

中華民國98年  
觀光業務年報

ANNUAL REPORT ON TOURISM 2009  
TAIWAN, REPUBLIC OF CHINA

中華民國交通部觀光局  
Tourism Bureau, Republic of China

台灣

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TAIWAN, REPUBLIC OF CHINA



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交通部觀光局  
 Tourism Bureau, M.O.T.C., Taiwan R.O.C.

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中華民國 99 年 10 月



# 序

98年因受金融風暴與H1N1疫情等不利因素的衝擊，全球旅遊市場大多呈現衰退情況，惟臺灣在觀光局、相關政府機關與觀光業界的攜手努力下，仍逆勢突圍，不但創下來臺旅客439萬5,004人次的歷史新高，同時以14.30%的成長率位居亞太地區之冠；其中觀光目的旅客計229萬8,334人次，較97年成長29.47%，足見近年各項觀光施政作為已成功打造臺灣的觀光旅遊形象、開拓國際客源，並使臺灣躍升成為亞洲旅遊主要目的地之一。

## 「2008-2009 旅行臺灣年」劃下圓滿句點

觀光局秉持「多元開放、佈局全球」核心理念，辦理為期2年的「旅行臺灣年」，完成「旅行臺灣歡迎錦囊」、「觀光旅遊再生與成長-觀光大師開講系列」4場次，普受好評；並針對各客源市場特性與需求分眾行銷，以臺灣獨特觀光要素開發旅遊產品，並舉辦大型活動創造話題，如透過久久合歡（97年）及愛戀101（98年）行銷臺灣為蜜月婚紗之島、藉由千人足健體驗（97年）及視障按摩（98年）行銷臺灣為保健養生的最佳旅遊目的地、舉辦旅遊達人遊臺灣捲動全球旅遊玩家共同行銷臺灣觀光等，及持續運用多元創新手法、加強異業結盟、擴大優惠措施等拓展全球觀光市場。

## 大陸地區人民來臺旅遊市場漸入佳境

歷經初期磨合，98年平均每日來臺觀光陸客已達1,661人次，總人數超過60萬人次，並為我國觀光相關產業創造約新臺幣326億元之觀光外匯。而為順利推展大陸新興旅遊市場，觀光局亦持續推動法規鬆綁及簡化申請來臺手續，執行大陸觀光團旅遊品質稽查計畫及輔導業者提升接待品質，以落實「穩妥安全、質量俱進」原則，種種努力已獲大陸旅客超過84%滿意度的回應。

# Foreword

The global tourism market shrunk as a whole in 2009 due to the impact of the global financial tsunami and the H1N1 epidemic. In Taiwan, the collaborative efforts by the Tourism Bureau, other government agencies and the tourism industry helped buck the trend nonetheless. Not only did the 4,395,004 arrival visitors set a new record for Taiwan, but the 14.30% growth rate was the highest in the Asia-Pacific region as well. Of these, 2,298,334 visitors were in Taiwan for the purpose of tourism, up 29.47% over 2008. This figure showed that our tourism policy has successfully established Taiwan's reputation as a major tourism destination in Asia.

## Successful Conclusion to "Tour Taiwan Years 2008 ~ 2009"

Based on the core concept of "Global Perspective for Multiple Opportunities", the Tourism Bureau carried out the "Tour Taiwan Years 2008 ~ 2009" and completed the "Tour Taiwan Kit" program and four Taiwan Tourism Forums. Targeted marketing campaigns were also developed for different markets based on travel products that incorporate Taiwan's unique elements. Large events were organized to boost media exposure. "Romance 99" (2008) and "Love 101" (2009) promoted Taiwan as a destination for honeymoons and wedding photos. "Thousand People's Foot Reflexology Experience" (2008) and "Blind Masseur" (2009) promoted Taiwan as the best place for health and relaxation. Travel experts were also invited to tour Taiwan and encourage travel enthusiasts around the world to join in promoting Taiwan tourism. A variety of different and innovative techniques were used together with cross-industry alliances and incentives to expand the international tourism market.

## Market for Chinese Tourism in Taiwan Now on Track

Overcoming the initial difficulties, in 2009 the total number of Chinese visitors to Taiwan surpassed 600,000, or an average of 1,661 tourists per day, generating around NT\$32.6 billion in foreign currency receipts for the Taiwanese tourism industry. To develop the emerging Mainland China tourism market, the Tourism Bureau continued to push for the lifting of legal restrictions, simplifying the application process for visiting Taiwan, carrying out quality inspections for Chinese tour groups and assisting operators improving their tour quality. The efforts at realizing "safety and stability, quality and quantity" have so far resulted in a satisfaction rate of over 84% from Chinese tourists.

## Recovery and Rebound after Typhoon Morakot

In August 2009 Typhoon Morakot devastated and disrupted many tourist destinations in central and southern Taiwan. This disaster not only hit the tourism industry but also damaged the reputation of Taiwan travel as a whole. The Tourism Bureau worked swiftly after the typhoon to provide updates on affected tourism destinations and used the media to explain that most travel routes in Taiwan remained unaffected. The Tourism Bureau also partnered with operators to provide "Beautiful Taiwan - Discovery Tour" packages to rebuild the confidence of local and foreign tourists. To rehabilitate the affected scenic spots and rebuild the tourism industry in the disaster area, the Tourism Bureau collaborated with the Reconstruction Council and Council for Economic Planning and Development to draw up tourism reconstruction plans for the disaster areas. The plans included the rebuilding of recreational facilities and support for affected businesses in order to revitalize the development of the local tourism industry.

## 攜手走過莫拉克風災

98年8月臺灣受莫拉克颱風侵襲，導致中南部部分景點遭受嚴重損害或聯外交通中斷，觀光產業蒙受損失，更一度影響臺灣整體旅遊形象。觀光局在災後迅速掌握災情，除了即時公告災區景點受損資訊外，也透過媒體說明臺灣大部份旅遊路線未受影響，並與業者合作推出「美麗臺灣·發現之旅」套裝行程，重建國內外旅客的旅遊信心。為了恢復景點風貌、復甦災區觀光產業，也配合重建會與經建會研訂災區觀光重建計畫，進行遊憩設施復建工程，辦理振興、輔導災區觀光產業措施，以提振各地觀光產業發展。

## 規劃「觀光拔尖領航方案」開創觀光新契機

立基開放兩岸大三通及航線增班的契機，觀光局所擬「觀光拔尖領航方案」係以更具前瞻性的格局與視野重新建構觀光主軸，即透過發揮臺灣觀光優勢的「拔尖」、培養觀光產業競爭力並打造軟實力的「築底」、加強國際市場開拓及增加產業附加價值的「提升」等行動方案，積極發展臺灣成為東亞觀光交流轉運中心與國際觀光重要旅遊目的地。方案研擬期間，除從內部著眼，重新檢視觀光資源、市場、產業與人力等層面之瓶頸，盤點臺灣北、中、南、東各區域特性；亦從外部著手，從一場場產、官、學界座談會及說明會的舉辦獲取意見，制定14項子計畫及符合業界需求的補助要點，期藉本方案的進行推升觀光為串連臺灣六大新興產業之經緯，讓觀光成為21世紀臺灣經濟發展的領航性產業。

## 展望99邁向100

觀光局以「旅行臺灣年」所蓄積的能量向前出發，將觀光行銷定調為「旅行臺灣·感動100」，規劃嚴選百大旅遊路線、推動主題式旅遊，並提供貼心加值服務，向國際旅客發揚臺灣特色、散發臺灣感動，創造無處不是「臺灣好好玩、感動百分百」的體驗環境，透過全民參與的方式，邀請國外旅客共同享受建國100年的成果，也共同體驗屬於臺灣特有、多元而優質的生活風格。相信「旅行臺灣·感動100」的推行，將讓臺灣在觀光品質、來臺旅客人數上都持續拔升，並建立臺灣觀光品牌形象，開創觀光榮景。

謹將98年觀光施政成果彙編成冊，敬請各界不吝賜教。

交通部觀光局局長

賴瑟珍

## Developing New Opportunities through the "Project Vanguard for Excellence in Tourism"

Seizing opportunities offered by the opening of the cross-strait Three Links and increased direct flights, the Tourism Bureau sought to develop a new and visionary tourism strategy through the "Project Vanguard for Excellence in Tourism". This consisted of exploiting Taiwan's advantages in tourism through "Project Summit", cultivating a competitive tourism industry and soft power through "Project Keystone", and developing international markets and enhancing added value through "Project Propeller". These projects formed a part of the Tourism Bureau's plan to actively develop Taiwan into a key hub for East Asian and international tourism. These projects not only examined bottlenecks in tourism resources, markets, industries and manpower, but also undertook an inventory of regional characteristics in Northern, Central, Southern and Eastern Taiwan. External consultations were also held through joint seminars between the industry, government and academia, producing 14 sub-projects and subsidy guidelines that met the industry's requirements. The implementation of "Project Vanguard" will hopefully transform tourism into one of Taiwan's top six emerging industries and make it a beacon for Taiwan's economic development in the 21st Century.

## 2010 and Beyond

Building on the success of the "Tour Taiwan Years", the theme for the Tourism Bureau's next campaign is "Tour Taiwan and Experience the Centennial". One hundred handpicked travel routes and value-added services are used to promote themed tours that introduce international travelers to Taiwan as the "island of fun and inspiration". The general public is encouraged to participate by inviting overseas travelers to enjoy the fruits of 100 years' hard work, and experience Taiwan's unique and diverse quality of life. "Tour Taiwan and Experience the Centennial" will undoubtedly further enhance the quality of Taiwan tourism and boost tourist numbers while building a new and prosperous future for tourism in Taiwan.

This Annual Report provides an overview of the achievements of the Tourism Bureau's efforts in 2009. We welcome your comments and suggestions on how we may do a better job of developing and promoting the tourism industry in Taiwan.



Director-General  
Tourism Bureau



# CONTENTS

## 目錄

- 002 序 Foreword
- 010 98 年重要施政成果摘要  
Major Achievements of Tourism Administration in 2009
- 010 一、「旅行臺灣年」效益顯著，國際旅客成長率亞洲居冠  
I. Resounding Success for "Tour Taiwan Years" Campaign; Ratio of Arrivals for Tourism Reach Record Heights
- 012 二、台灣故事館啟用，見證臺灣觀光發展軌跡  
II. Inaugurating Taiwan Storyland as a Witness to Taiwan's Tourism Development
- 012 三、兩岸觀光循序漸進，交流創雙贏  
III. Progress in Cross-Straits Tourism Creates Win-Win for Exchange
- 014 四、攜手走過莫拉克風災，觀光產業復甦再躍升  
IV. Tourism Industry Recovers and Rebounds after Typhoon Morakot
- 016 五、推動星級旅館評鑑及民宿認證制度，強化國際競爭力  
V. Promoting the Hotel Star Rating System and Homestay Certification System, Improving International Competitiveness
- 016 六、分級整建，打造優質觀光景點新風貌  
VI. Graded Reconstruction to Create Quality Tourist Spots
- 016 七、配合節能減碳政策，啟動「東部自行車路網示範計畫」  
VII. Carrying Out "Eastern Taiwan Bikeway Network Demonstration Plan" in Line with Energy Conservation and Carbon Reduction Policy
- 018 八、開發觀光推廣新手法，網路平台創佳績  
VIII. Developing Innovative Tourism Campaigns for Stellar Achievements of Internet Platform
- 018 九、啟動「觀光拔尖領航方案」，開創觀光發展新榮景  
IX. Carrying Out "Project Vanguard for Excellence in Tourism" for New Heights of Tourism Development
- 020 十、規劃推動「旅行臺灣・感動 100」  
X. Planning and Promotion of "Tour Taiwan and Experience the Centennial"





## 024 Chapter 1

### 第一章 觀光市場概況 Tourism Market

- 025 第一節 全球旅遊市場  
I. Global Travel Market
- 028 第二節 來臺旅遊市場  
II. Taiwan's Inbound Market
- 032 第三節 國人出國市場  
III. Taiwan's Outbound Market
- 034 第四節 國民旅遊市場  
IV. Taiwan's Domestic Travel Market
- 038 第五節 觀光對經濟之影響 (觀光衛星帳)  
V. Tourism's Impact on Economy (Taiwan Tourism Satellite Account)



## 040 Chapter 2

### 第二章 國際觀光宣傳與推廣 International Tourism Advertising and Promotion

- 040 第一節 多元創新宣傳手法  
I. Multifaceted Innovative Campaigns
- 049 第二節 全方面拓展國際宣傳通路  
II. Overall Expansion of International Promotion Channels
- 054 第三節 持續開發新市場，開拓潛在優質客源  
III. Continuing Development of New Markets and Cultivation of Quality Tourist Sources
- 058 第四節 優惠措施大放送，來臺旅遊獎不完  
IV. Great Deals, Better Prices and Special Giveaways
- 060 第五節 積極參加國際觀光活動，打開國際旅遊版圖  
V. Participation in International Activities to Expand Tourism Market



## 064 Chapter 3

### 第三章 國民旅遊推展與行銷 Domestic Travel Promotion and Marketing

- 065 第一節 推動大型節慶活動  
I. Promotion of Major Festival Activities
- 066 第二節 友善旅遊環境措施  
II. Measures to Create a Friendly Travel Environment
- 070 第三節 推動國民旅遊卡  
III. Promotion of the National Travel Card

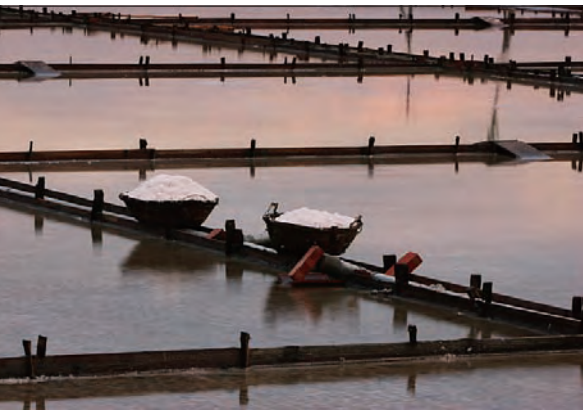
# CONTENTS

## 目錄

### 072 Chapter 4

#### 第四章 觀光資源開發與管理 Tourism Resources

- 073 第一節 觀光資源規劃建設與經營管理  
I. Preservation and Development of Tourism Resources
- 082 第二節 國家風景特定區建設與經營管理  
II. Establishment and Management of National Scenic Areas
- 138 第三節 觀光資源政策及法案之推動  
III. Promotion of Tourism Resource Policies and Bills



### 142 Chapter 5

#### 第五章 觀光產業之輔導與管理 Guidance and Administration of the Tourism Industry

- 143 第一節 旅行業  
I. Travel Agencies
- 148 第二節 觀光旅館業  
II. Tourist Hotels
- 150 第三節 旅館業、民宿及青年旅舍  
III. General Hotels, Homestays and Youth Hostels
- 150 第四節 觀光遊樂業  
IV. Tourist Amusement Enterprises
- 154 第五節 觀光產業教育訓練及人才整備  
V. Tourism Industry Education and Training

### 156 Chapter 6

#### 第六章 觀光資訊及安全服務 Tourism Information and Safety Services

- 157 第一節 旅遊資訊服務  
I. Travel Information Services
- 158 第二節 國際門戶第一線服務  
II. Front-line Services at International Gateways
- 158 第三節 強化臺灣觀光資訊網站整體行銷意象  
III. Strengthening of the Taiwan Tourism Website Service Team to Promote the Overall Marketing Image of Taiwan
- 160 第四節 旅遊安全及意外因應  
IV. Travel Safety and Accident Response



162 **Chapter 7**

**第七章 展望 2010 年**  
Plans for 2010

- 162 第一節 持續推動「觀光拔尖領航方案」  
I. Promoting "Project Vanguard for Excellent in Tourism"
- 164 第二節 持續推動「旅行臺灣·感動 100」  
II. Promoting "Tour Taiwan and Experience the Centennial"



附錄 Appendixes

- 169 大事紀要  
Major Events in 2009
- 175 觀光行政機關組織系統表  
Organization System of Tourism Administration
- 176 交通部觀光局國家風景區管理處  
National Scenic Area Administrations
- 178 交通部觀光局駐外單位  
Overseas Branch Offices
- 180 圖片索引  
Photo Index

# Major Achievements of Tourism Administration in 2009

## 98年重要施政成果摘要



### 一、「旅行臺灣年」效益顯著，國際旅客成長率亞洲居冠

98年雖有全球金融風暴及H1N1等不利因素，8月份又因莫拉克颱風來襲使觀光業連帶受創，然而在我國推動「旅行臺灣年」靈活的宣傳行銷手法以及民間業者積極參與推廣臺灣旅遊的帶動下，全年來臺旅客在逆勢中成長，總旅客計439萬5,004人次，較97年成長14.30%，不僅人次創歷年新高，成長率亦在亞太地區居冠；其中觀光目的旅客計229萬8,334人次，較97年成長29.47%，占來臺人次52.29%，使「型塑臺灣成為亞洲旅遊地」的目標更向前邁一大步。

「2008-2009旅行臺灣年」於97年2月15日「觀光節慶祝大會」啟動，98年立基97年各項基礎持續推動，以更有別以往的多元創意方式行銷臺灣，提高旅客滿意度及重遊意願，讓國際目光聚焦臺灣。完成重要工作如下：

- (一)「國內宣導計畫」：為營造全民迎賓氣氛，推動交通場站、重要景（據）點及運輸系統之氛圍營造，並印製歡迎卡提供觀光旅館客房迎賓之用；另透過「Tour Taiwan Kit — 旅行臺灣歡迎錦囊」活動邀請跨國企業行銷臺灣；辦理國際觀光大師開講，邀請日本JTB會長佐佐木隆、亞太旅遊協會（PATA）企業溝通處Dale Lawrence處長、悅榕（Banyan Tree）集團張齊娥資深副總裁及北京奧美整合行銷傳播集團暨中國奧美公關總裁Scott Kronick來臺分享經驗。
- (二)「產品開發計畫」：開發多元化臺灣旅遊產品，以滿足不同市場需求，除針對首次來臺必看、必吃、必玩元素包裝為經典行程，亦針對重遊者及主題旅遊者規劃深度之旅，並以大型公關及促銷活動創造國內外話題及視聽。
- (三)「國際宣傳推廣計畫」：透過釐析臺灣觀光元素，建立臺灣觀光品牌形象，整合全球行銷步調。針對國際觀光客、國內接待旅行社、國外送客旅行社三方，配合產品開發計畫，研提優惠、補助、獎勵措施，並積極開拓全球市場行銷宣傳通路，提升臺灣旅遊形象。

## I. Resounding Success for "Tour Taiwan Years" Campaign; Ratio of Arrivals for Tourism Reach Record Heights

The effects of the global financial crisis and H1N1 were very much felt by the tourism industry in 2009. Typhoon Morakot came as another blow. Nevertheless, clever marketing of "Tour Taiwan Years" as well as strong private-sector promotion of Taiwan tourism saw visitor arrivals go against the trend, increasing by 14.30% over 2008 to reach 4,395,004. This not only set a new historical record in absolute numbers but was also the highest growth rate in Asia. Travel for the purpose of tourism accounted for 2,298,334 arrivals, an increase of 29.47% on 2008 and accounting for 52.29% of all arrivals in Taiwan. This brought us closer to realizing the goal of "turning Taiwan into a key Asian travel destination".

