新化蕃薯節、大內酪梨節、玉井芒果節、官田菱角節、梅嶺梅花祭等。

Sitting where mountains meet plains, with rivers and streams flowing through it, the terrain of Siraya has a rich diversity. Geological features here include mountains, hills, meanders, and instances of erosion and deposition, with the barren landscape of the Moon World being the most representative, receiving nationwide prominence. Dominating the Moon World are rugged extensions of mountain ranges with sheer cliffs and bald, serrated ridges. Unique landforms such as earth fingers and earth ditches are also found here. In some ravines, there are wide, crystal-clear lakes, together with winding streams in the mountains, creating an enchanting spectacle.

Water is the primary resource here. The vast mountain and hill area contain hot springs, waterfalls, rivers, and flying springs. Siraya also has the largest number of reservoirs in all the national scenic areas in Taiwan. Among them, the Zengwen Reservoir is the biggest in Taiwan; the reservoir is magnificent Wushantou Dam is the world's last remaining semi-hydraulic rockfilled dam, one of the three largest water conservancy projects in the world, and is regarded as a national treasure. Moreover, the Zengwen River runs across the area. The history of Taiwan started along this river, which gave birth to the history of Tainan, and the Pingpu tribe culture. Many fossils and ancient relics are discovered along the Zengwen River, and numerous reservoirs are built along it and its tributaries.

Among other tourism resources are the geological features caused by geothermal activities. These include the Guanzihling Flaming Springs, the Guanzihling Hot Springs, the Liouchongsi Hot Springs, the Gueidan Hot Springs, the Shueiyun Hotsprings, and the Nanhua Fire Holes. Besides being the sole mud spring in Taiwan, the Guanzihling Hot Springs, along with Yangmingshan, Beitou and Sihchongsi, are listed as the four major hot springs in Taiwan.

This area also has an abundance of fossils, including the Cailiao River Fossils, the Shueiliudong Fossils of Lioujia, and the Liouchongsi Riverbed Fossils. The Cailiao River Fossils are renowned for the most ancient human fossils ever found in Taiwan—the Zuoqhen Human Fossils. The Zuoqhen Cailiao Fossil Museum beside Cailiao River is the first fossil museum established in the country.

The Sirayan culture is the most unique cultural resource here. The Chianan Plain, where the Pingpu Culture originated, has many well-preserved Pingpu village halls and traditional Sirayan nocturnal rituals. Every year, at dawn on the 15th day of the 10th month in the lunar calendar, the nocturnal rituals are practiced, where people of the Pingpu tribe would worship Alizu, their legendary ancestor. The fusion of the Pingpu's pot worshipping culture and the Han Chinese culture is very special. The Siraya Pingpu Cultural Museum of Danei, the Alizu Zhongyi Temple of Toushe, and the Chibeishua Village Hall are all important sites to visit when exploring Siraya culture.

The natural environment of the area not only has created special landscapes and ecosystems, but it also yields a rich variety of agricultural products such as the lotus flowers and lotus seeds of Baihe, Dongshan's longans and cantaloupes, the mangos of Yujing, Danei's avocados, the water caltrops of Guantian, the star fruit and plum of Nansi, the sweet potatoes of Sinhua, the longans of Nanhua, Shanshang's papayas and the milk from Liouying. To promote these products, towns and villages hold activities for the products during their harvest season, such as the Baihe Lotus Festival, the Nanliao Tangerine Festival, the Zoumalai Grass Festival, the Sinhua Sweet Potato Festival, the Danei Avocado Festival, the Yujing Mango Festival, the Guantian Water Caltrop Festival and the Meiling Plum Flower Festival.

#### ▼ 關子嶺溫泉 Guanzihling Hot Springs

公廨  
Siraya Public House

芒果園  
The harvesting of the Mango fruit farm



## 建設成效

### Achievement of Development



▲ 八田與一紀念公園  
Hatta Yoichi Memorial Park  
大埔情人公園  
Dapu Lovers Park  
大埔情人公園  
Dapu Lovers Park

大埔情人公園為一覽曾文水庫山水風光之最佳地點，管理處首將行車動線進行改善，設置節點圓環將車輛引導到管理站旁停車場停放，讓遊客徒步行走瀏覽沿途景觀，改善舊有荒廢人行步道，提供優質觀景平台及涼亭，拆除多餘不當設施，增加更多活動空間，提升遊憩品質。

八田與一紀念公園為遊覽烏山頭水庫時必到之處，針對原始雜亂的竹林植相進行入口及坡地景觀改善，以樟樹、相思樹等更換，並增加賞櫻緩坡步道。對於當時建立烏山頭水庫有重要功能之火車頭及水門，設置展示棚架及平台，增加休憩停留、觀賞及解說機能。

Dapu Lovers Park is the optimum spot to view the natural scenery of Zengwen Reservoir. First, to improve the dynamic path, the administration set up the traffic circle to guide the drivers to the parking lot. Then, tourists can take a walk and browse the scenery. Next, to promote the quality of recreation and the space of activity, the administration repair the old pavements, provide platforms and pavilions, and remove the unnecessary and improper facilities.