"Tour Taiwan Years 2008 ~ 2009" was launched during the "Celebration of National Tourism Day" on February 15, 2008. The campaign continued in 2009 with the use of even more diverse marketing techniques to increase Taiwan's international exposure, boost tourist satisfaction and stimulate repeat visits. Key tasks accomplished included:

1. **"Domestic Promotion Plan"**: To create a welcome atmosphere for visitors in Taiwan, atmosphere-building initiatives were launched for transportation hubs, key sites (spots) and transportation systems. Visitor welcome cards were also printed for hotel use. The "Tour Taiwan Kit" program invited international enterprises to help market Taiwan while the Taiwan Tourism Forums invited JTB Chairman Sasaki Takashi (Chairman of JTB, Japan), Dale Lawrence (Director of Corporate Communications, Pacific Asia Travel Association), Claire Chang (Senior Vice President of Banyan Tree) and Scott Kronick (President of Ogilvy Public Relations, China) to share their experiences with audiences in Taiwan.
2. **"Product Development Plan"**: A wide variety of Taiwanese travel products were developed to meet the needs of different markets. Apart from consolidating "must-see, must-eat, must play" experiences into classic tours for first-time visitors, in-depth packages were organized for repeat visitors and theme-based tourists too. Large-scale public relations and promotional events were also held to reinforce local and foreign media exposure.
3. **"International Promotion Plan"**: The elements of Taiwan tourism were analyzed to develop a brand image for Taiwan tourism and unify global marketing strategies. Incentives and subsidies were developed for international tourists, local travel agencies, and foreign travel agents to expand global marketing channels and improve the image of Taiwan tourism.



(四)「建置旅遊服務網計畫」：營造旅行臺灣年友善旅遊服務環境，提供旅客便捷之旅遊諮詢及交通服務，包括臺灣觀光資訊網全新改版上線、設置免付費觀光諮詢熱線、增設旅遊(客)服務中心，並持續輔導臺灣觀光巴士旅遊路線，以整體提升旅遊服務品質，營造優質旅遊環境。



## 二、臺灣故事館啟用，見證臺灣觀光發展軌跡

為讓各界人士了解臺灣觀光事業發展歷程，同時保存觀光相關重要文物，經過1年多籌備的「臺灣觀光故事館」(位於觀光局臺北市敦化北路240號的旅遊服務中心1樓)，在98年6月24日正式啟用，並舉行揭牌儀式，見證臺灣觀光業60多年來的發展軌跡。

「臺灣觀光故事館」記錄臺灣40年代開始發展觀光事業至今的大事紀，從最早以入境旅遊為主，至民國68年開放國人出國觀光，緊接著開放大陸探親及免簽證措施，至今政府將觀光定位為重點發展的新興產業，觀光局用時間來說故事，以圖文並茂方式，將觀光發展沿革分為「萌芽期」、「推展期」、「蓬勃期」及「全方位期」等4大階段，把觀光局各項觀光政策、活動及與民間互動、國際接軌事蹟，透過200餘幀海報及生動影音等多元手法，依序呈現。包括藍蔭鼎先生所繪的第1張國際宣傳海報、早期的國外媒體宣傳報導、觀光活動圖片、第1屆燈會、美食展等珍貴紀錄照片，以及歷年重要觀光事蹟、活動等均以圖文展示，忠實呈現臺灣觀光發展過程之重點精華。

故事館啟用後，許多業界先進、觀光局資深退休同仁、長官前往參訪，共同見證臺灣觀光事業之發展，均有齊心協力、薪火相傳的深層期許，亦與臺灣大學曾永義教授為觀光故事館所作的楔子「回首來時路、苦甘齊備嘗、觀光弘駿業、攜手上康莊」相呼應。啟用迄今，先後除一般民眾前來參觀外，另有政治大學國際教育交流協會、香港專業教育學院、德國漢堡竹友會等外國人士，以及實踐大學、世新大學、東方工商、毅保家商、稻江商職、關西高等觀光相關科系學生前來參觀，讓其瞭解我觀光產業發展歷程及現今觀光實績。

## 三、兩岸觀光循序漸進，交流創雙贏

陸客來臺觀光人數由磨合初期97年平均每日300餘人次，至98年平均每日已達1,661人次，觀光總體人數共計60萬6,174人次，陸客總人數共計97萬2,123人次；如以大陸觀光客每人每日平均消費金額(98年約為230美元)、平均在臺停留7夜估算，已為我國觀光相關產業創造約326億臺幣之觀光外匯收益及商機。

為順利推展大陸新興旅遊市場，觀光局推動大陸地區人民來臺觀光法規鬆綁，簡化大陸旅客申請來臺手續；針對大陸開放省市、組團社限制、赴臺旅遊領隊証不足等技術面事宜，透過臺旅會與大陸海旅會溝通磋商後，開放省市由13個增至25個，組團社由33家增至146家；釐訂「吸引大陸地區民眾來臺宣傳推廣計畫」，加強行銷推廣；輔導旅行業者提升接待品質，執行大陸觀光團旅遊品質稽查計畫，初步成效已展現，來臺旅客人次穩定成長，整體滿意度超過84%。98年全年，觀光局頻接獲大陸旅客來信致謝或褒獎接待導遊人員、駕駛之信函共達183件。



4. **"Establishment of a Travel Service Network Plan"**: This plan was designed to provide a friendly travel environment for the Tour Taiwan Years and offer travelers convenient information and transportation services. It included the launch of a new version of the Taiwan Tourism Bureau's official website, toll-free information hotline, new visitor information centers, and continued assistance for Taiwan Tour Bus routes. The outcome was an improvement in overall quality of travel services and a high-quality travel environment.

## II. Inaugurating Taiwan Storyland as a Witness to Taiwan's Tourism Development

To introduce the general public to the development of tourism in Taiwan and preserve important tourism-related cultural relics, the "Taiwan Storyland" (located on 1F of the Tourism Bureau's Visitor Information Center at 240 Dunhua N. Rd., Taipei City) was opened on June 24, 2009 with a plaque unveiling ceremony after more than a year of preparation. The new museum provides a record of tourism developments in Taiwan over the past 60 years.

Taiwan Storyland shows how tourism developed from the 1950's through to the present day. In the beginning it consisted mainly of inbound tourists; then, in 1979, local residents were permitted to travel overseas. This was soon followed by family visits to China and visa-free measures. Today, the government has designated tourism as a key emerging industry. The Tourism Bureau tells the story through text and pictures, dividing the development into four main periods: "Beginning", "Promotion", "Growth" and "All Aspect". These present the Tourism Bureau's policies, activities, and interactions with the general public as well as international events through more than 200 posters and videos in chronological order. Exhibits include the first international advertising poster drawn by painter Lan Yin-ding, early newspaper reports from overseas, tourism event photos, the 1st Lantern Festival, and food festivals. These, together with important tourism events, are presented with photos and essays to provide a faithful summary of tourism development in Taiwan.

Many industrial leaders, ranking retired Tourism Bureau employees and governmental officials have since visited Taiwan Storyland. All expressed the hope that their successors would continue where they left off. Their attitude echoes the couplets composed by Professor Yong-yi Ceng of National Taiwan University: "Looking back one recalls the joy and toils, and the hope that tourism is heading toward success and prosperity". Apart from members of the general public, overseas visitors such as the NCCU Council on International Educational Exchange, the Hong Kong Institute of Vocational Education and the Taipei-Freundeskreis Babmbusrunde e.V., as well as tourism students from Shih Chien University, Shih Hsin University, Dongfang Vocational High School, Gubao High School, Daojiang High School and Guanxi High School have visited the Taiwan Storyland since its opening. During their visits they learned about the history of tourism in Taiwan and current accomplishments.

## III. Progress in Cross-Strait Tourism Creates Win-Win for Exchange

The number of Chinese tourists visiting Taiwan has increased from around 300 a day during the initial period to 1,661 per day in 2009. Tourists, in 2009 totaled 606,174, while the total number of Chinese arrivals was 972,123. When the average daily spending of each Chinese visitor (US\$230 in 2009) is multiplied by the 7 days they stay in Taiwan on average, this translates into around NT\$32.6 billion in foreign currency receipts and business opportunities for the Taiwanese tourism industry.

The Tourism Bureau has pushed for a relaxation in legislation governing Chinese tourism in Taiwan and simplified the application process in order to develop the emerging Chinese tourism market. The Tourism Bureau worked through the Taiwan Strait Tourism Association and the Strait Exchange Foundation in China to increase the number of regions that allow travels to Taiwan from 13 to 25, and the number of authorized travel agents from 33 to 146. The "Attracting Travelers from Mainland China to Visit Taiwan Plan" was drafted to reinforce marketing efforts. Assistance was also provided to tour operators to improve reception quality, and quality audits of Chinese tour groups were carried out. These initiatives are beginning to show results with the steady growth in Chinese tourists to Taiwan and an overall satisfaction rate of no less than 84%. The Tourism Bureau received 183 letters from Chinese tourists thanking or commending their tour guides or drivers in 2009.





#### 四、攜手走過莫拉克風災，觀光產業復甦再躍升

莫拉克颱風造成臺灣部分著名觀光景點蒙受災損或聯外交通中斷，影響國際旅客來臺及國人出遊意願，連帶造成整體觀光產業蒙受損失；為儘速恢復受災觀光景點風貌、輔導產業復甦並振興地方觀光產業，本局採取觀光產業重建作為如下：

##### (一) 迅速掌握災情、及時應變處理

1. 協調縣市政府及國家風景區管理處就所轄受損遊憩據點及公共設施實施清查工作。
2. 督導國家風景區管理處辦理所轄災區遊憩據點之淤泥清理及環境整理工作，恢復據點遊憩服務之基本機能。

##### (二) 導正國際視聽、臺灣旅遊安全無虞

1. 即時向國際媒體發送訊息，並主動透過觀光局 10 個駐外辦事處，對外告知臺灣水災災損區域多為偏遠地區，國際旅客經常旅遊路線未受影響、觀光旅館亦正常營運提供服務，臺灣旅遊安全無虞。
2. 協助安排媒體前往阿里山及茂林國家風景區，實地瞭解並進行採訪，說明除阿里山交通受阻外，其他主要景點交通都暢行無阻。

##### (三) 景點現況即時更新、網站同步周知

於「臺灣觀光資訊網」(taiwan.net.tw) 中建置「88 水災後景點現況」專區，除列出未受風災影響的景點之外，亦隨時更新受災景點聯外鐵、公路修復情況。

##### (四) 訂定重建計畫、積極推動災後重建

配合經建會所規劃重建分區等級，整體評估觀光地區受災據點之復建必要性及重建順序，研訂「阿里山國家風景區莫拉克風災復建計畫」、「茂林國家風景區莫拉克風災復建計畫」及「地方政府觀光建設復建計畫」等 3 案計畫，編列特別預算 5.3 億元，進行各項遊憩設施復建工程。

##### (五) 保持暢通聯繫、協助業者重建

1. 成立重建輔導單一辦理窗口，由專人專責協助業者有關重建諮詢及申請作業等。
2. 編列莫拉克風災特別預算 2.2 億，採行補貼房屋稅、協助取得短期低利營運週轉金及補貼營運週轉金利息、貸款期限展延等 4 項措施，協助業者重建。

##### (六) 觀光市場復甦措施

邀請國內外媒體參訪並報導，與旅行業合作推出「美麗臺灣·發現之旅」套裝行程、辦理溫泉美食嘉年華、全民出遊等活動，輔導與促銷災區產業以吸引遊客到訪，期儘早復甦災區觀光產業。

## IV. Tourism Industry Recovers and Rebounds after Typhoon Morakot

Typhoon Morakot damaged and disrupted some of the well-known tourist attractions in Taiwan. This affected the willingness of international and domestic tourists to tour, and led to losses in the tourism industry as a whole. To rebuild the affected scenic spots and revitalize the tourism industry, the Tourism Bureau adopted the following measures:

### 1. Disaster monitoring and response

- (1) Coordination with local governments and national scenic area administrations on building an inventory of damaged recreational spots and public facilities.
- (2) Supervision of the national scenic area administrations' mud-dredging and clean-up operations in disaster areas to restore basic services at recreation sites.

### 2. Correction of international sentiment it is safe to travel in Taiwan

- (1) Provision of timely updates to the international media and use of the Tourism Bureau's 10 overseas branches to actively inform the media that most of the typhoon damage was in remote areas, not on popular international tourist routes, and tourist hotels were still open for business as usual so it was perfectly safe to travel in Taiwan.
- (2) Help in arranging for the media to visit the Alishan and Maolin National Scenic Areas, and organizing of interviews to explain that apart from a disruption in transportation to Alishan, access to all other key attractions remained unaffected.

### 3. Real-time status updates on scenic site websites

A "Morakot Post-Typhoon Scenic Site Condition and Status" section was added to Taiwan.net.tw. This listed not only unaffected spots but also provided the latest information on repairs to road and rail links in affected areas.

### 4. Formulation and implementation of post-disaster reconstruction plans

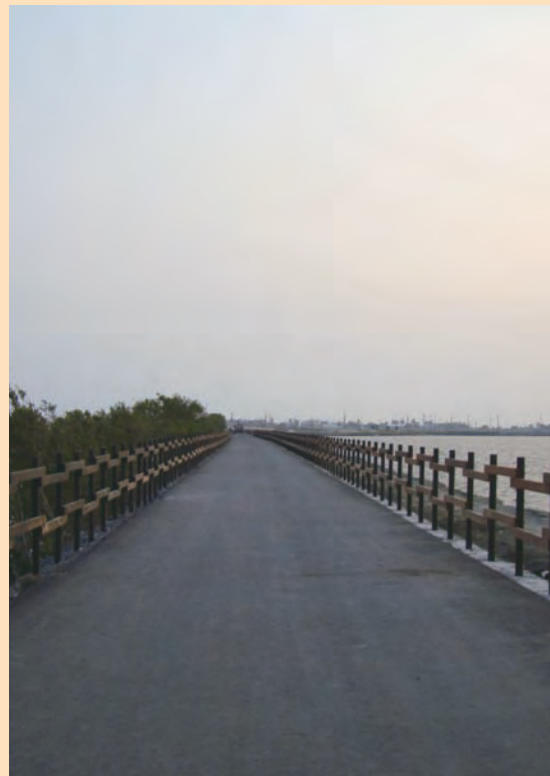
An evaluation of the necessity and priority of reconstruction in disaster-affected tourist regions based on criteria set by the Council for Economic Planning and Development was carried out. An extraordinary budget of NT\$530 million was set aside for the repair of recreational facilities under the "Morakot Post-Typhoon Rehabilitation Plan for Alishan National Scenic Area", "Morakot Post-Typhoon Rehabilitation Plan for Maolin National Scenic Area" and "Local Government Tourism Development Rehabilitation Plan".

### 5. Maintenance of communication, assisting operators to rebuild

- (1) A single window for reconstruction assistance was set up. Personal were designated to assist businesses with reconstruction inquiries and applications.
- (2) A Typhoon Morakot extraordinary budget of NT\$220 million was allocated to assist businesses with four reconstruction measures: housing tax subsidies, assistance in obtaining short-term low-interest cash flow loans, interest subsidies for cash flow loans and extension of loan deadlines.

### 6. Revitalization measures for tourist markets

Domestic and foreign media were invited to visit and report on scenic spots in Taiwan. The Tourism Bureau also partnered with the travel industry to launch the "Beautiful Taiwan - Discovery Tour" packages, organize hot spring and cuisine festival; promote travel by the public, and assist and promote industry in the disaster regions so as to attract tourists and rejuvenate the local tourism industry as quickly as possible.



## 五、推動星級旅館評鑑及民宿認證制度，強化國際競爭力

為提升旅館服務品質並與國際接軌，分別於98年2月16日與3月2日發布「星級旅館評鑑計畫」及「交通部觀光局辦理觀光旅館及旅館等級評鑑收費標準」，作為旅館評鑑執行依據，並於98年10月5日起至11月19日分別於北、中、南、東及離島地區辦理星級旅館評鑑制度說明會7場，並委託社團法人台灣評鑑協會執行星級旅館評鑑相關作業。

另為提升民宿整體品質，辦理民宿認證工作，編製「民宿認證訓練課程教材、民宿評核標準及其操作手冊」，作為推動民宿認證之參考依據，並成立推動小組，研商民宿認證未來執行相關事宜，進一步讓臺灣民宿有接待國際旅客的能力。

## 六、分級整建，打造優質觀光景點新風貌

立基既有套裝旅遊線計畫成果基礎，集中資源整備具指標意義之「焦點建設」，以呈現政府投資績效；並採用景點分級的觀念，分就國際觀光、國內觀光及地方觀光等重要景點層次，逐步提升旅遊服務水準。

國家風景區部分，98年度辦理重要遊憩據點整建、興建及改善工程共計242件，包含宜蘭縣南方澳旅遊服務站、日月潭向山行政中心新建工程、臺南縣北門遊客服務中心遊客服務設施工程、屏東縣新威大橋新建工程、大鵬灣環灣道路、東部自行車道路網整建、澎湖縣菜園遊憩區設施、林投公園設施整建等重大建設工作。

協助地方政府整備觀光建設部分，延續「建構美麗臺灣—風華再現（整備觀光遊憩設施建設）」計畫策略，針對地方風景區、觀光地區或旅遊帶之觀光遊憩設施，進行系統性、集中性之設施服務水準及周邊整體環境品質提升工作；藉由形塑高品質之觀光旅遊據點，產生聚焦集客作用，促進國人國內旅遊，進而吸引國際觀光客到訪。98年度合計投資新臺幣15億元，補助24個縣市政府，執行320件風景區公共設施整建及興建工程。



## 七、配合節能減碳政策，啟動「東部自行車路網示範計畫」

為推動行政院核定之「配合節能減碳東部自行車路網示範計畫」，於98年5月9日舉行「東部自行車路網示範計畫」啟動儀式記者會，希望藉由自行車與鐵路、公路客運系統之妥善整合，結合東部地區豐富天然遊憩資源，優先發展為自行車路網示範地區，創造出新興的產業發展及人文的旅遊型態，進一步結合觀光旅遊行銷推廣，並推展節能減碳之綠色人本運輸服務。

為了能創造前瞻務實的自行車友善騎乘環境，交通部規劃2階段推動進程，第1階段以「自行車遊憩島」為目標，以所建構之自行車路網，達到東部自行車遊憩觀光之功能。第2階段以「自行車生活島」為目標，希望藉由中央與地方單位的共同推動與努力，引入民間力量，創造更長遠的生活面經濟與文化價值。

98年度已完成臺北縣舊草嶺隧道、宜蘭縣濱海冬山河、花蓮縣鯉魚潭、臺東縣關山、石門一長濱等5條經典自行車道設施整建（含指標系統）、路線遊程規劃、編印5條經典自行車路線全行地圖摺頁（中、英、日文版），並辦理臺灣騎跡—2009鐵馬自由行、二鐵共乘遊東臺灣等活動，行銷花東自行車與鐵路、公路客運系統新遊憩型態，成功建構「自行車遊憩島」之成果。



## V. Promoting the Hotel Star Rating System and Homestay Certification System, Improving International Competitiveness

To improve the quality of hotel services and bring them in line with international standards, the Tourism Bureau announced the "Hotel Star Rating Plan" and "Fee-charging Standards Set by the Tourism Bureau of the Ministry of Transportation and Communications for Conducting Rating Evaluations of Tourist Hotels and Other Hotels" on February 16 and March 2, respectively, in 2009. Between October 5 and November 19, 2009 the Tourism Bureau held seven seminars on the hotel star-rating scheme in Northern, Central, Southern and Eastern Taiwan as well as the offshore islands, and commissioned private organizations specializing in this field to implement the hotel evaluation and related operations.

To improve the overall quality of homestays, the Tourism Bureau organized a certification scheme and compiled a "Homestay Certification Training Materials, Homestay Evaluation Standards and Procedural Manual" to provide a reference for homestay certification. A task force was set up to study future homestay certification needs to further provide Taiwanese homestays the capability to receive international travelers.

## VI. Graded Reconstruction to Create Quality Tourist Spots

Using existing packaged tour routes as a reference, resources were concentrated on "focus construction projects" to show results from government investment. A classification concept was used to grade scenic spots into international tourist spots, national tourist spots, and local tourist spots, in order to progressively improve the quality of travel services.

In the national scenic areas, a total of 242 repair, construction and improvement projects were carried out in 2009. Key projects included the Nanfangao Visitor Information Center in Yilan, the new Sun Moon Lake Xiangshan Administrative Center, visitor facilities at the Beimen Visitor Center in Tainan County, construction of the Sinwei Scenic Bridge in Pingdong County and the Round-the-Bay Road at Dapeng Bay, upgrades to the bikeway network in eastern Taiwan and Caiyuan Recreational Area facilities in Penghu County, and upgrades to Lintou Park facilities.

Assistance to local governments' tourism developments in accordance with the "Building a Beautiful Taiwan – the Restoration of Glory Plan (Development of Tourist and Recreation Facilities)" continued improving services and environments in a systemic and focused manner. The building of high-quality tourist spots will help attract visitors, encourage domestic tourism and, in turn, draw international tourists. In 2009, a total of NT\$1.5 billion in investment subsidies was given to 24 local governments for 320 infrastructure renovations and construction projects in scenic areas.

## VII. Carrying Out the "Eastern Taiwan Bikeway Network Demonstration Plan" in Line with Energy Conservation and Carbon Reduction Policy

The Executive Yuan approved the "Eastern Taiwan Bikeway Network Demonstration Plan", and on May 9, 2009, the Tourism Bureau held a press conference for its inauguration. The hope was with the integration of bicycles into the railway and highway transportation systems as well as the natural recreational resources of Eastern Taiwan, this area may be the first to develop into a model demonstration site for bicycle transportation. This will create an emerging type of industrial development and culture, which can be further combined with the marketing and promotion of tourist travel to help to spread a green, human-oriented transportation service in line with carbon reduction.

The MOTC has developed a two-stage plan for building a biker-friendly environment. The target for Phase 1 is "Recreational Cycling Island" and will construct a biking network that will facilitate cycling tourism in eastern Taiwan. The target for stage 2 is the "Cycling Lifestyle Island". A joint effort by the central and local governments as well as private-sector involvement will create more long-term economic and cultural value.

Renovations on five classic bikeways-Old Caoling Tunnel (Taipei County), Binhai Dongshan (Yilan County), Liyu Lake (Hualien County), Guanshan and Shimen-Changben (Taitung County) were completed in 2009, including signage systems. Route planning and map brochures of all five bikeways were also compiled and published (in Chinese, English and Japanese). The "Let's Bike Taiwan – 2009" and "Tour Eastern Taiwan by Rail and Bicycle" activities were held to market the new recreational experience combining bicycles, trains and highway buses in eastern Taiwan, successfully realizing the goal of a "Recreational Cycling Island".



## 八、開發觀光推廣新手法，網路平台創佳績

網路媒體已成為現代社會獲取資訊的重要媒介之一，亦為國際旅客蒐集旅遊資訊的重要來源，網路搜尋關鍵字廣告行銷更是開拓知名度的重要利器。為加強宣傳國際旅客來臺觀光、提升臺灣觀光資訊網在目標市場的網路排名及曝光，並提供國際旅客豐富旅遊資訊，觀光局與國際知名網路媒體 Google 合作，於美國、加拿大、英國、新加坡及中國等 5 大目標市場 13 個國家之中、英、日文版 Google 網頁，依各市場特性與慣用語，進行 500 多個關鍵字廣告宣傳，推廣臺灣觀光資訊網及相關活動，對臺灣國際知名度及產品規劃具十足助益。

因應全球新節約時代的消費方式，部落格經驗分享不僅是旅遊愛好者搜尋旅遊資訊的重要工具，亦為精打細算的消費者分享購物經驗的重要平台。為了讓世界看見臺灣多元的觀光資源與人文特色，結合旅行臺灣年之多元旅遊產品元素，利用網路行銷方式招募國際旅遊達人，透過其自行規劃超值且具創意的旅遊臺灣行程。來臺探索體驗，以文字和影音部落格與網友分享在臺的親身體驗，讓世界看見不一樣的臺灣。並透過 Google 的全球宣傳網絡與 YouTube 影音平臺，辦理活動宣傳，吸引重要客源市場國外網路族群參與活動，提高宣傳效益，透過東西方旅遊玩家的深刻體驗，不僅讓國內網友重新認識臺灣，喚起對臺灣這塊土地的重視與關懷，同時，也將臺灣的真、善、美，透過人際傳播與網路媒體傳向全球各地。

## 九、啟動「觀光拔尖領航方案」，開創觀光發展新榮景

為落實馬總統成立「300 億元觀光產業發展基金」政見，規劃推動「觀光拔尖領航方案」，運用大三通及兩岸航線增班的契機，發展臺灣成為東亞觀光交流轉運中心及國際觀光重要旅遊目的地。全案獲行政院 98 年 8 月 24 日院臺交字第 0980049106 號函核定。

「觀光拔尖領航方案」推動拔尖（發揮優勢）、築底（培養競爭力）、提升（附加價值）等 3 大行動方案，落實「魅力旗艦」、「國際光點」、「產業再造」、「菁英養成」、「市場開拓」及「品質提升」等 6 大主軸及 14 項執行計畫，以重新定位 5 大區域之觀光發展主軸、創造具國際話題之獨特景點與旅遊服務、輔導觀光產業與國際接軌、推出光點活動爭取國際曝光度及國際旅客來臺意願，並強化國際觀光人才專業素質，以提升觀光產業國際競爭力及強化臺灣觀光品牌形象。

全案規劃投入 300 億元觀光發展基金，預估在民國 101 年創造 5,500 億的觀光收入，帶動 40 萬直接、間接觀光就業人口，吸引 2,000 億民間投資，引進至少 10 個國際知名連鎖旅館品牌進駐臺灣。

98 年已完成 5 處國際觀光魅力據點評選、10 處臺灣好行景點接駁旅遊服務計畫、國際光點產品及星級旅館評鑑前置作業，並持續提供產業優惠貸款利息補貼、辦理旅行業中高階經理種子教師培訓課程、國際大師開講活動及加強市場開拓等作為；且 7 項應配合新(修)訂實施要點或獎補助要點業於 98 年 10 月全數核定公告，陸續受理申請中。



## VIII. Developing Innovative Tourism Campaigns for Stellar Achievements of Internet Platform

Online media have become a key source of information in modern society. They are also an important tool for international travelers to assemble travel information. Keyword search and online advertising have become particularly useful for increasing exposure. To attract international tourists to Taiwan, enhance the online ranking and exposure of Taiwan.net.tw in target markets and provide international travelers with a wealth of travel information, the Tourism Bureau cooperated with the well-known Internet company, Google to advertise in 13 countries including the 5 major markets of the U.S.A., Canada, U.K., Singapore and China. Keyword advertising of more than 500 keywords using local language characteristics appeared in Chinese, English and Japanese Google pages. The effort was exceptionally successful in boosting Taiwan's international profile and product planning capabilities.

In light of the new global era of conservation, consumers today expect their money's worth, and blogs not only provide travel enthusiasts with an important source for travel information also afford a platform for cost-conscious consumers to share their shopping experiences. To raise the profile of Taiwan's diverse tourism resources and culture for the world to see, the Tourism Bureau combined the many travel products from Tour Taiwan Years and recruited expert international explorers over the Internet to develop their own creative and low-cost Taiwan itineraries. The explorers then shared their personal experiences of touring Taiwan through text and video on their blogs, giving the world a different facet of Taiwan. The use of Google's global reach and YouTube's video platform to promote activities attract Internet users in key international markets to participate thus boosting advertising effectiveness. The insights of Western and Asian travel enthusiasts not only help to reintroduce local net users to Taiwan and its beauty, but also to convey the sincerity, kindness and beauty of Taiwan to the world through word-of-mouth and the online media too.

## IX. Carrying Out "Project Vanguard for Excellence in Tourism" for New Heights of Tourism Development

The Tourism Bureau implemented the "Project Vanguard for Excellence in Tourism" in order to carry out President Ma's "NT\$30 billion Tourism Industry Development Fund" policy. The project aims to take advantage of increased flights via the Three Links to develop Taiwan into East Asia's tourism hub and a key international travel destination. The Executive Yuan issued Tai-Jiao Document No. 0980049106 approving the project on August 24, 2009.

"Project Vanguard" consists of three action plans: "Project Summit" (exploit advantages), "Project Keystone" (cultivate competitiveness) and "Project Propeller" (add value). These provide the driving force behind the implementation of 14 projects under the six main concepts of "Charismatic Flagship", "International Spotlight", "Industry Rebirth", "Elite Cultivation", "Market

## 十、規劃推動「旅行臺灣·感動100」

為配合中華民國建國100年慶典，爭取國際旅客來臺及全民共同參與、分享建國100年的各項成果，規劃結合長期推廣之「Taiwan, touch your heart」口號，將99、100年觀光行銷主軸定調為「旅行臺灣·感動100」。

本計畫以「催生與推廣百大感動旅遊路線」、「體驗臺灣原味的感動」及「貼心加值服務」為計畫三大主軸，以發展臺灣觀光品牌的10大旅遊元素（當代文化、在地文化、原住民、追星、民俗宗教、生態、單車、登山健行、溫泉及創新）為主題，推動主題式旅遊，跳脫以觀光景點為推廣標的之思維，整合路線上美食、交通、購物、住宿、伴手禮及旅遊資訊等服務資源，串連成百大旅遊路線，並建置專屬網站及配合活動舉辦提供民眾參與、建議修正路線之機制。

另以臺灣特色之「四大主題系列」活動(臺灣燈會、臺灣美食節、臺灣自行車節、臺灣溫泉美食嘉年華)為經，「年度創意元素」為緯，要讓全民及國際觀光客都能體驗臺灣原味的感動，再加上各種貼心的加值服務，讓旅客在「旅行前」完成旅遊行程規劃、感受臺灣歡迎之意，「旅行中」藉由臺灣好行景點接駁、帶著手機或衛星導航設備(GPS)連線上網，輕鬆取得旅遊資訊，並且願意在「旅行後」透過共享，與各地網友分享在臺經驗。

辦理「旅行臺灣·感動100」計畫的精神在於透過全民參與的方式，營造讓旅客感動的旅遊環境，並建立臺灣觀光業的好口碑；期望透過「旅行臺灣·感動100」計畫的積極推行，讓臺灣在觀光品質、來臺旅客人數上都能有大幅提升。



Development" and "Quality Improvement". Tourism development concepts in Taiwan's five main regions are to be redefined, one-of-a-kind scenic spots and excellent travel services are to be created, the tourism industry are to be brought up to international standards, spotlight activities are to be organized to boost international exposure and to attract interest from international travelers, the level of professionalism of tourism personnel is to be raised to world class, so as to enhance Taiwan's international competitiveness and strengthen Taiwan's image as a great quality tourist destination.

Investments into the NT\$30 billion Tourism Industry Development Fund is expected to generate NT\$550 billion in tourism earnings by 2012, creating 400,000 tourism jobs directly and indirectly, attracting \$200 billion in private investments, and bringing in at least 10 well-known international chain hotel brands to Taiwan.

Tasks carried out in 2009 included the selection of five internationally attractive tourism destinations, the planning of transportation links for 10 Taiwanese destinations, the preparations for international spotlight products and the education for hotel star rating, as well as the continued provision of preferential industry loan interest rate subsidies, medium/high-level management cadre training for the travel industry, international masterclass forums and market development activities. Moreover, key points for implementation and key points for subsidy for seven new (revised) projects have all been announced in October 2009, and applications are now being processed.

## **X. Planning and Promotion of "Tour Taiwan and Experience the Centennial"**

To encourage international tourists and our nationals to take part in the Republic of China's 100th anniversary celebrations, and to share the multitude of achievements in the 100 years since the ROC's founding, a marketing concept for tourism in 2010 and 2011 has been formulated with the slogan being "Tour Taiwan and Experience the Centennial ". This concept will be used in combination with the longstanding slogan "Taiwan, touch your heart".

The three main concepts to this program are "Creating and Promoting the Tour Taiwan - Feel the Centennial Excitement", "Inspired by Real Taiwan" and "Considerate, Value-Added Service". The top 10 travel elements in Taiwanese tourism (contemporary culture, local culture, indigenous people, celebrities (star chasing), folk customs & religion, ecology, cycling, hiking, hot springs and innovation) are developed into themed tours instead of the conventional destination-based approach. Service resources such as food, transportation, shopping, accommodation, souvenirs and travel information on the routes are linked together into 100 travel routes which are then posted on a dedicated website. The website together with mechanisms tailored to the activities are intended to encourage the public to participate and/or submit their suggestions.

Additionally, with Taiwan's "Top Four Events" (Lantern Festival, Food Festival, Cycling Festival, Hot Spring & Cuisine Festival) as the frame and "Annual Creative Element" as the canvas, this program aims to inspire Taiwan nationals as well as international tourists to feel the originality of the Taiwan. Considerate, value-added services will also help tourists to form their own routes "in advance" and feel Taiwan's warm reception even before they start. "While on trip," tourists will enjoy convenient Tour Taiwan Shuttle Service between scenic spots, and easy online access to travel information via their mobile phones or GPS devices. Through these services, tourists will no doubt want to share their experiences with net users all around the world after their trip in Taiwan.

The intent of the "Tour Taiwan and Experience the Centennial" program is to create a travel environment that reaches out to travelers through public participation and build up a fine reputation for the Taiwanese tourism industry. Hopefully the implementation of "Tour Taiwan and Experience the Centennial" will bring about a significant increase in both arrival numbers and the quality of Taiwan tourism.

# Amazing Taiwan

驚喜，台灣！



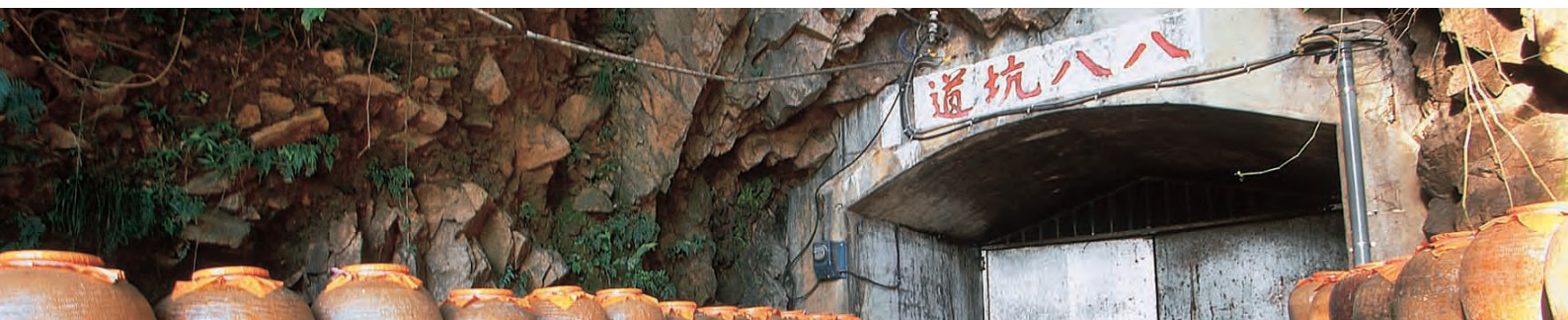




## Chapter 1

# Tourism Market

## 第一章 觀光市場概況



## 第一節 全球旅遊市場

### 一、全球觀光業概況

依世界觀光組織（World Tourism Organization；UNWTO）發佈的預估資料顯示，受全球金融海嘯影響，98年全球國際旅客人數較97年負成長4.2%，為8億8千萬人次，其中第1季負成長10.4%，第2季負成長6.8%，第3季負成長2.3%，第4季隨全球經濟景氣回溫，轉為正成長1.6%。就全年而言，除非洲成長2.9%外，其他地區均呈現負成長，歐洲地區負成長5.7%，亞太地區負成長1.3%，美洲地區負成長4.6%，中東地區負成長4.9%。

綜觀98年，除了金融海嘯襲捲各國外，油價波動亦十分劇烈，加上新型流感H1N1攪局，致全球觀光市場需求低迷，觀光業可謂經歷了一場嚴厲的硬仗。根據國際觀光市場的表現及各項經濟指標等數據，UNWTO預估99年全球國際旅客人數將成長4%，但由於主要先進國家失業危機尚未解除，油價波動與新型流感H1N1之疑慮等不確定因素依然存在，故仍應審慎以對。

## I. Global Travel Market

### 1. The Global Tourism Industry

The latest statistics released by the World Tourism Organization: (UNWTO) show that in the aftermath of the global financial tsunami, the number of visitor arrivals worldwide was down 4.2% to 880 million – a 10.4% decline in the first quarter, 6.8% decline in the second quarter, 2.3% decline in the third quarter, and 1.6% growth in the fourth quarter, following the global economic recovery. For the whole year, with exception of the 2.9% growth from Africa, all other regions were in the minus territory 5.7% decline from Europe, 1.3% decline from the Asia Pacific, 4.6% decline from the Americas, and 4.9% decline from the Middle East.

An overview of the year 2009 showed in addition to the havoc the financial tsunami caused to countries worldwide, oil prices were also extremely volatile. These factors were made worse by the H1N1 flu. The global tourism sector was hit hard. According to statistics on international tourism market performance and various economic indicators, the UNWTO predicts worldwide visitor arrivals will increase at an annual rate of 4% in 2010. However, caution is called for as uncertainties remain including the fact that developed nations are still reeling from unemployment, oil prices are at a high point and H1N1 worries still exist.

### 98年全球國際旅客人數表

Number of International Tourist Arrivals, 2009

地區 Area	人數（百萬） Number (Million)	成長率（%） Change (%)	比例（%） Share (%)
全球 Global	880	-4.2	100
歐洲 Europe	460.0	-5.7	52.2
亞太 Asia Pacific	181.6	-1.3	20.6
美洲 Americas	140.1	-4.6	15.9
非洲 Africa	45.6	2.9	5.2
中東 Middle East	53.2	-4.9	6.0

資料來源：世界觀光組織

Source : World Tourism Organization(UNWTO)



## 二、亞洲觀光市場概況

### (一) 日本觀光市場

(資料來源：日本國際觀光振興機構 <http://www.jnto.go.jp/>)

2009年日本出國人數累積估計數為1,544萬5,976人次，較2008年負成長3.39%；同期入境日本之旅客累積估計數約為678萬9,873人次，與2008年比較負成長18.69%，赴日主要客源國家（地區）人次依序為韓國（158萬6,772人次）、臺灣（102萬4,292人次）、中國大陸（100萬6,085人次）、美國（69萬9,919人次）、及香港（44萬9,568人次）；以成長率分析，則以義大利6.0%最高，其次為西班牙（4.0%）及奧地利（1.7%），臺灣為-26.3%。

### (二) 香港觀光市場

(資料來源：香港旅遊發展局 <http://partnernet.hktb.com/b5/index.html>)

2009年香港居民出境人數為8,195萬8,282人次，與2008年比較成長0.06%。在入境旅客方面，2009年赴港旅客為2,959萬654人次，與2008年比較成長0.28%，扣除來自中國大陸旅客（1,795萬6,731人次）則為1,163萬3,923人次，負成長8.0%。以旅客居住國家（地區）分析，赴香港主要客源國家（地區）依序為中國大陸（1,795萬6,731人次）、臺灣（200萬9,644人次）及日本（120萬4,490人次）；以成長率分析，以印度（4.6%）最高，其次為中東（2.0%）及印尼（1.3%），臺灣為-10.3%。

### (三) 南韓觀光市場

(資料來源：韓國觀光公社 <http://www.visitkorea.or.kr/intro.html>)

2009年入境南韓旅客為781萬7,533人次，與2008年比較成長13.45%。主要客源國家（地區）依序為日本（305萬3,311人次）、中國大陸（107萬2,880人次）及美國（61萬1,327人次），臺灣為38萬628人次，排名第4名；以成長率分析，以宏都拉斯108.75%成長最多、其次為利比亞（62.92%）及澳門（60.40%），臺灣為18.86%。

### (四) 新加坡觀光市場

(資料來源：新加坡旅遊局 <https://app.stb.gov.sg>)

2009年赴新加坡旅客為968萬1,259人次，與2008年比較負成長4.30%；赴新加坡主要客源國家（地區）依序為印尼（174萬5,057人次）、中國大陸（93萬6,727人次）及澳洲（83萬249人次），臺灣為15萬6,754人次；以成長率觀察，以伊朗（25.3%）最高，其次為芬蘭（19.8%）及科威特（18.8%），臺灣為-10.9%。

### (五) 馬來西亞觀光市場

(資料來源：馬來西亞觀光局 <http://www.tourismmalaysia.gov.my>)

2009年赴馬來西亞旅客為2,364萬6,191人次，較2008年成長7.2%。赴馬來西亞主要客源國家（地區）依序為新加坡（1,273萬3,082人次）、泰國（144萬9,262人次）及印尼（240萬5,360人次），臺灣為19萬7,869人次；以成長率觀察，以伊朗（60.9%）最高，其次為法國（27.9%）及澳洲（24.9%），臺灣為3.6%。

## 2. The Asian Tourism Market

### (1) Japan

(Source: Japan National Tourist Organization <http://www.jnto.go.jp/>)

Outbound visitors from Japan in 2009 were estimated at 15,445,976, down 3.39% over 2008. Inbound arrivals for the same period in Japan reached approximately 6,789,873, a decline of 18.69% over the year before. The major source countries (or areas) were Korea (which accounted for 1,586,772 arrivals), Taiwan (1,024,292), mainland China (1,006,085), the United States (699,919), and Hong Kong (449,568). Arrivals from Hong Kong grew at the most rapid rate (27.3%), followed by Italian (6.0%) and Spain(4.0%),Austria (1.7%), and Taiwan declined by (26.3%).