Hatta Yoichi Memorial Park is the essential spot when you visit Wushantou Reservoir. In the light of improving confused scenery of entrance and hall, Bamboo forest is replaced with camphor and Taiwan acacia, and the gentle slope of cherry-blossoms-watching has been added. In addition the administration set up the exhibition and flat-top for the locomotive and the watch gate. Then, taking a rest, enjoying the sight and providing information of their function contribute to Wushantou Reservoir.

## 旅遊推廣

### Tourism Promotion

管理處為了提升旅遊服務品質及觀光遊憩活動精緻度，積極致力於鄉鎮產業活動體驗及西拉雅文化部落推廣，舉辦梅嶺賞螢及大棟山淨山等生態性活動，並辦理愛上關子嶺及走鏢觀光季等主題性活動，輔導各地方產業辦理白河蓮花、官田菱角、東山咖啡龍眼、玉井芒果等節慶活動，以多樣化的觀光遊憩形態，提供遊客多重選擇、多方參與。

同時建置網路平台及導覽系統，提供多語系統滿足各群族旅遊資訊的需求，並發行出版品刊物旅遊書、故事書、空拍攝影專輯、DVD等，透過文字描述、圖片魅力，帶領讀者暢遊西拉雅。

另管理處為加強從業人員的服務品質、解說人員之專業素養，規劃辦理餐飲接待、文創商品、住宿水準等專業技術輔導訓練及解說導覽分區生態訓練、文化訓練等，以提升轄區旅遊品質之精緻度。

To upgrade the quality of travel services and promote the level of recreation activities, the administration devote on the experience of township industry and the mission passing the Siraya culture. To provide tourists more collection with various tourism-recreation from, the administration has held ecological activities, theme activities, and township industry activities including the Meiling Firefly Appreciation, Dadong Mountain Hiking and Cleaning, Loving Guan Zi Ling, Siraya "Tsubiao" Running Event, the Baihe Lotus Festival, the Guantian Water Caltrop Festival, the Dongshan Longan Coffee Festival, and the Yujing Mango Festival.

On the side a multilingual version of the tourist website and a touch control navigation system have been established, and the travel book, story book, album of aerial photo, and DVD videos are published. These guide reader to savor the beauty of Siraya through the description of words and pictures.

In addition to upgrade the service quality of tourism personnel and improve the professional know-how of interpreters, the training courses for professional skills including receiving of restaurants, publication creating, ecology commentating, and culture commentating have been help. These all help improve the quality of tourism.

## 未來展望

### Future Prospects

西拉雅國家風景區區內有水庫、溫泉、地質、古蹟、農特產等多樣的觀光資源，有西拉雅文化的平埔夜祭活動、飛番走鏢等軼事，另「嘉南平原之父」—八田技師是烏山頭水庫及嘉南大圳的建造者，也遺留許多珍貴的文化資產，故成為全國第一個以「文化」命名的國家級風景區。

規劃建設方針部分，本處將針對轄內二大國際觀光景點—關子嶺、烏山頭地區，推動「關子嶺脫胎換骨計畫」及「八田技師紀念園區營造」，並以「環境優先」、「節能減碳」為原則，應用綠色能源，創造觀光新氣象，以營造更具國際競爭力之旅遊環境。在行銷推廣部分，將包裝各類已發掘之觀光元素，輔以質的提升，即透過產業轉型、產品現代化包裝、服務品質提升及遊客體驗等方式將各類觀光產品行銷國際。期透過嚴謹的規劃、建設及管理方式，打造西拉雅國家風景區為「水與綠尋根之文化觀光優勝美地」。

The Siraya National Scenic Area is blessed with rich tourism resource, reservoirs, hot springs, badlands terrain, historic sites, and special agricultural products. The folk activities of Siraya culture contain Running of the Spears and Night Sacrifice, and Father of the Chianan Irrigation River-Hatta Yoichi the constructor of the Jianan Irrigation Canal and Wushantou Reservoir also keep priceless culture resource. This area is the first national scenic area to bear a culturally-oriented name because of its deep cultural content.

Index of the plan and construction, we focus on the two international scenery, Guanzihling and Wusantou, and carry the plan "Reliving the glory of the old tourist spots and creating alluring new tourist spots in Guanzihling" and "Construction of the Hatta Yoichi Memorial Park". Build the high quality international tourism environment based on the "emphasizing the environment", "energy efficiency and carbon reduction", the green-energy applying, new tourism atmosphere creating.

In the section of advertising and promotion, the administration attracts more international tourists through the Modern Packaging, Service Quality Promoting, and Experience of Activities. Using the fine plan, construction with high quality, and management to build the Siraya National Scenic Area become the "the beauty tourism area with water, mountain, and deep cultural resource".

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