### (2) Hong Kong

(Source: Hong Kong Tourism Board <http://partnetnet.hktb.com/b5/index.html>)

Hong Kong residents made a total of 81,958,282 trips abroad in 2009, for an increase of 0.06% over 2008. A total of 2,959,654 visitors arrived in Hong Kong in 2009, 0.28% more than in 2008. Excluding those from mainland China (17,956,731), arrivals declined 8.0% to 11,633,923. By country (or area) of residence, the most important sources of these visitors were mainland China (with 17,956,731), Taiwan (2,009,644), and Japan (1,204,490). In terms of arrivals growth, India topped the list of sources (at 4.6%), followed by the Middle East (2.0%) and Indonesia (1.3%). Visitors from Taiwan declined by 10.3%.

### (3) South Korea

(Source: Korea Tourism Organization <http://visitkorea.or.kr/intro.html>)

Visitor arrivals in South Korea numbered 7,817,533 in 2009, up 13.45% over the year before. The main source countries were Japan with 3,053,311 visitors, mainland China with 1,072,880, the United States with 611,327, and Taiwan was fourth with 38,628 visitors to Korea. In terms of market growth, Honduras was first with an increase of 108.75%, followed by Libya with 62.92% and Macao with 60.40%. Visitors from Taiwan were up 18.86%.

### (4) Singapore

(Source: Singapore Tourism Board <http://app.stb.gov.sg>)

International arrivals in Singapore reached 9,681,259 in 2009, a decline of 4.30% over 2008. The main source countries (or areas) were, in descending order, Indonesia (1,745,057 arrivals), China (936,727), and Australia (830,249). Visitors from Taiwan totaled 156,754. Visitors from Iran achieved the highest rate of growth (25.3%), followed by Finland (19.8%) and Kuwait (18.8%). Visitors from Taiwan declined by 10.9%.



### (5) Malaysia

(Source: Tourism Malaysia [http://tourismmalaysia.gov.my/corporate/research.asp?page=facts\\_figures](http://tourismmalaysia.gov.my/corporate/research.asp?page=facts_figures))

Malaysia received a total of 23,646,191 foreign visitors in 2009, for an increase of 7.2% over 2008. The main source countries (or areas) were Singapore with 12,733,082, Thailand with 1,449,262 and Indonesia with 2,405,360. Taiwan supplied 197,869 visitors. In terms of growth rate, Iran was on top with an increase of 60.9%, followed by France with 27.9% and Australia with 24.9%. Visitors from Taiwanese were up 3.6%.



## (六) 中國大陸觀光市場

(資料來源：中國旅遊網 <http://www.cnta.gov.cn/>)

2009年到訪中國大陸旅客計1億2,647萬5,900人次，較2008年負成長2.73%；外籍旅客2,193萬7,500人次，負成長9.82%。就國別(地區)分析，以香港7,733萬6,000人次居首位，其次為澳門(2,271萬8,400人次)及臺灣(448萬4,000人次)；以成長率而言，以印尼10.04%最高，其次為加拿大(2.92%)及印度(2.82%)，臺灣為2.24%。

## 第二節 來臺旅遊市場

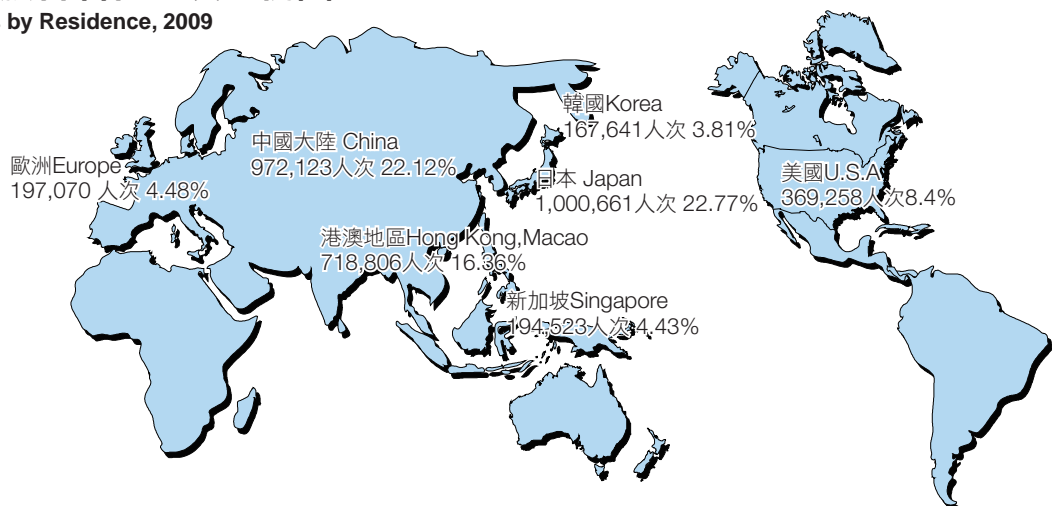
依據入出國及移民署公務統計，98年來臺旅客共計439萬5,004人次，與97年比較成長14.30%；其中外籍旅客計277萬82人次，較97年減少19萬2,454人次(-6.50%)，華僑旅客計162萬4,922人次，較97年增加74萬2,271人次(84.10%)。全年以中國大陸來臺表現最為突出，成長195.30%，港澳及馬來西亞等地來臺旅客亦分別有16.19%及7.19%之成長率。

主要來臺市場以日本為第一大客源市場(1,000,661人次，占22.77%)，與97年比較負成長7.92%；其次為中國大陸97萬2,123人次(占22.12%，成長195.30%)、港澳地區71萬8,806人次(占16.36%，成長16.19%)、美國36萬9,258人次(占8.40%，負成長4.63%)、歐洲19萬7,070人次(占4.48%，負成長1.91%)、新加坡19萬4,523人次(占4.43%，負成長5.32%)及韓國16萬7,641人次(占3.81%，負成長33.55%)。

以來臺目的分析，「觀光」目的229萬8,334人次最多，占市場目的別52.29%，是近10年來市場占有率跳升最高的一年，其次為「業務」目的之79萬5,669人次，占18.10%；來臺旅客中有53.53%為男性，年齡則以30-39歲者最多，占21.86%，平均停留夜數為7.17夜。

## 98年來臺旅客居住地及比例圖

Visitor Arrivals by Residence, 2009



## (6) Mainland China

(Source: China Travel website <http://www.cnta.gov.cn/>)

A total of 126,475,900 international visitors arrived in China in 2008, down 2.73% over the year before. Foreign nationals accounted for 21,937,500 of that total, for a decline of 9.82%. The main source of the foreign arrivals (by regions) was Hong Kong (which supplied 77,336,000), followed by Macao (22,718,400) and Taiwan (4,484,000). In terms of growth rate, Indonesia was in first place with an increase of 10.04%, followed by Canada with 2.92% and India with 2.82%. Visitors from Taiwan grew by 2.24%.



## II. Taiwan's Inbound Market

A total of 4,395,004 international travelers visited Taiwan in 2009, a growth of 14.30% compared with the year before. Foreign nationals accounted for 2,770,082 of that number, down 192,454 compared to 2008; overseas Chinese made up 1,624,922, up 742,271 or 84.10%. Arrivals from mainland China exhibited the most outstanding performance for the year, up 195.30%. Arrivals from Hong Kong/Macao and Malaysia also grew by 16.19% and 7.19% respectively.

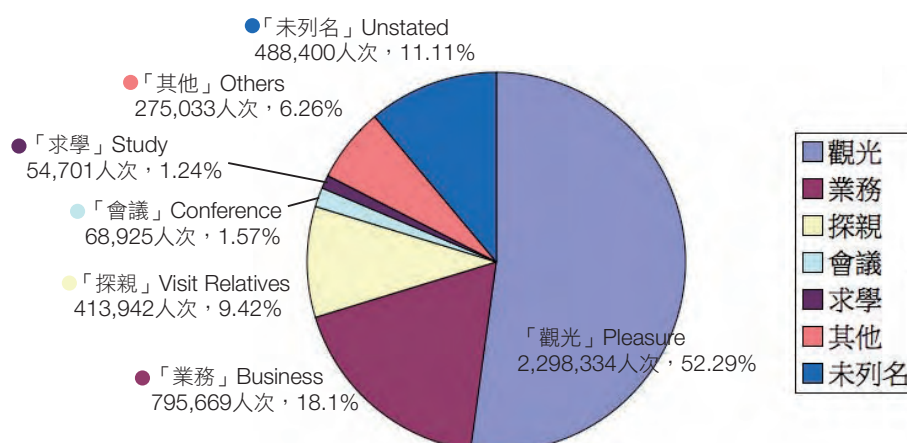
The largest source of arrivals in Taiwan was Japan, with 1,000,661 visitors accounting for 22.77% of the total, a decline of 7.92% over 2008. Mainland China was second with 972,123, accounting for 22.12% and representing a growth of 195.30%. This was followed by Hong Kong/Macao with 718,806, 16.36% of the total, up 16.19%; United States with 369,258, 8.40% of the total, down 4.63%; Europe with 197,070, 4.48% of the total, down 1.91%; Singapore with 194,523, 4.43% of the total, down 5.32%; and Korea with 167,641, 3.81% of the overall figure, down 33.55%.

Analysis by purpose of visit showed that the largest number of arrivals came for 'tourism'; these visitors numbered 2,298,334, making up 52.0% of the total, or 52.29% to be exact—the highest market share jump in 10 years. The second largest number came for 'business purposes': 795,669, accounting for 18.10% of the total. Males made up 53.53% of total arrivals. Those aged 30-39 accounted for the largest age group, at 21.86% of the total. The average length of stay was 7.17 nights.

According to the Tourism Bureau's "2009 Annual Survey Report on Visitors Expenditure and Trends in Taiwan," most of the visitors (40%) organized their own trips and did not use local travel agents to arrange their activities. Those who requested travel agencies to arrange for hotels and air ticket reservations made up (36%) of the total, and those who came on package itineraries arranged by travel agencies made up (21%) of the total. The main factors attracting visitors to Taiwan were scenery and cuisine, and their major activities on the island were shopping, visiting night markets, and observing historic sites. The most visited sites

### 98來臺旅客目的別人數統計圖

Visitor Arrivals by Purpose of Visit, 2009



另依據「中華民國98年來臺旅客消費及動向調查報告」結果顯示，旅客來臺方式以「自行來臺，抵達後未曾請本地旅行社安排旅遊活動者」(占40%)、「參加旅行社規劃的行程，由旅行社包辦」(36%)及「請旅行社安排住宿(及代訂機票)」(21%)為主；「風光景色」與「菜餚」為吸引旅客來臺觀光主因，而「購物」、「逛夜市」及「參觀古蹟」為旅客在臺主要活動；旅客在臺主要遊覽景點排名以「夜市」(每百人有73人次)居首位，其次依序為「臺北101」(每百人有58人次)、「故宮博物院」(每百人有52人次)等，而「太魯閣、天祥」、「九份」、「阿里山」、「日月潭」、「故宮博物院」及「烏來」則為旅客去過且最喜歡的景點(喜歡比例均在20%以上)。

旅客對來臺經驗整體滿意度為90%；對「旅行社及導遊服務」整體滿意度為87%；對「旅館」(含國際觀光旅館、一般觀光旅館及一般旅館)住宿整體滿意度為81%；對「民宿」滿意度為77%、「青年旅館、活動中心」滿意度為71%。

旅客對臺灣最深刻的印象依序為「美味菜餚」(每百人有49人次)、「人情味濃厚」(每百人有40人次)、「逛夜市」(每百人有33人次)、「故宮博物院」(每百人有24人次)及「臺北101」(每百人有24人次)等。

98年來臺旅客每人每日平均消費216.30美元(成長2.29%)，在臺消費細項依序為旅館內消費(占39%)、購物費(占34%)、旅館外餐飲費(占12%)、在臺境內交通費(占8%)、娛樂費(占6%)及雜費(占1%)；推估全年觀光外匯收入達68.16億美元(成長14.82%)。

98年來臺觀光市場雖歷經全球金融海嘯、新流感、莫拉克風災、主要客源日本經濟不景氣及韓幣貶值使出國旅遊人數減少等因素之衝擊，我國積極於逆勢中推動旅行台灣年各項促銷措施，並以「多元開放、全球佈局」的靈活策略深耕目標市場與開拓新興客源，致來臺旅客人次與全年觀光外匯收入均創歷史新高。



in Taiwan were night markets, with 73 out of each hundred partaking in this activity. Following, in order, were the Taipei 101 (58 out of 100), and the National Palace Museum (52 out of 100). Destinations such as the Taroko Gorge/Tien Xiang, Kenting National Park and Alishan National Scenic Area were favorites in the past (preference average of at least 30%). The highest number of group shopping trips arranged by travel agencies were 3~4 times (49%), followed by 5~6 times (24%). The number of visitors who felt prices were solid/decent was the highest at 63%.

Ninety percent of all visitors said they were satisfied with their overall Taiwan experience; 87% were satisfied with travel agencies and tour guide services overall; 80% were satisfied with hotel accommodations overall, 77% were satisfied with B&B. The satisfaction rate for hostels and activity centers was 71%.

According to this particular Taiwan experience, visitors were most impressed with “delicious food” (with 49 out of each hundred partaking in this activity), seconded by “warm hospitality” (40 out of 100). Following, in order, by night markets (with 33 out of each hundred partaking in this activity), National Palace Museum (24 out of 100), and the Taipei 101 (24 out of 100).

Visitors to Taiwan in 2009 spent an average of US\$216.30 per day (a growth of 2.29%); the itemized spending, in order, on hotels (39% of the total), shopping (34%), outside-hotel dining (12%), domestic travel (8%), entertainment (6%), and miscellaneous (1%). This resulted in estimated foreign-currency receipts for the year of US\$ 68.16 billion (a growth of 14.82%).

In 2009, Taiwan’s inbound market was impacted by global financial tsunami, H1N1 pandemic, Typhoon Morakot disaster, decrease of outbound travels due to economic downturn in the largest source of arrivals – Japan, and the devaluation of Korean Won. The government vigorously countered the unfavorable environment by marketing many promotional measures under the Tour Taiwan Years, as well as smartly employing the “Global Perspective for Multiple Opportunities” strategy to develop target markets and open up new visitor sources, successfully drove both the number of international arrivals and foreign-currency receipts for the year up to new historic highs.

## 來臺旅遊市場重要指標值

### Major Inbound Tourism Market Indices

來臺旅客439.5萬人次 Number of arrivals was 4,395,000 arrivals	較上年成長14.30% Up 14.30% compared to the year over
觀光外匯68.16億美元 (新臺幣2,253億元) Income from foreign currency receipts was US\$ 6.816 billion (NT\$ 225.3 billion)	較上年成長14.82% Up 14.82% compared to the year before
來臺旅客平均每人每次消費1,551美元 Average spending per visitor per trip was US\$ 1,551.00	較上年成長0.45% Up 0.45% compared to the year preview
來臺旅客平均停留夜數7.17夜 The average length of stay per visitor was 7.17 nights	較上年減少0.13夜 Down 0.13% night compared to the year preview
來臺旅客平均每人每日消費216.30美元 Average spending per visitor per day was US\$ 216.30	較上年成長2.29% Up 2.29% compared to the year over
觀光目的旅客229.8萬人次 Number of arrivals came for tourism was 2.298million arrivals	較上年成長29.47% Up 29.47% compared to the year preview
觀光目的旅客平均每人每日消費227.27美元 Average spending per visitor per day for the purpose of tourism was US\$ 227.27	較上年減少0.31% Down 0.31%
業務目的旅客79.6萬人次 Number of arrivals who came for business was 796,000 arrivals	較上年減少9.73% Down 9.73% compared to the year before
業務目的旅客平均每人每日消費230.68美元 Average spending per visitor per day for the purpose of business was US\$ 230.68	較上年減少0.6% Down 0.6% compared to the year over
來臺旅客整體滿意度90% Overall satisfaction rate of visitors was 90%	較上年增加2個百分點 Up 2% compared to the year preview
近3年旅客來臺重遊比率40% Repeat visit rate for the last three years was 40%	較上年減少9個百分點 Down 9% compared to the preview year

資料來源：98年來台旅客消費與動向調查報告

Source : 2009 Annual Survey Report on Visitors Expenditure and Trends in Taiwan

### 第三節 國人出國市場

98年國人出國共計814萬2,946人次，較97年減少32萬2,226人次，負成長3.81%。依出國目的地（班機首站抵達地）分析，以前往亞洲地區為最多，計717萬9,431人次（占88.17%），其次為美洲地區47萬7,468人次（占5.86%）、歐洲地區為23萬6,782人次（占2.91%）、大洋洲地區10萬3,115人次（占1.27%）、非洲地區2,838人次（占0.04%）、其他地區14萬3,312人次（占1.76%）。

依國家（地區）分析，以赴港澳地區225萬5,350人次最多，其次依序為中國大陸151萬6,087人次、日本111萬3,857人次、美國41萬5,465人次、韓國38萬8,806人次。

另依據「中華民國98年國人旅遊狀況調查報告」結果顯示，98年民眾從事出國旅遊以「觀光旅遊」為目的者最多（占60%），其次依序為「商務」（占26%）、探訪親友（占14%）、短期遊學或求學（占0.3%）；而觀光目的旅客出國主要原因為「親友邀約」、「好奇，體驗異國風情」、「離開國度，疏解壓力」及「旅費便宜」等。

98年國人出國以到訪中國大陸者（40%）為最多，其次依序為日本（15%）、香港（10%）、韓國（5%）及泰國（5%）等；全年出國的旅次中，旅遊安排以「參加團體旅遊、獎勵或招待旅遊」（占36%）最多，其次依序為「委託旅行社代辦部分出國事項」（占33%）、「購買自由行或參加機加酒行程」（占19%）、「未委託旅行社代辦，全部自行安排」（占12%）。

98年國人出國每人每次平均花費為新臺幣45,030元（負成長7.8%），推估全年出國旅遊總支出為新臺幣3,667億元（負成長11.3%）。主要係受全球金融風暴及新流感疫情之衝擊影響，民眾消費意願轉趨保守，各國為促銷旅遊亦多降價推出優惠遊程以吸引觀光人潮。

### III. Taiwan's Outbound Market

Taiwan citizens made a total of 8,142,946 overseas trips in 2009; this was 322,226 less than the year before, for a decline of 3.81%. Their top area of destination (based on the first stop of their flights) was Asia, with 7,179,431 trips accounting for 88.17% of the total. The American area followed with 477,468 trips, accounting for 5.86%; Europe was third with 236,782, making up 2.91%; Oceania was fourth with 103,115 or 1.27% and recorded 838 or 0.04%. Other areas accounted for 143,312 trips, or 1.76% of the total.

Ranked by country (area), the most popular destination for Taiwan's outbound travelers was Hong Kong/Macao with 2,255,350 trips, followed by mainland China with 1,516,087, Japan with 1,113,857, the United States with 415,465, and Korea with 388,806.

According to the Bureau's "2009 Survey of Travel by R.O.C. Citizens," most of Taiwan's outbound travelers in 2009 traveled for "tourism purposes" (accounting for 60% of the total), followed, in order, by "business" (26%), "visiting friends and relatives" (14%), "overseas study of short-term study tours or short study programs" (0.3%). Those traveling for tourism purposes did so mainly in response to "invitations by friends and relatives," "curiosity about things foreign," "leaving the country to find relief from pressure," and "cheap travel fares."

The most of Taiwan's outbound travelers in 2009 visited Mainland China (40%), followed, in order, by Japan (15%), Hong Kong (10%), Korea (5%) and Thailand (5%). The largest portion of this outbound travel was from "group tours, incentive tours or hosted tours" (36%), followed by "partial arrangement by travel agencies for the outbound processes" (33%), "free individual travel or air ticket plus hotel itineraries" (19%), and "completed self-arranged travel" (12%).

Each outbound traveler in 2009 spent an average of NT\$ 45,030 (down 7.8%), resulting in an estimated total spending on outbound travel of NT\$ 366.7 billion (down 11.3%). Main factors caused the decrease were global financial tsunami and H1N1 pandemic, as well as consumers becoming more conservative about spending money. All countries therefore have effectuated price discounts and special travel packages to attract visitors.

## 國人國內旅遊重要指標統計表

### Major Domestic Tourism Service Indices

項目 Item	98年 2009	97年 2008	98與97比較 Change
國人國內旅遊率 Ratio of Domestic Travel	93.4%	92.5%	增加0.9個百分點 +0.9% percentage points
平均每人旅遊次數 Average Number of Trips Per Person	4.85次 4.85 trips	4.81次 4.81 trips	增加0.04次 +0.04 trips
國人國內旅遊總旅次 Total Number of Domestic Trips	97,990,000旅次 97,990,000 trips	96,197,000旅次 96,197,000 trips	增加1.86% +1.86%
平均停留天數 Average Length of Stay	1.49天 1.49 days	1.51天 1.51 days	減少0.02% -0.02%
假日旅遊比例 Ratio of Travel on Holidays	73.2%	74.2%	減少1個百分點 -1% percentage points
旅遊整體滿意度 Overall Satisfaction	98.1%	97.2%	增加0.9個百分點 +0.9% percentage points
每人每日平均旅遊花費 Average Spending Per Person Per Day	新臺幣1,252元 (美金38.12元) NT\$1,252 (US\$38.12)	新臺幣1,268元 (美金40.17元) NT\$1,268 (US\$40.17)	新臺幣：負成長1.3% (美金：負成長5.1%) NT\$: -1.3% (US\$: -5.1%)
每人每次旅遊平均花費 Average Spending Per Person Per Trip	新臺幣1,866元 (美金56.81元) NT\$1,866 (US\$56.81)	新臺幣1,915元 (美金60.67元) NT\$1,915 (US\$60.67)	新臺幣：負成長2.6% (美金：負成長6.4%) NT\$: -2.6% (US\$: -6.4%)
國人國內旅遊總花費 Total Spending on Domestic Tourism	新臺幣1,828億元 (美金55.69億元) NT\$1,828 billion (US\$55.69 billion)	新臺幣1,842億元 (美金58.36億元) NT\$1,842 billion (US\$58.36 billion)	新臺幣：負成長0.8% (美金：負成長4.6%) NT\$: -0.8% (US\$: -4.6%)

註：1. 「國人出國總人次」與「平均停留夜數」資料來源：交通部觀光局公務統計及國人旅遊狀況調查報告。

2. “持平”表示在5%顯著水準下，經T檢定後無顯著差異。

3. 國人出國率：至少曾出國旅遊乙次人口數占總人口數之百分比。

Notes: 1. Source for “Total Outbound Trips” and “Average Length of Stay”— Statistics from Tourism Bureau, MOTC and survey of Travel by R.O.C. Citizens.

2. “No change” indicates no significant change, following T verification, within the significant statistical standard of 5%.

3. “Ratio of Overseas Travel” refers to the percentage of residents who traveled overseas at least once.



## 第四節 國民旅遊市場

98年國內300處觀光遊憩區遊客共計1億7,024萬9,020人次，其各類型遊憩區遊客人數前5名之排名分別如下：

### IV. Taiwan's Domestic Travel Market

A total of 170,249,020 travelers visited 300 tourist and recreation spots in Taiwan in 2009. The five most-visited destinations in each category of destination are shown below:

#### 臺閩地區主要觀光遊憩區遊客人次

Number of Visitors to Main Scenic Spots in the Taiwan Area

類型 Class	觀光遊憩區 Scenic Sports	遊客人次排名前5名 Number of Visitors
森林遊樂區 Forest Recreation Areas	溪頭森林遊樂區 Xitou Forest Recreation Area	125萬7,508人次 1,257,508 Visitors
	阿里山國家森林遊樂區 Alishan National Forest Recreation Area	106萬4,742人次 1,064,742 Visitors
	太平山國家森林遊樂區 National Mt. Taiping Forest Recreation Area	38萬220人次 380,220 Visitors
	武陵國家森林遊樂區 Wuling National Forest Recreation Area	25萬2,774人次 252,774 Visitors
	墾丁國家森林遊樂區 Kenting National Forest Recreation Area	23萬18人次 230,018 Visitors
海水浴場 Beaches	旗津海水浴場 Cijin Beach	139萬8,050人次 1,398,050 Visitors
	福隆蔚藍海岸 Fulong Beach	67萬3,202人次 673,202 Visitors
	翡翠灣濱海遊樂區 Greenbay Beach	14萬7,797人次 147,797 Visitors
	墾丁海水浴場 Kenting Beach	4萬人次 40,000 Visitors
	頭城海水浴場 Toucheng Beach	3萬5,952人次 35,952 Visitors
民營觀光區 Amusement Theme Sites	臺北101觀景臺 Taipei 101 Observatory	135萬6,833人次 1,356,833 Visitors
	六福村主題遊樂園 Liufu Village Theme Park	122萬5,235人次 1,225,235 Visitors
	劍湖山世界 Jianhushan Fancyworld	113萬3,176人次 1,133,176 Visitors
	小人國主題樂園 Window on China Theme Park	98萬3,042人次 983,042 Visitors
	九族文化村 Formosan Aboriginal Culture Village	76萬8,610人次 768,610 Visitors

## 國人國內旅遊重要指標統計表

### Major Domestic Tourism Service Indices

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平均每人旅遊次數 Average Number of Trips Per Person	4.85次 4.85 trips	4.81次 4.81 trips	增加0.04次 +0.04 trips
國人國內旅遊總旅次 Total Number of Domestic Trips	97,990,000旅次 97,990,000 trips	96,197,000旅次 96,197,000 trips	增加1.86% +1.86%
平均停留天數 Average Length of Stay	1.49天 1.49 days	1.51天 1.51 days	減少0.02% -0.02%
假日旅遊比例 Ratio of Travel on Holidays	73.2%	74.2%	減少1個百分點 -1 percentage points
旅遊整體滿意度 Overall Satisfaction	98.1%	97.2%	增加0.9個百分點 +0.9 percentage points
每人每日平均旅遊花費 Average Spending Per Person Per Day	新臺幣1,252元 (美金38.12元) NT\$1,252 (US\$38.12)	新臺幣1,268元 (美金40.17元) NT\$1,268 (US\$40.17)	新臺幣：負成長1.3% (美金：負成長5.1%) NT\$: -1.3% (US\$: -5.1%)
每人每次旅遊平均花費 Average Spending Per Person Per Trip	新臺幣1,866元 (美金56.81元) NT\$1,866 (US\$56.81)	新臺幣1,915元 (美金60.67元) NT\$1,915 (US\$60.67)	新臺幣：負成長2.6% (美金：負成長6.4%) NT\$: -2.6% (US\$: -6.4%)
國人國內旅遊總花費 Total Spending on Domestic Tourism	新臺幣1,828億元 (美金55.69億元) NT\$1,828 billion (US\$55.69 billion)	新臺幣1,842億元 (美金58.36億元) NT\$1,842 billion (US\$58.36 billion)	新臺幣：負成長0.8% (美金：負成長4.6%) NT\$: -0.8% (US\$: -4.6%)

註：1. 資料來源：國人旅遊狀況調查(本調查對象為12歲以上國民)。

2. “持平”表示在5%顯著水準下，經T檢定後無顯著差異。

3. 國內旅遊比例係指國民在一整年內至少曾旅遊1次者的占比。

Notes: 1. Source: Survey of Travel R.O.C Citizens. (This survey was limited to travelers aged 12 and above.)

2. "No change" indicates no significant change, following T verification, within the significant statistical standard of 5%.

3. "Domestic Travel Ratio" refers to the percentage of domestic residents who traveled at least once during the year.

類型 Class	觀光遊憩區 Scenic Sports	遊客人次排名前5名 Number of Visitors
縣市級風景特定區 County/City Scenic Areas	內灣風景區 Neiwan Scenic Area	179萬9,972人次 1,799,972 Visitors
	七星潭風景區 Qixingtán Scenic Area	142萬7,415人次 1,427,415 Visitors
	五峰旗瀑布 Wufongqi Waterfall	128萬30人次 1,280,030 Visitors
	港南運河風景區 Gangnan Coastal Scenic Area	116萬6,000人次 1,166,000 Visitors
	知本溫泉風景特定區 Zhiben Hot Spring Scenic Area	75萬7,613人次 757,613 Visitors

依據「中華民國98年國人旅遊狀況調查報告」結果顯示，98年國人平均每人國內旅遊次數為4.85次，推估98年12歲及以上國人國內旅遊總次數約為9,799萬個旅次(成長1.9%)。

國人多利用週末或星期日從事國內旅遊(占61%)，其次是利用平常日(占27%)、國定假日(占12%)；民眾在國內的旅遊方式大多數採「自行規劃行程旅遊」(占89%)；選擇旅遊據點考慮因素以「景觀優美」居首，「探訪親友」居第2，「距離遠近、假期長短」及「交通便利」則併列第3；旅客對所到過的遊覽地區整體滿意度為98%。

98年國人國內旅遊每人每次平均花費為新臺幣1,866元(負成長2.6%)；花費細項依序為交通費(占26%)、餐飲費(占23%)、購物費(占23%)、住宿費(占17%)、娛樂費(占6%)及其他費(占5%)；推估全年國人國內旅遊總消費計為新臺幣1,828億元(負成長0.8%)。主要係98年國內觀光受全球金融風暴、新流感及莫拉克風災之衝擊，惟在政府發放消費券及推動各項觀光產業振興活動下，各觀光業均推出多項超值優惠措施，高鐵及台鐵亦分別推出雙色優惠及學生鐵道周遊券，以吸引民眾出遊活絡國內觀光景氣，全年從事國內旅遊次數成長1.9%；全年國人國內旅遊總費用微幅下滑0.8%。

According to the "2009 Survey of Travel by the R.O.C. Citizens," each Taiwan resident made an average of 4.85 domestic trips in 2009. The total number of domestic trips by all residents aged 12 and above is estimated at approximately 97.99 million (a growth of 1.9%).

Most of this domestic travel (61%) was carried out on weekends or Sundays, followed by ordinary weekdays (27%), and national holidays (12%). Most of the domestic trips (89%) were consisted of "self-planned itineraries." The leading factor that influenced choices of destination was "scenic beauty." "Visiting friends and relatives" was second, followed by "distance and length of holiday" and "convenience of transportation" both tied for third. The overall ratio of satisfaction with destinations visited was 98%.

The average spending per person per trip for domestic travelers in 2009 was NT\$ 1,866 (down 2.6%). In descending order, this spending was on transportation (26%), dining (23%), shopping (23%), accommodation (17%), entertainment (6%) and others (5%). The total amount spent on domestic tourism for the year is estimated at NT\$ 182.8 billion (down 0.8%). Main reasons affecting domestic travel in 2009 were the global financial tsunami, H1N1 and Typhoon Morakot. To counter, the government distributed consumer vouchers and implemented various stimulus packages pertinent to the tourism industry, tourism operators introduced arrays of super-value incentives, Taiwan High Speed Rail and Taiwan Railways launched "blue/orange special ticket fares" and "student rail passes" respectively, so as to appeal to residents to travel thus may enliven the domestic travel market. The total number of domestic trips was up 1.9% for the year. The total amount spent on domestic tourism for the year was down a moderate 0.8%.

## 國人國內旅遊重要指標統計表

## Major Domestic Tourism Service Indices

項目 Item	98年 2009	97年 2008	98與97年比較 Change
國人國內旅遊率 Ratio of Domestic Travel	93.4%	92.5%	增加0.9個百分點 +1.8 percentage points
平均每人旅遊次數 Average Number of Trips Per Person	4.85次 4.81 trips	4.81次 5.57 trips	減少0.04次 -0.76 trips
國人國內旅遊總旅次 Total Number of Domestic Trips	97,990,000旅次 96,197,000 trips	96,197,000旅次 110,253,000 trips	負成長1.9%
平均停留天數 Average Length of Stay	1.49天 1.51 days	1.51天 1.52 days	持平 No Change
假日旅遊比例 Ratio of Travel on Holidays	73.2%	74.2%	減少1個百分點 -1.3 percentage points
旅遊整體滿意度 Overall Satisfaction	98.1%	97.2%	增加0.9個百分點 +0.9 percentage points
每人每日旅遊平均花費 Average Spending Per Person Per Day	新臺幣1,252元 (美金38.12元) NT\$1,268 (US\$40.17)	新臺幣1,268元 (美金40.17元) NT\$1,309 (US\$39.79)	新臺幣：負成長1.3% (美金：負成長5.1%) NT\$：-3.1% (US\$：No Change)
每人每次旅遊平均花費 Average Spending Per Person Per Trip	新臺幣1,866元 (美金56.81元) NT\$1,915 (US\$60.67)	新臺幣1,915元 (美金60.67元) NT\$1,989 (US\$60.47)	新臺幣：負成長2.6% (美金：負成長6.4%) NT\$：-3.7% (US\$：No Change)
國人國內旅遊總花費 Total Spending on Domestic Tourism	新臺幣1,828億元 (美金55.69億元) NT\$1,842 billion (US\$58.36 billion)	新臺幣1,842億元 (美金58.36億元) NT\$2,193 billion (US\$66.67 billion)	新臺幣：負成長0.8% (美金：負成長4.6%) NT\$：-16.0% (US\$：-12.5%)

註：1. 資料來源：國人旅遊狀況調查(本調查對象為12歲以上國民)。

2. “持平”表示在5%顯著水準下，經T檢定後無顯著差異。

3. 國內旅遊比例係指國民在一整年內至少曾旅遊1次者的占比。

Notes: 1. Source: Survey of Travel R.O.C Citizens. (This survey was limited to travelers aged 12 and above.)

2. "No change" indicates no significant change, following T verification, within the significant statistical standard of 5%.

3. "Domestic Travel Ratio" refers to the percentage of domestic residents who traveled at least once during the year.

## 第五節 觀光對經濟之影響（觀光衛星帳）

98年觀光衛星帳計畫主要為編製97年帳表，同時亦依據行政院主計處95年工商普查及最新修正國內生產毛額之資料，回溯修正91至96年觀光衛星帳。

觀光衛星帳中納入觀光支出帳表統計之商品包括：住宿、餐飲、交通、汽車出租、旅行服務、娛樂、購物與其他觀光商品等，並按國人出國、國人國內及來臺旅客3類之在臺支出分別估計在臺灣之觀光支出。依據97年觀光衛星帳的編算，97年觀光支出達新臺幣5,674.85億元，其中來臺旅客支出最高，且是首次超越國人國內旅遊觀光支出，達新臺幣2,272.56億元，國人國內旅遊觀光支出次之，為新臺幣2,111.45億元，國人出國支出最低，為新臺幣1,290.84億元。97年各觀光商品項目中，交通運輸仍為觀光支出之最大項目，佔35.26%，次為購物及其他觀光商品，佔22.80%，餐飲約佔21.56%，住宿約佔9.77%。97年觀光GDP約新臺幣2,395.77億元，佔當年全國GDP之1.89%，觀光活動所創造之約當全職員工人數為245,445人，其中以餐飲業之觀光就業人數最多，住宿服務業次之，緊接為陸上運輸業及旅行服務業。

## V. Tourism's Impact on Economy (Taiwan Tourism Satellite Account)

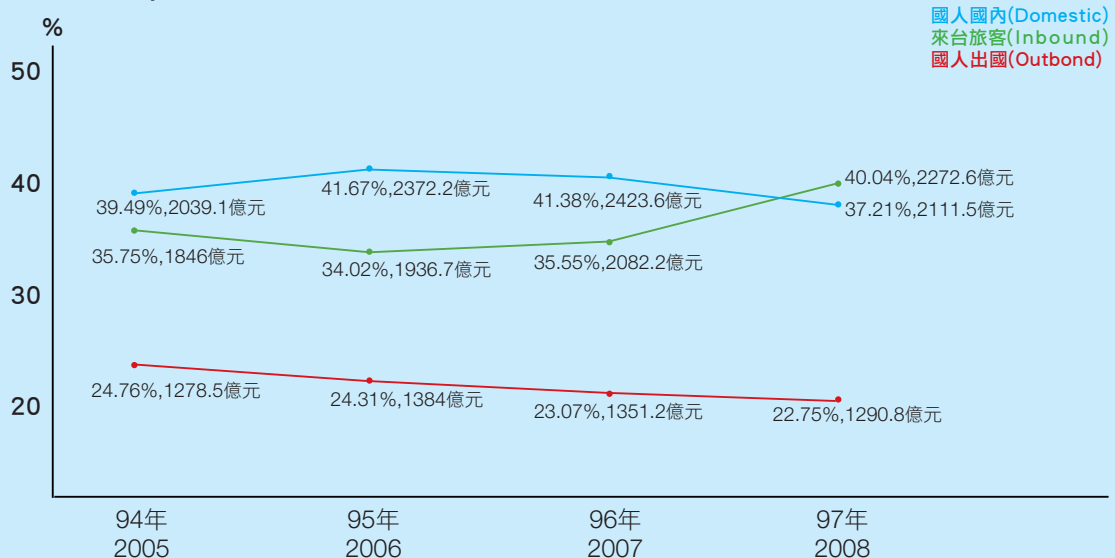
The Tourism Satellite Account 2009 was mainly implemented with the accounting structure for 2008. Also, the 2006 Industry, Commerce and Service Census data released by the Directorate-General of Budget, Accounting and Statistics of the Executive Yuan and the latest revised GDP figure, were used to revise past Satellite Accounts dated from 2002-2007.

The tourism expenditure of the TSA encompasses accommodation, dining, transportation, car rentals, travel service, entertainment, shopping and others. The expenditures of outbound traveler, domestic traveler and inbound traveler were calculated to determine Taiwan's tourist revenue. As calculated by the Tourism Satellite Account, tourist expenditures amounted to NT\$ 567.485 billion in 2008, and for the first time, inbound travelers surpassed domestic travelers to contribute the largest portion with NT\$ 227.256 billion. Spending by domestic travelers was second with NT\$ 211.145 billion, and outbound was the lowest with NT\$ 129.084 billion.

In 2008, the largest portion of all tourism expenditures was on transportation (35.26%), followed by shopping and others (22.8%), dining (about 21.56%), and accommodation (about 9.77%). The Taiwan tourism GDP in 2008 amounted to NT\$ 239.577 billion, accounting for 1.89% of the overall GDP. Fulltime jobs created by tourism during the year was approximately 245,445, with the largest portion of the jobs provided by dining, accommodation services second, followed by land transportation and travel services.

### 94年至97年觀光支出統計折線圖

The Tourism Expenditures Chart for 2005-2008



## 94年至97年觀光支出統計表

Tourism Expenditures for 2005-2008

單位：新臺幣 億元  
Unit: NT\$100 Million.

項目 Item	94年 2005	95年 2006	96年 2007	97年 2008	
住宿 Accommodation	392.96	438.45	557.29	554.15	
餐飲 Dining	1,167.39	1,265.07	1,197.79	1,223.72	
交通 Transportation	1,812.20	2,030.60	2,011.52	2,000.99	
陸上運輸 Land Transport	630.39	744.58	725.75	686.00	
航空運輸 Air Transport	1,181.81	1,286.02	1,285.76	1,314.99	
汽車出租 Car Rental	85.62	184.76	194.40	211.81	
旅行服務 Travel Services	153.67	169.77	180.92	166.40	
娛樂服務 Entertainment	255.81	301.15	286.35	224.07	
購物及其他觀光商品 Shopping and Others	1,295.97	1,312.14	1,428.72	1,293.71	
觀光支出合計 Total Travel Spending	5,163.62	5,692.93	5,856.98	5,674.85	
類型比例 Ratio, by Type	國人出國 Outbound	24.76%	24.31%	23.07%	22.75%
	國人國內 Domestic	39.49%	41.67%	41.38%	37.21%
	來臺旅客 Inbound	35.75%	34.02%	35.55%	40.04%

## 94年至97年觀光國內生產毛額(觀光GDP)

Tourism GDP, 2005-2008

單位：新臺幣 億元  
Unit: NT\$100 Million.

年別 Year	觀光 GDP	觀光GDP佔總GDP比例 Share of Tourism in Overall GDP
94年 2005	2,325	1.98%
95年 2006	2,455	2.00%
96年 2007	2,533	1.97%
97年 2008	2,396	1.89%

## Chapter 2

# International Tourism Advertising and Promotion

## 第二章 國際觀光宣傳與推廣



### 第一節 多元創新宣傳手法

以多元開放、全球佈局的方向來推動臺灣觀光，97年臺灣一舉超越日本、泰國，成為香港人外遊市場的第一名，98年港澳東南亞來臺市場持續成長中。國際觀光市場上不僅持續耕耘既有主要目標客源市場如日本、韓國及美加地區旅客來臺觀光，亦積極爭取包括大陸、東南亞5國新富階層、穆斯林等新興客源市場旅客前來體驗臺灣獨特的風土民情、美食特產等人文特色及自然景觀。

#### 一、日韓市場

邀請飛輪海代言日韓市場臺灣觀光大使，辦理臺灣地區日韓國際歌友會、一日導遊、拍攝臺灣觀光宣傳廣告片、旅遊節

目與製作周邊商品，吸引粉絲來臺追星觀光，提高觀光收益。

#### 二、東南亞市場

賡續以吳念真、蔡依林「潮人」與「達人」之雙效代言概念—推廣「Welcome 2 Taiwan」，以「浪漫超值」、「歡樂超值」、「養生超值」、「美味超值」為來臺旅遊主軸行銷，另增加對東南亞5國(越南、泰國、印度、菲律賓與印尼)新富階層及穆斯林市場以「世界級超值景點」為廣告訴求。透過報紙、雜誌、網路、地鐵包站、捷運車廂、雙層公車、電影院等媒體，加強與該區主要客層持續溝通，並邀請代言人至3地參加國際旅展及推廣活動，近距離與民眾接觸互動，加強臺灣旅遊形象。

#### 三、歐美市場

(一)積極開發銷售新通路，購買臺灣產品更容易：以擴展通路為主，於美國、德國、法國、英國與荷蘭地區委託公關公司辦理媒體宣傳與旅遊業者之開發，德國第2、第3及第4大旅行社、英國前10大旅行社、法國前4大旅行社、澳洲前10大旅行社之一Trade Travel及美加地區主流躉售旅行社已販售臺灣行程，海外販售臺灣遊程旅行社達543家，有效提升臺灣的市場佔有率。



## I. Multifaceted Innovative Campaigns

Since adopting the “Global Perspective for Multiple Opportunities” concept to promote Taiwan’s tourism, Taiwan overtook Japan and Thailand in 2008 to become the top outbound market for Hong Kongers. This growth continued in 2009 for tourists from Hong Kong, Macao, and Southeast Asian countries. In the future not only will Taiwan carry on maintaining the primary tourist markets of Japan, Korea, and America/Canada, but will also, move to develop the newly wealthy from mainland China and the five Southeast Asian countries, as well as emerging markets including the Muslim world, to visit and experience Taiwan’s unique customs, cultures, specialty foods, and natural wonders.

### 1. Japanese and Korean Markets

Popular group “Fahrenheit” was invited to serve as Taiwan tourism ambassadors in the Japanese and Korean markets, international fan club meetings were held in Taiwan for Japanese and Koreans, and one-day tour guides, filmed advertisements and travel programs as well as promotional brochures and posters were produced to attract fans to come to Taiwan for “star-chasing” and boost revenue of Taiwan tourism.

### 2. Southeast Asian Markets

After the success of the twin promotional campaigns starring two different spokespersons-pop superstar Jolin Tsai and well known international film director Wu Nien-chen, the follow-up series of advertising “Welcome 2 Taiwan” continued in the same marketing direction with thematic focuses on super-value “Romantic,” “Happy,” “Healthy” and “culinary trips”; and an additional “World Class Super Value Scenic Spots” campaign was directed at the four newly wealthy of Southeast Asian countries plus the Muslim sector. Promotional activities via newspapers, magazines, Internet, subway stations, metro trains, double-decker buses, and cinemas were utilized to strengthen communications with major customer segments in those regions; spokesmen also traveled to three areas, attending international travel fairs and promotional activities and engaging in up-close contact and interaction with the local public to further advance Taiwan’s tourism image.

### 3. European and American Markets

(1) Active promotion was carried out using new marketing channels to provide better access to Taiwan’s products. In America, Germany, France, England, and the Netherlands, public relations firms were commissioned to manage media promotion and develop tourist businesses. Now, in Germany the second, third and fourth largest tourist agencies, as well as the top ten travel agencies in England, top four in France, and top ten in Australia, and agencies in America all provide tour packages to Taiwan. The 543 overseas travel agencies all over the world selling these Taiwan tour packages have effectively expanded the market share of Taiwan’s share of the tourism market.

- (二) 掌握兩岸直航新契機，打造亞洲轉機新選擇：為吸引歐洲和美國每年前往東南亞百萬旅客選擇臺灣做為過境轉機點，特整合國籍航空及國內飯店業者，推出「中停臺灣、加1美（歐）元住五星」優惠房價，配合各媒體刊登廣告宣傳及航空公司之經銷商等通力販售，刺激歐美地區來臺旅遊之消費力道與人次成長，由過去過境點轉型為旅遊目的地並增加在臺停留夜數及消費金額。
- (三) 秉持多元開放、佈局全球之理念，運用網路傳播效應與國際媒體公信力，與主要搜尋引擎合作，以關鍵字搜尋和BANNER連結行銷臺灣，強化網路宣傳效能、擴大邀請海外媒體來臺報導，傳遞友善旅遊觀點，並與國際頻道或旅遊專書合作，加強能見度、創新廣編稿露出，提升臺灣觀光形象與資訊。

- (2) The Tourism Bureau took advantage of the new opportunities with direct flights between the two sides of the Taiwan Strait to propose a new choice for flight transfer in Asia. In order to attract the millions of American and European tourists who travel to Southeast Asia every year to use Taiwan as a transfer hub, Taiwan's airline companies and hotel industry collaborated in offering "Stop over in Taiwan, and for \$1 USD (1 Euro) more stay at a 5 star hotel" program. Through multiple forms of media advertisements, the tourism industry hopes to stimulate travelers from the American and European markets to come more, stay longer, and spend more.
- (3) Upholding the concept of multi-dimensional marketing, global exposure, Internet broadcasting efficacy, and international media credibility were utilized; cooperation with major search engines via key word search and banner links were used to market Taiwan; Internet advertising efficacy was strengthened; and overseas media to do special reports from Taiwan were expanded to publicize friendly tourist spots. Cooperation was forged with global broadcasting channels and travel book publishers to improve visibility and encourage innovative advertising editorials, so to further enhance Taiwan's tourism image and the information available.



## 國際觀光宣傳策略 Taiwan's International Promotion Strategies

區域 Area	對象 Target Market	策略 Strategy
全球 Entire World	旅遊愛好者 Those who like to travel	<p>與大型國際媒體合作，增加國際知名度。 創意結合各式交通工具，宣傳臺灣觀光，強化觀光意象。 利用網路關鍵字與影音宣傳深入年輕社群。 舉辦特色大型公關活動，創造國際視聽與紀錄。</p> <p>Cooperation with internationally prominent media outlets to increase Taiwan's name awareness. Creative strategies combined with all kinds of transportation modes to promote Taiwan tourism and reinforce the image of Taiwan. Use Internet keywords and images and sounds to reach the young generation in-depth. Arrange feature-oriented large PR events, and create international interest and news reports.</p>
日韓 Japan and Korea	<p>女性上班族 年輕女性 銀髮族 旅行愛好者 Female office workers Young women Senior citizens Travel aficionados</p>	<p>以飛輪海為日、韓地區代言人，「Wish to see you in Taiwan」為宣傳主軸，透過廣告在日本與韓國當地主要電視臺播出，並利用代言人在亞洲地區以偶像劇、記者會、歌友會、公關活動、日本明星來臺演唱會等方式進行整合性行銷宣傳，營造「臺流」趨勢。</p> <p>Use pop group Fahrenheit as spokesmen in Japan and Korea and the new "Wish to see you in Taiwan" slogan, for airing on major TV channels locally. Also, use spokespersons in integrated marketing campaigns featuring pop shows, press conferences, fan meetings, and other such methods to create a "Taiwan fad."</p>
東南亞 Southeast Asia	<p>港澳：FIT與重遊客 新加坡：20歲世代FIT、家庭旅遊 馬來西亞：家庭旅遊、親子旅遊、 穆斯林及FIT族群等 泰菲印越：新富階層 HK/Macao: FIT and repeat visitors Singapore: 20-something generation, FITs, family travelers Malaysia: Family travelers, travelers with children, Muslims and FITs Thailand, the Philippines, Indonesia and Vietnam: Nouveau rich</p>	<p>以「超值」為主軸推廣，如「浪漫超值」、「歡樂超值」、「養生超值」、「美味超值」等，另增加對東南亞新富5國及穆斯林市場以「世界級超值景點」為廣告訴求。 廣續「2008-2009旅行臺灣年」計畫，以創新產品及多元產品元素，「潮人」與「達人」—「Welcome 2 Taiwan」雙效概念，吸引來臺旅遊。</p> <p>Use slogan "Super Value" as the theme for promotion of "Culinary Tours", "Happy Tours", "Healthy Tours" and "Delicacy Tours", as well as Muslim-specific "World Class Super Value Scenic Spots" advertising appeals. Continue the "Tour Taiwan 2008-2009" plan by using innovative tourism products and diverse product elements, and the twin concepts of "pop superstar" and "travel explorer" to attract visitors.</p>
歐美 Europe and America	<p>18~25歲青年旅客 22~55歲高知識、具影響力且經常旅行出差意見領袖 55~65歲銀髮族 Young travelers aged 18-25 22-55 highly educated and frequent-traveling opinion leaders Senior citizens aged 55-65</p>	<p>與捷安特異業結盟，透過歐洲2千家門市置放臺灣文宣品，並合作辦理網站活動，藉由雙品牌合作提升臺灣國際形象。 整合臺灣航空與旅館業，推出「加1美(歐)元住五星優惠住房專案」，透過歐美109家旅行社進行強力促銷。 以電視、平面、網路、戶外、車體廣告等整合性行銷方式辦理宣傳，傳遞臺灣高質感產品訊息。</p> <p>Join force with Giant Bicycle Company in Europe to distribute promotional materials in its 2,000 sales locations. Also, work with Giant Bicycle to hold joint Internet promotional events to enhance Taiwan's international image. Cooperate with airlines and domestic hotels in introducing 1 USD (1 Euro) per-night at 5-star hotel transit packages in Taiwan. Promote the special deal through 109 travel agencies in America and Europe. Carry out integrated promotional campaigns through TV, print media, Internet, outdoor advertising, and ads on vehicle bodies to present the high quality of Taiwan's products.</p>

## 日本地區宣傳辦理情形

### Taiwan's International Promotion Strategy

宣傳方式 Method of Promotion	內容 Content of Promotion
電視媒體 TV Media	<p>廣告：富士電視臺、東京電視臺、東海電視臺、秋田電視臺、さくらんぼ電視臺、仙臺放送、岩手めんこい電視臺、福島電視臺、新潟綜合電視臺、長野放送、富山電視臺、靜岡電視臺、札幌電視臺、愛知電視臺、北海道電視臺、朝日放送、中國放送、金澤電視臺、福岡放送、宮崎電視臺、鹿兒島放送。</p> <p>Commercials: Fuji TV, TV Tokyo, Tokai TV, Akita TV, Sakuranbo TV, Sendai TV, Iwato Menkoi TV, Fukushima TV, Niiagta Sogo TV, NBS TV, Toyama TV, Shizuoka TV, Sapporo TV, Aichi TV, Hokkaido TV, Asahi TV, RCC Broadcasting, TV Kanazawa, Fukuoka Broadcasting System, Miyazaki Telecasting and Kagoshima Broadcasting.</p> <p>旅遊節目：BS-TBS電視臺－「臺灣ノスタルジア」臺灣nostalgia、STEELO社－南臺灣美食特輯、マジカル－臺灣鐵道DVD、關西電視台－北臺風情、讀賣電視台－臺灣旅遊節目、九州朝日電視台－臺灣溫泉專輯。</p> <p>Travel programs: BS-TBS TV – “Taiwan Nostalgia”, STEELO Co. – The Fine Foods of Southern Taiwan, Majikaru – Taiwan Railway DVD, Kansai TV – Allures of Northern Taiwan; Yomiuri TV – The Taiwan Tour Program; Kyushu Asahi Broadcasting – Taiwan Hot Springs Special Program.</p>
平面媒體 Print Media	<p>產經新聞、朝日新聞、每日新聞、宮崎日日新聞、北國新聞、南日本新聞、西日本新聞、中國新聞、SAVVY、LaLa Pado、鐵道時間。</p> <p>Nikki Business Daily, Asahi Shimbun, Mainichi Newspaper, Miyonichi Daily News, Hokkaido Shimbun, Minami-Nippon Shimbun, Nishinippon Shimbun, Chugoko Shimbun, SAVVY, LaLa Pado, Railway Schedule.</p>
戶外媒體 Outdoor Media	<p>電視牆廣告：銀座、澀谷、札幌等。</p> <p>電車廣告：JR中央線快速、東武東上線、京王線、小田急線、京急線、京成線、JR西日本WEST車廂等。</p> <p>燈箱廣告：梅田車站燈箱廣告、公車廣告：名古屋、北海道等地區。</p> <p>Advertisements on large outdoor TV screens: Ginza, Shibuya, Sapporo.</p> <p>Train &amp; subway advertising aired on railcars: JR Chuo Line (Rapid Service), Tobo Tojo Line, Keio Line, Odakyu Electrical Railway, Keikyo Line, Keisei Line, JR-West Line..</p> <p>Advertisements on light boxes: light ad installed at Umeda-Eki Station</p> <p>Advertisements on buses: Nagoya and Hokkaido.</p>
公關活動 Public Relations Activities	<p>以飛輪海為日韓代言人，促銷及宣傳臺灣觀光：舉辦日韓記者會；2月於臺大體育館辦理國際歌友會，成功攬客3,000多位海外歌迷來臺；8月於傳藝中心辦理臺灣之旅活動，吸引800多名海外遊客參加；9月出席日月潭自行車活動，推廣臺灣自行車慢活旅遊。</p> <p>推出星星計畫，與嵐、大塚愛、濱崎步、倉木麻衣等演唱會異業結盟吸引追星族群，來臺觀光。</p> <p>Used Fahrenheit as the spokesmen for Japan and South Korea to market and promote Taiwan tourism: held press conferences in Japan and South Korea; held international fan meeting at National Taiwan University Sports Center in February, attracting more than 3,000 fans from overseas; held “Fahrenheit – Wish to See You in Taiwan” event in August at the Center for Traditional Arts, attended by 800-plus overseas tourists; held “Let’s Bike Taiwan” event at the Sun Moon Lake promoting LOHAS lifestyle to see Taiwan on a bike.</p> <p>Launched the Star Project to forge cross-industry alliances with celebrities including Arashi, Ai Otsuka, Ayumi Hamasaki and Mai Kuraki to attract their fans to visit Taiwan.</p>





## 港星馬地區宣傳辦理情形

Taiwan's International Promotion Strategy

宣傳方式 Method of Promotion	內容 Content of Promotion
電視媒體 TV Media	<p><b>東南亞：</b>與Discovery Travel &amp; Living旅遊生活頻道合製「瘋臺灣」節目。</p> <p><b>香港：</b></p> <ol style="list-style-type: none"> <li>廣告：東森新聞臺、TVB及Jade &amp; ATV。</li> <li>旅遊節目：香港有線電視—高師傅美食傳奇、香港寬頻—地球村新聞總部、香港電視廣播有限公司 (TVB) —天賜良源及蔡瀾品味、亞洲電視ATV—旅行好滋味及潮流魅力、NOW香港臺—一個地球。</li> </ol> <p><b>新加坡：</b></p> <ol style="list-style-type: none"> <li>廣告：Channel U、Channel 8、Channel News Asia。</li> <li>旅遊節目：Channel 8及Channel U電視台「回家走走」、AXN電視台「Sony Style」、「我們的大日子」、「亞洲時尚風」、「放心出去看」、「省錢王」與「Travel Log」、Channel News Asia (亞洲新聞臺)臺灣旅遊專輯。</li> </ol> <p><b>馬來西亞：</b></p> <ol style="list-style-type: none"> <li>廣告：Astro。</li> <li>旅遊節目：NTV7電視台「美麗的福爾摩沙」(ISTV網路電視臺同步播映)、邀請ASTRO有線電視臺「逆風18」偶像劇來臺拍攝。</li> </ol> <p><b>Southeast Asia:</b> Co-produced Fun Taiwan program with Discovery Travel &amp; Living Channel</p> <p><b>Hong Kong</b></p> <ol style="list-style-type: none"> <li>Commercials: Eastern Television Hong Kong, TVB, Jade, and ATV.</li> <li>Travel Programs: Hong Kong Cable Television – Legend of Gourmet with Chef Kao; Hong Kong Broad Band Network – News Headquarters of Global Community, Television Broadcasts Limited (TVB)'s Tian Ci Liang Yuan and Taste with Cai Lan; Asia Television Limited (ATV) – Travel for Great Tastes, Charming Trends, and now Hong Kong's One Earth.</li> </ol> <p><b>Singapore</b></p> <ol style="list-style-type: none"> <li>Commercials: Channel U、Channel 8、Channel News Asia</li> <li>Travel Programs: Channel 8 and Channel U's "Take a Walk Home"; AXN's "Sony Style" and "Our Big Day" "Asian Fashion Trend", "Feel Good Going Out", "Frugal King", and "Travel Log"; Channel News Asia's Special Program on Taiwan Travel.</li> </ol> <p><b>Malaysia</b></p> <ol style="list-style-type: none"> <li>Commercials: Astro</li> <li>Travel Programs: NTV7's "Beautiful Formosa" (aired concurrently on ISTV Internet Service Television) and invited ASTRO (Malaysian satellite television) to film its idol show "Love 18" in Taiwan</li> </ol>
平面媒體 Print Media	<p><b>東南亞地區：</b>蘋果日報、海峽日報、星洲日報、新假期週刊、Thairath Daily (泰文)、Philippine Daily Inquirer (英文)、Philippine Star (英文)、Manila Bulletin (英文)、Kompas (印尼文)、Suara Pembaruan (印尼文)、Cong An TPHCM news (越南文)、Tuoi Tre News (越南文)等刊登「浪漫超值」、「歡樂超值」、「養生超值」、「美味超值」主題平面廣告及廣編稿。</p> <p><b>香港：</b></p> <ol style="list-style-type: none"> <li>壹周刊、U雜誌、新假期、東週刊、a.m.post、忽然一週、經濟日報、蘋果日報、HK Walker、星島日報、明報、成報、都市日報、澳門早報、大眾報、市民日報、華僑報、澳門日報等刊登臺灣主題及區域旅遊相關訊息。</li> <li>與長空出版有限公司及永青文化出版有限公司合作出版「I LOVE TRAVEL」及「臺灣中南部旅遊指南」。</li> </ol> <p><b>新加坡：</b>源、Sports &amp; Travel、Wedding &amp; Travel、Exquisite、Wine &amp; Dine、Escape、Jet Star、I周刊 (I-Weekly)、8 Days、Men's Folio、聯合早報、聯合晚報、新明日報、海峽時報、我報、My Paper、Today刊登臺灣旅遊專輯及廣告。</p> <p><b>Southeast Asian Region :</b> Print ads themed on "Romantic Suggested Tours", "Happy Suggested Tours", "Healthy Suggested Tours" and "Culinary Suggested Tours" were placed in Apple Daily News, The Strait Times, Sing Chew Daily, Weekend Weekly, Thairath Daily, Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Kompas, Suara Pembaruan, Cong An TPHCM News, and Tuoi Tre News.</p> <p><b>Hong Kong :</b></p> <ol style="list-style-type: none"> <li>Print ads with Taiwan themes and regional travel-related information were placed in Next Magazine, U Magazine, Weekend Weekly, East Week, a.m. post, Sudden Weekly, Hong Kong Economic Times, Apply Daily, HK Walker, SingTao Daily, Ming Pao, Sing Pao, Metro Daily, Agora Macau, Taichung Daily, Jornal do Cidadão, Jornal Vakió, and Macao Daily.</li> <li>Cooperated with Commercial Press (HK) Ltd and Perennial Publishing (HK) to public "I Love Travel" and "Travel Guide for South and Central Taiwan".</li> </ol> <p><b>Singapore:</b> Printe ads and travel series appeared on Yuan Magazine, Sports &amp; Travel, Wedding &amp; Travel, Exquisite, Wine &amp; Dine, Escape, Jet Star, I-Weekly, 8 Days, Men's Folio, Lianhe Zaobao, Lianhe Wanbao, Shin Min Daily News, Strait Times, My Paper, and Today.</p>

宣傳方式 Method of Promotion	內容 Content of Promotion
廣播媒體 Radio Media	<p><b>新加坡</b>：「JIA FM 883」廣播電臺、958廣播電臺「步步追蹤」。</p> <p><b>馬來西亞</b>：與My FM廣播電臺合製廣告劇推廣臺灣觀光。</p> <p><b>Singapore</b>: Commercials broadcasted on the JIA FM 883 and 988 stations in Singapore.</p> <p><b>Malaysia</b>: Co-produced commercial drama promoting Taiwan tourism with My FM station in Malaysia.</p>
網路媒體 Internet Advertising	<p><b>香港</b>：香港旅遊人生網站。</p> <p><b>新加坡</b>：SPH TVC網站：Asia One—Diva、Asia One—Home Page、Asia One – Travel、Asia One—Plush Business Times—Home Page、Business Times—Lifestyle、Calendar One Home、Lifestyle Asia、OMY Entertainment、OMY Lifestyle、OMY News、STOMP Citizen News、STOMP Gen Y、Straits Times - Home Page。</p> <p>Price Line網站。</p> <p><b>馬來西亞</b>：12Fly.com.my刊登世界最棒旅遊 (The Best Trip in the World) —旅遊達人臺灣走走活動廣告。</p> <p><b>Hong Kong</b>: Internet ads placed on travellife.org.hk.</p> <p><b>Singapore</b>: SPH TVC websites: Internet ads placed on Asia One-Diva, Asia One-Home Page, Asia One – Travel, Asia One – Plush, Business Times –Home Page, Business Times – Lifestyle, Calendar One Home, Lifestyle Asia, OMY Entertainment, OMY Lifestyle, OMY News, STOMP Citizen News, STOMP Gen. Y and Straits Times – Home Page. Internet ads placed on Price Line website.</p> <p><b>Malaysia</b>: Internet ads for The Best Trip in the World – Taiwan Explorers Wanted placed on 12Fly com.my</p>
戶外媒體 Outdoor Media	<p><b>香港地區</b>：旺角地鐵包站廣告、與Priceline及港鐵公司合作推出「\$1,099去臺灣大玩特玩」專案，於行人通道牆壁大型海報、大堂牆壁及柱位燈箱、扶手電梯兩旁小型海報、售票機上展示牌及入閘機拍卡器旁的醒目提示刊登廣告。</p> <p><b>新加坡</b>：雙層公車—烏節路／羅賓森路、捷運SMRT捷運車廂廣告、Suntec會議展覽中心外牆LCD、Comfort計程車互動電視廣告、SBS公司合作公車車體廣告及Suntec辦公大樓電梯及電視廣告。</p> <p><b>馬來西亞</b>：吉隆坡、怡保、檳城、柔佛4個城市公車廣告及吉隆坡市區計程車體廣告。</p> <p><b>Hong Kong region</b>: Ads installed at Mon Kok subway station; launched “Special Taiwan Package as Low as HK\$ 1,099” in cooperation with Priceline and MTR with small and large posters placed on pedestrian walkway walls, lobbies, columns, light boxes and both sides of the elevator. Huge reminder ads were also placed next to ticketing machines and turnstile readers.</p> <p><b>Singapore</b>: Ads installed on the double-decker bus -- Orchard Road/Robinson Road and SMRT system, as well as on the outdoor LCD wall of the Suntec International Convention &amp; Exhibition Centre. Interactive TV commercials were aired inside Comfort taxicabs. Cooperated with SBC to place panel ads on buses. Ads were also placed inside Suntec City Office Towers next to elevators, so as TV commercials.</p> <p><b>Malaysia</b>: Malaysia: Ads installed on buses in four cities – Kuala Lumpur, Ipoh, Penang, and Johor— as well as on the bodies of Kuala Lumpur city taxicabs.</p>
公關活動 Public Relations Activities	<p>以吳念真與蔡依林為3地共同代言人，促銷及宣傳臺灣觀光：</p> <p>4月出席香港東港夜市節活動，推廣臺灣夜市美食小吃；5月出席愛戀101公關活動，推廣臺灣浪漫旅遊及蜜月景點；8月出席新加坡秋季旅展，推廣臺灣多元化旅遊；8月與馬來西亞星洲日報合辦臺灣美食節，推廣臺灣美食小吃；9月出席馬來西亞秋季旅展，推廣臺灣多元化旅遊。</p> <p>推出「Hi Taiwan之五月天DNA演唱會」吸引追星族群，來臺觀光。</p> <p>Use of Wu Nien-chen and Jolin Tsai as joint spokespersons in the three areas to market and promote Taiwan tourism: Attended the Taiwan Night Market Festival held at Hong Kong’s East Point City in April, promoting noted Taiwanese street eats; attended the publicity event “Love 101” in May promoting Taiwan’s romantic tours and honeymoon spots; attended Singapore’s NATAS Holiday 2009 in August promoting Taiwan’s diversified travel; co-organized the Taiwan Culinary Festival with Sing Chew Daily of Malaysia in August, promoting Taiwan’s fine street eats; attended Malaysia’s MATTFA Fair in September, promoting Taiwan’s diversified travel.</p> <p>Launched the “Hi Taiwan – Mayday DNA Concert” to attract star-chasers to tour Taiwan.</p>

## 歐美地區廣告宣傳辦理情形

### Taiwan's International Promotion Strategy

宣傳方式 Method of Promotion	內容 Content of Promotion
電視媒體 TV Media	<p>廣告：美國CNN、英國BBC world News。 旅遊節目：Discovery「世界最佳節慶」、BBC2「多種交通工具創意遊臺」。</p> <p>Advertisements: Commercials were placed on CNN in the US and BBC World News in the UK. Travel programs: Discovery Channel's "Fantastic Festivals of the World" and BBC2's "Tour Taiwan Creatively with a Multitude of Transportation Methods".</p>
平面媒體 Print Media	<p>與頂尖設計雜誌Monocle合作廣編稿及網站廣告。 與經濟學人Economist合作全球廣編稿、書衣廣告及雜誌運寄標籤廣告。 美國：TIMES、The New Yorker、Travel Age West、Travel Weekly、USTOA。 歐洲：Travel Talk、FVW、Travel One、Conde Nast Traveler、Sunday Times Travel、La'Figaro、L'express。</p> <p>Cooperated with Monocle Magazine in producing advertising editorials and website ads. Cooperated with The Economist in producing global advertising editorials, ads on book jackets, and tags on magazine shipments. USA: Ads were placed at the Times, the New Yorker, Travel Age West, Travel Weekly, and USTOA. Europe: Ads were placed on Travel Talk, FVW, Travel One, Conde Nast Traveler, Sunday Times Travel, La' Figaro, and L' express.</p>
網路媒體 Internet Advertising	<p>Google關鍵字及網站廣告：13個地區達117,517萬次廣告曝光。 YouTube：達2,750萬次廣告曝光。 CNN及BBC world News網站廣告。 每月更新Go2taiwan.net北美網站專文。</p> <p>Key word search on Google and web ads: Ads placed at 13 areas generated 1,175,170,000 ad views. YouTube: ads totaled 27.5 million views. Web ads were placed on CNN and BBC World News websites. Special reports were updated monthly on the go2taiwan.net website in North America.</p>
戶外媒體 Outdoor Media	<p>美國紐約時代廣場、甘迺迪機場、英國希斯洛機場、德國法蘭克福及荷蘭阿姆斯特丹機場刊登機場燈箱廣告，倫敦、巴黎、柏林、維也納等，刊登地鐵／車站廣告。</p> <p>Light box ads were placed at New York City's Time Square and Kennedy Airport, Heathrow Airport in England, Frankfort Airport in Germany, and Amsterdam Airport in the Netherlands. Ads were installed at subways and stations around London, Paris, Berlin, and Vienna as well.</p>
公關活動 Public Relations Activities	<p>於巴黎春天百貨圓頂餐廳舉辦臺灣美食饗宴週。 與美國道奇隊合作推廣臺灣觀光。 定期發布新聞稿、提供當地臺灣旅遊訊息媒體剪報、辦理記者會、推廣會、促銷活動、協助主流記者及業者邀訪等相關宣傳推廣事項。</p> <p>Held Taiwan Culinary Week at the La Brasserie in Pretemps Department Store Paris Cooperated with US baseball team LA Dodgers to jointly promote Taiwan tourism. Press releases were issued on a regular basis; press clippings were taken of Taiwan's travel coverage; press conferences, presentations, and marketing activities were held; and assistance was provided in arranging promotions and campaign activities for mainstream reporters and travel operators.</p>



## 第二節 全方面拓展國際宣傳通路

觀光局近年來積極針對各市場進行分眾行銷，找出臺灣獨特觀光要素，聯合異業擴大媒體宣傳效益、擴大國際宣傳通路、舉辦突顯特色主題大型公關活動，並與國際頻道或專書合作，向國際宣傳臺灣，形塑臺灣成為具豐富文化內涵及旅遊品質之目的地。

### 一、加強市場開拓

- (一) 持續以代言人及新傳媒方式引發臺流風潮：以飛輪海為日韓地區、蔡依林與吳念真為東南亞地區代言人，透過偶像劇、記者會、歌友會及新傳媒等方式進行整合性行銷及直客廣告，營造「臺流」之趨勢，吸引當地民眾來臺觀光。
- (二) 以名人帶路之方式組成美食團，結合媒體進行深度報導。
- (三) 結合航空業者與國內旅館業者，推出「過境旅客加1美（歐）元住五星優惠住房專案」活動，並以平面、路、戶外廣告等整合性行銷方式辦理宣傳。



## II. Overall Expansion of International Promotion Channels

The Tourism Bureau has actively identified unique tourism elements in developing tourism products geared for meso-level marketing aimed at specific markets; pooled different industries to expand media promotion benefits; broadened international promotional channels; held large publicity activities that spotlighted feature themes; and cooperated with international broadcasting channels and specialty books to promote Taiwan globally, shaping Taiwan into a culturally-rich and premium travel-quality destination.

### 1. Strengthened Market Development

- (1) Continued use of spokespersons and new media tools to create a Taiwan fad: use of Fahrenheit as spokesmen in Japan and South Korea, and of Jolin Tsai and Wu Nien-chen as spokesmen in the Southeast Asian market, together with pop shows, press conferences, fan meetings, and new media in integrated marketing campaigns and direct customer advertisements, to create a "Taiwan fad" attracting travelers to visit Taiwan.
- (2) Use of celebrity guides to form connoisseur tours in combination with media for in-depth coverage.
- (3) Work with airlines and domestic hotels to launch the "1 USD (1 Euro) per-night at a 5 star hotel transit packages in Taiwan", with integrated marketing methods including print, Internet, and outdoor ads for better promotion.

## 二、開發旅遊產品

- (一) 規劃成短天數、可自由組合之經典旅遊路線，提供旅行社包裝操作，讓遊客可體驗兼具現代摩登的玩樂與傳統在地的文化，同時享受隱身在各地的美味小吃，增添遊客更多美味的旅遊回憶，並規劃登山健行、沙龍攝影與蜜月、懷舊、保健、追星哈臺、運動旅遊、鐵道、溫泉美食、生態、農業及文化觀光等旅遊產品，提供多元且深度之旅遊選擇。
- (二) 訂定海外旅行社創新產品包裝販售送客來臺獎助要點，鼓勵海外旅行社配合開發臺灣旅遊創新產品（如：原住民等部落、醫療或保健養生、自行車、生態或登山、特色社區、文創、農業觀光等），擴大海外販售臺灣旅遊商品通路，分攤一定金額或比例之宣傳、推廣、促銷及獎勵等費用。
- (三) 推動「國際光點計畫」，依據區域特質整合既有在地文化資源及國際旅客需求喜好，將臺灣在地自然生態、文化與產業等特色活動，包裝成具國際化旅遊產品並提供國內外旅行社組合販售，提高臺灣觀光品質，深化臺灣觀光內涵，以達到提升臺灣觀光國際競爭力暨旅客重遊率之目的。

## 三、多元行銷管道

- (一) 於主要交通工具及運輸節點廣告，如捷運車廂、捷運站、公路跨橋廣告、計程車車體等、商業大樓LCD電視牆、高速公路、網路廣告等播放臺灣宣傳影片及平面廣告。
- (二) 於美國紐約時代廣場電子看版刊登台灣觀光影片廣告，透過該地點每日約150萬人次的曝光量，強打臺灣觀光形象，特別是98年12月31日當日廣告時段跨越新年夜，讓來自全世界各地湧至時代廣場跨年觀光客看見臺灣，強化臺灣觀光意象。
- (三) 經由國際知名搜尋引擎如美國市場占有率超過58%的Google、MSN、YAHOO等入口網站投放廣告Banner，及在其廣告聯播網中設定臺灣旅遊關鍵字之方式，於網友閱讀網站內容時比對內文出現台灣觀光廣告，提高網站點閱率及流量，以傳遞觀光訊息。
- (四) 與Discovery「瘋臺灣」系列、National Geographic臺灣系列節目、米其林、Lonely Planet、Forbes、Monocle、The Economist及The New Yorker等國際知名電視節目或旅遊專書合作，並邀請國際知名媒體及作家訪臺進行體驗報導，開闢旅遊專頁，提升臺灣旅遊形象，擴大宣傳效益。



## 2. Development of New Travel Products

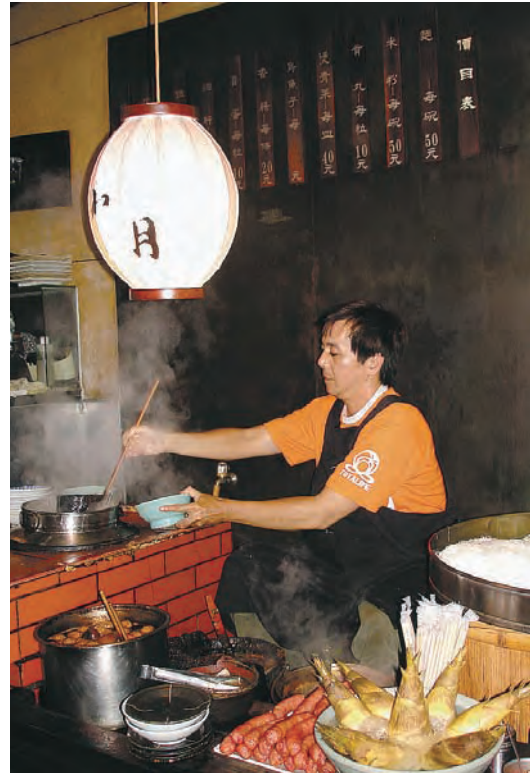
- (1) Choices of short trips were created for travelers to personalize their classic vacations and allow travel agencies to formulate packages, so that tourists may experience both modern pleasures and traditional local cultures, at the same time discover the delicious food available all over the island, thus creating wonderful memories of the delightful taste of local delicacies. Moreover, products such as mountain hiking tours, salon photography and honeymoon tours, nostalgia tours, medical and health tours, star-chasing fan tours, sports tours, railroad tours, hot-spring culinary tours, eco tours, agricultural tours, and cultural tours were also offered to provide more diverse and in-depth travel choices.
- (2) Incentives were planned to provide overseas travel agencies with possibilities for innovative product packaging and marketing (for instance: aboriginal communities, medicine and health, biking, eco travel or mountain hiking, specialty communities, culture & creativity, and agricultural tours), to expand overseas sales channels for marketing Taiwan tourism packages, by appropriating a set dollar figure or percentage for promotion, development sales, and incentives.
- (3) The “International Spotlight Plan”: This is a plan that ties regional characteristics with local culture and resources to meet the needs and preferences was implemented of international tourists, while integrating feature activities such as local ecology, culture and industries, and package them into international tourism products available through foreign and domestic travel agencies. The aim is to enhance Taiwan’s tourism quality and to strengthen its tourism content, thus reaching the objectives of enhancing Taiwan’s tourism competitiveness internationally and improving the repeat visitor ratio.

## 3. Diversified Marketing Channels

- (1) Taiwan’s campaign videos were broadcast and print ads were installed in major transportation vehicles and at transit hubs such as metro trains, metro stations, expressway bridges, taxicab bodies, and LCD displays on the outside of commercial buildings and highways and on the Internet.
- (2) Video advertisements placed by the Tourism Bureau on an electronic billboard in New York’s Times Square enhanced Taiwan’s tourism image through the site’s reportedly 1.5 million visitors per day. The advertisement that aired during the New Year’s Eve countdown 2009 especially, allowed the crowd packing the Square and around the world, to see Taiwan and strengthened Taiwan’s tourism image in their minds.
- (3) The Tourism Bureau placed banner ads at internationally famous search engines and portals such as Google (58% US market share), MSN, and YAHOO, plus a run of keywords “Taiwan tourism” in their ad networks so that contextual advertisements appeared on websites when users visited those pages, thus improving the click rate as well as traffic rate, and passing on more information about Taiwan tourism.
- (4) The Bureau worked with world-renowned TV channels to produce programs and cooperated with travel books/magazines such as the “Most Fun Taiwan” series that appeared on Discovery’s Travel and Living channel, National Geographic’s Fascinating Taiwan series, the Michelin Guide, Lonely Planet, Forbes, Monocle, The Economist, and The New Yorker. Well-known media and writers from around the world were also invited to visit Taiwan to report their experiences. Special travel supplements were also inserted, to further enhance Taiwan’s tourism image, and promotional benefits were expanded.

## 4. Large Scale Events Focusing on Taiwan

- (1) Taipei 101 Financial Building New Year’s Eve wall advertisement: The Taiwan Tourism Bureau, together with the Ministry of Economic Affairs, won the right to the New Year’s Eve light show and firework display in 2009. The show used the four sides of the building to display lights in four colors (red, blue, green, and yellow) representing happiness, vision, sustainability, and passion, as encouragement for everyone to march forward with passion and bravery in the challenging global economy, and to give Taiwan more exposure on the international media front via the extravaganza, as well as to raise visibility and enthusiasm for Taiwan tourism. The total media exposure was valued at NT\$ 103,283,850.
- (2) Fahrenheit Global Fan Club: the “Wish to See You in Taiwan Fan Meeting with Fahrenheit” held at 3 pm, on February 15 at the National Taiwan University Sports Center attracted some 3,600 Asian fans from Japan, Korea, Hong Kong, Singapore, Malaysia, the Philippines, Thailand, and Taiwan, and brought no less than NT\$100 million in tourism receipts to Taiwan.



#### 四、舉辦大型活動聚焦臺灣

- (一) 臺北101金融大樓跨年牆面廣告：與經濟部共同取得點燈權，以紅藍綠黃4色象徵勇敢快樂、國際宏觀視野、自然永續、熱情友善等意涵，期盼在全球景氣形勢嚴峻的當下，鼓舞大家以更大勇氣與熱情向前邁進，讓「Taiwan」印象隨著跨年點燈和臺北101回饋的煙火秀共同吸引國際媒體曝光機會，提高臺灣觀光亮度與熱度，估計國內外媒體露出價值總計共1億328萬3,850元。
- (二) 飛輪海國際歌友會：於2月15日下午3時在臺灣大學綜合體育館舉辦「Wish to see you in Taiwan 飛輪海國際歌友會」，來自日、韓、港、星、馬、菲、泰、臺灣等全亞洲各地3,600位歌迷同樂，至少為臺灣帶來約新臺幣1億元的觀光收入。
- (三) 經穴按摩體驗活動：於4月19日下午2時假臺大綜合體育館，以「臺灣·元氣·超值」為概念，製造歡樂輕鬆氛圍，共來自韓國、日本、馬來西亞及其他世界各地共350位旅客參與，享受臺灣道地的傳統經穴按摩，活動當天計共有44家國內外媒體到場採訪。
- (四) 愛戀臺灣101：於5月22日下午假臺北101舉行，由臺灣觀光代言人吳念真及蔡依林共同出席推廣來臺旅遊浪漫景點，整合觀光局管理處婚紗攝影及蜜月活動共同推動。以101浪漫雙人晚餐及1克拉鑽戒抽獎為獎項，招攬港星馬旅客計120對來臺浪漫之旅，另透過網路創意活動，讓優勝者於現場實現創意誓言，並捲動網路行銷及媒體焦點。計有臺灣媒體報導94則（含報紙、網路、電視、廣播），國外媒體41則報導當天活動內容，成功形塑臺灣為「浪漫超值」的旅遊目的地。
- (五) 旅遊達人遊臺灣：自5月22日活動辦法公布起，從44國1,123隊投稿中選出的18國52組旅遊玩家，團隊自行安排來臺旅遊，將4天3夜的創意旅遊編輯成短片與旅遊札記。活動官網總瀏覽次數達240餘萬次，影片總觀看次數達16萬次，入選團隊的影片與遊記，在社群網站與部落格（如：Facebook、無名小站、Yahoo等）被引用與轉載的網站，至少有近3,500個網站確定引用張貼，國內外媒體包括BBC、路透社等知名媒體皆有報導，相當豐富，為臺灣觀光創意行銷再添一筆。

- (3) The 2009 Acupressure Massage Experience: This fun-filled event, held at 2 pm on April 19 at the National Taiwan Sports Center under the super-value theme “Taiwan Vitality Plus;” attracted 350 tourists from Korea, Japan, Malaysia, and other parts of the world to experience Taiwan’s traditional acupressure massage. Forty—four press media, foreign and domestic, reported the event on that day.
- (4) Love 101: In an integrated marketing effort with the Tourism Bureau’s wedding photo-shoot and honeymoon themed events, tourism spokespersons Jolin Tsai and Wu Nien-chen attended the event held at Taipei 101 on the afternoon of May 2 to promot Taiwan’s romantic destinations. Lucky draw prizes included romantic dinners for two at Taipei 101 and a diamond ring. A total of 120 couples from Hong Kong, Singapore, and Malaysia were invited to discover Taiwan’s romantic side. Moreover, a creative campaign over the Internet allowed winners to pledge their “vow of love’ on site, boosting scrollbar marketing and media focus. In total, 94 news reports about the event were made on the event date by Taiwanese media (newspaper, Internet, TV and radio), and 41 by overseas media, successfully building Taiwan as a “romantic super—value” travel destination.
- (5) The Best Trip in the World – Taiwan Explorers Wanted: Since publishing the contest rules on May 22, 2009, 52 teams of travelers from 18 countries were selected from 1,123 entrants from 44 countries, based on team travel plan that they submitted. The teams came up with their best itineraries for their trip around Taiwan, edited their 4-days/3-nights trip into short audios/videos, and uploaded travel blogs. The event’s official website was viewed more than 2.4 million times, and videos watched were 160,000 times. The chosen teams’ videos and blogs were cited and reposted by social networks and blogs such as Facebook, Wretch, and Yahoo, and close to 3,500 websites made confirmed references and re-postings. Well-known domestic and foreign media, including the BBC and Reuters, also covered this event in-depth, giving Taiwan’s innovative tourism marketing another feather in its cap.
- (6) Dining Al Fresco – Outdoor Banquets in Taiwan: “Bando” is the Taiwanese word for outdoor banquet. The Outdoor Banquets in Taiwan kicked off with a bando party at the Anping Harbor Tourist Fish Market on August 18, which had more than 700 international tourists and media in attendance. This event, billed as a combination of the 20th Taiwan Culinary Exhibition and traditional cultures, was directed at the international media accompanying exhibitors international tourists, so they could see that the event site- a popular tourist destination-was undamaged by the recent typhoon, and thus would continue their efforts to promote Taiwan tourism. A-list international celebrities were invited to guide the “Taiwan Culinary Tour” . With celebrities leading the way, travel operators cooperating fully, and international media promoted and attested to the delicacies, brightening the allure of Taiwan culinary tours in Taiwan around the globe.





- (六) 臺灣好食光—來臺灣呷美食辦桌活動：於8月18日假臺南市安平觀光漁市辦理「來臺灣呷美食」辦桌活動，約邀請國際旅客及媒體約700餘名訪臺，活動結合20周年臺灣辦桌美食及傳統文化共同推廣，透過國際媒體隨行及旅客來訪之際，對國際旅客經常造訪觀光景點在莫拉克風災後無災損能有正面了解，並繼續為臺灣觀光加強行銷，同時邀請國際名人帶路臺灣美食之旅，藉由名人帶路、旅行社業者研修及國際媒體宣傳與見證，在國際上帶動臺灣美食之旅的魅力。
- (七)「臺灣騎跡，鐵馬自由行活動」：在重視節能減碳風潮下，全球各地興起一股LOHAS旅遊風，希望旅客透過自行車旅行，以深度知性、心靈沉澱與放鬆的方式，體驗臺灣的風景，貼近在地的生活。本次臺灣騎跡活動由9月28日至10月2日邀請來自港、星、馬、日韓、歐美等各地區500人，分別於全臺日月潭、臺北淡水、花蓮七星潭、臺東池上及屏東大鵬灣5條路線接力舉行，結合地方特色與文化，提供旅客不同的體驗。活動期間於各大報紙及網路共計露出7,740則相關訊息，成功運用自行車旅遊形象推廣於國際。

### 第三節 持續開發新市場，開拓潛在優質客源

#### 一、東南亞新興市場

- (一) 為增加東南亞新興市場旅客來臺人數，配合外交部自3月1日起增列持有美、加、日、英、歐盟申根、紐、澳等先進國家簽證(包括永久居留證)之泰國、越南、印尼、菲律賓及印度等5國國民免簽證入境停留30天適用對象政策，刊登臺灣觀光宣傳廣告並邀請重要旅遊業者及媒體如：泰國第五臺電視旅遊節目Samudkojorn、菲律賓Manila Times、菲律賓聯合日報、菲律賓Malaya報及泰國旅遊業公會(TTAA)、越南Vietlife Travel等來臺進行熟悉之旅，協助宣傳臺灣觀光並包裝來臺旅遊產品。
- (二) 為推廣及促銷來臺旅遊，分攤業者刊登臺灣旅遊廣告、組團參加菲律賓國際旅展、泰國國際旅展、辦理印尼地區及泰國地區觀光推廣活動，提供各項旅客及旅遊業者優惠措施，活絡新興地區來臺市場。
- (三) 穆斯林市場方面，舉辦輔導臺灣觀光業者接待穆斯林旅客說明會、印製穆斯林旅遊手冊、提供國內業者優質行程開發輔導獎助計畫、辦理接待輔導行程並邀請穆斯林媒體業者來臺熟悉旅遊，逐步輔導國內業者接待穆斯林旅客，並增加國外穆斯林旅客來臺興趣。

- (7) Let's Bike Taiwan – 2009: The LOHAS traveling style has gained global popularity under the trend of green-earth policies and carbon reduction. The Tourism Bureau promoted touring by bicycle, encouraging travelers to experience Taiwan's magnificent scenery and get close to the local lifestyles in a very spiritual-cleansing sense and relaxed manner. This particular Let's Bike Taiwan event, from September 28 – October 2, invited 500 bikers from Hong Kong, Singapore, Malaysia, Japan, Korea, and regions across Europe and America to bike five routes throughout Taiwan-Sun Moon Lake, Danshui, Qixingtan, Chishang, and Dapeng Bay,-and experience the difference with a tie-in to local features and cultures. In total, 7,740 related news reports and articles appeared during the event period in major newspapers and websites, unveiling another success in the promotion of Taiwan's image through biking tours.

### III. Continuing Development of New Markets and Cultivation of Quality Tourist Sources

#### 1. Emerging Markets in Southeast Asia

- (1) In order to raise the number of travelers from emerging Southeast Asian markets, and to cooperate with the Ministry of Foreign Affairs' lifting of visa requirements, making Thai, Indonesian, Indian, Filipino, and Vietnamese nationals holding visas or special documentation (including Permanent Resident Cards) from advance countries including the U.S.A., Candia, Japan, the Schengen area, Australia, and New Zealand eligible for 30-days visa-exempt entry. The Tourism Bureau placed ads and commercials promoting Taiwan tourism and invited key travel operators as well as media such as the Thai travel documentary TV show Samudkojorn, and the newspapers Manila Times, United Daily News in the Philippines and Malaysia and invited the Thai Travel Agents Association (TTAA), and Vietlife Travel from Vietnam to visit Taiwan to experience the country, help promoting Taiwan tourism, and package related travel products.
- (2) To promote and market Taiwan tourism, the Tourism Bureau shared the cost of advertising with the travel industry and organized delegations to participate in trade shows such as the Thailand Travel Fair, arranged tourism promotional activities in the Indonesian and Thai regions, and offered incentives to travelers and travel operators as a means of boosting tourist arrivals from emerging markets.
- (3) In regard to the Muslim world, the Tourism Bureau held seminars to help Taiwan's tourism sector receive Muslim tourists, printed a Muslim travel handbook, provided domestic operators with a quality tour-development incentive/subsidy plan, organized reception-guidance tours, and invited a Muslim media to visit and experience Taiwan's tour routes. All of the above are efforts intended to encourage domestic operators to receive Muslim travelers and to spark the interest of Muslim travelers in visiting Taiwan.

#### 2. Indian Market

- (1) Key media such as: Mail Today, the Indian Express, Hindustan Times, Outlook Traveler and Trav Talk, and major travel operator Flight Shop India were invited to Taiwan to experience the country and to attend the Taipei International Travel Fair.
- (2) In order to increase the number of tourists from India and develop the Indian travel market, the Tourism Bureau commissioned an Indian PR firm to organize multiple promotional campaigns. The Bureau also attended the Outbound Travel Mart (OTM) through the Taiwan Visitors Association to communicate directly with local operators and consumers, to help in drafting feasible promotional strategies.



#### 3. Mainland China Market

Mainland China has been a market with rapid growing visitor numbers for Taiwan tourism in recent years. The promotional strategy of the Tourism Bureau, witch focused on both quality and quantity produced 972,123 Mainlander arrivals in Taiwan

## 二、印度市場

- (一) 邀請重要旅遊業者及媒體如：Mail Today、The Indian Express、Hindustan Times、Outlook Traveler及Trav talk，旅遊業者Flight Shop India來臺進行熟悉之旅及參加臺北國際旅展。
- (二) 為使印度人來臺觀光人數成長並開發印度旅遊市場，委託印度公關公司協助辦理執行各項臺灣觀光宣傳案，並透過臺灣觀光協會組團參加印度出境旅遊展（OTM，Outbound Travel Mart），直接與當地業者及消費者接觸，作為擬定印度觀光推廣策略參考。

## 三、大陸市場

大陸市場因兩岸關係政策及直航班機增加，來臺觀光人數近年來成長快速，在質量並進主軸下，98全年共計97萬2,123人次，成長195.30%，其中來臺從事觀光活動人數為60萬6,174人。目前大陸來臺旅客大部分仍聚集於環島行程，為推廣深度旅遊概念，以北、中、南、東分區搭配離島及主題式遊程，加深大陸旅客對臺灣觀光印象。推展工作如下：

### (一) 組團參加大陸地區重要國際旅展

#### 1. 上海世界旅遊資源博覽會（4月9日至4月11日）

- (1) 由臺灣海峽兩岸觀光旅遊協會（以下簡稱臺旅會）帶領臺灣觀光行銷推廣代表團前往上海參展，邀請大陸地區核准販售臺灣旅遊產品之組團社代表及具備辦理出境旅遊之潛在業者代表出席臺灣觀光推廣活動。
- (2) 於臺灣展館內舉辦「海峽兩岸旅遊交流洽談會」，藉由舉辦業務交流洽談會，促成兩岸業者面對面溝通瞭解的機會，拉近業者距離，進而創造合作機會。
- (3) 舉辦「臺灣之夜」業者交流餐敘餐會，延續兩岸業者洽談機會，規劃臺灣表演團體演出增添晚宴熱鬧氣氛，並透過一系列的交流活動，增進兩岸業者商機及情誼，促成大陸旅客來臺目標。

#### 2. 中國煙臺北方旅遊交易會（5月15日至5月17日）

- (1) 參加北交會於煙臺國際博覽中心舉行之「2009中國北方旅遊交易會」，臺灣代表團以賣家身份參與博覽會各項活動，擴大交流及展示力度，增進兩岸溝通管道與商機，提升旅遊品質，促進觀光旅遊市場良性發展。
- (2) 邀請參加北交會之大陸各省市自治區有出境權的旅行社與合格辦理赴臺旅遊之旅行業者（買家）及臺灣代表團業者代表參加於煙臺南山皇冠假日酒店舉行的臺灣之夜交流餐會，建立雙向交流平臺，共同開創旅遊新商機。



in 2009, up 195.30%, 66,174 of which came for tourism activities. At the moment Chinese tourists largely engage in around-the island itineraries; in order to promote the in-depth travel concept, theme-based tours and Northern, Central, Southern, and Eastern regional routes bundled with off-islands have been launched to strengthen the tourism impressions of Chinese travelers. The promotional efforts were as follows:

1. Organizing of delegations to important international travel shows in Mainland China :

(1) World Travel Fair 2009 (April 9 – April 11)

- a. The Cross-Strait Tourism Exchange Association led a Taiwan tourism marketing and promotion delegation to exhibit at the fair in Shanghai, and invited approved travel agencies to sell Taiwan tourism products in the Mainland area and representatives from potential operators capable of organizing outbound tours to attend activities promoting Taiwan tourism.
- b. A “Cross Strait Tourism Exchange Fair” was mounted inside the Taiwan Pavilion, providing an opportunity for providers on both sides to meet and talk face-to-face, to bridge distances, and to generate chances for cooperation in the future.
- c. A “Taiwan Night” banquet was held to provide more opportunities for cross-Straits operators to meet and discourse. Specially planned performances by Taiwanese performing groups added to the dinner atmosphere, and a series of exchange activities improved business opportunities and rapport between both sides. The purpose of the event was to attract Mainland travelers to visit Taiwan.

(2) Northern China Travel Fair in Yantai (May 15 – May 17)

- a. The Bureau attended the North China Travel Fair 2009 held at the Yantai International Exhibition Center. Taiwan delegates participated in various activities held during the NCTF as sellers, striving to expand the exchange and exhibition content, improving Cross-Strait communication channels and business opportunities, enhancing travel quality, and prompting healthy development of the tourism travel market.
- b. Participating travel agencies under the Tourism Bureaus of all Chinese provinces, cities, and autonomous regions with the right to travel aboard, travel operators qualified to organize outbound tours to Taiwan (buyers) and trade representatives representing the Taiwan delegation, were invited to attend the Taiwan Night Exchange Banquet held at the Crowne Plaza Hotel Yantai Sea View, so as to build up a bilateral exchange platform and to create new travel opportunities together.

(3) China (Kunming) International Travel Mart 2009 (Nov 17 – Nov. 23)

- a. The Bureau attended the China International Travel Mart held at Kunming. In total 540 sq.m were leased to construct the Taiwan Pavilion, providing the delegates with an area to exhibit and to promote to the local public, as well as for famous Taiwanese performance groups to perform and attract a crowd.
- b. Cross-Strait Tourism Exchange Fair: This fair was held inside the Taiwan Pavilion, and all related Taiwan-travel department heads and operators from qualified Chinese travel agencies and those with the opportunity to become a travel agency in the future were invited, providing the Taiwan delegation an opportunity to talk in-depth with the Chinese operators.
- c. Taiwan Night for Tourism Exchange Banquet: This banquet was held at the Kunming International Convention & Exhibition Center Ballroom, and Tourism Bureau heads from China’s various provinces and cities, the 25 provinces and cities open to Taiwan travel, 146 travel agencies, and mainstream media were invited to attend, thus achieving the goal of the Taiwan delegation to build up friendship and to interact with them.

2. Held Taiwan Tourism Seminars in Jinan, Hangzhou, Suzhou and Nanjing

(1) The Taiwan tourism seminar held in Jinan (May 18): attended by the leaders at all levels in Shandong Province, qualified outbound travel agencies and mainstream media at the Crowne Plaza Hotel Jinan. During the seminar, presentations about Taiwan tourism resources were made, films about the charms of Taiwan travel show, and bilateral exchanges/Q&A sessions conducted, so as to strengthen Chinese operators’ understandings about Taiwan tourism and to build up a good tourism concept about quality.

(2) Organized seminars at Hangzhou and Suzhou, as well as trade fairs and exchange banquets (June 30 – July 3): invited all

### 3. 中國（昆明）國際旅遊交易會 （11月17日至11月23日）

- (1) 租用540平方米場地搭建臺灣館，提供代表團各單位參展，對當地業者及民眾宣傳，並安排臺灣著名表演團體展演，吸引人潮。
- (2) 海峽兩岸旅遊交流洽談會：於臺灣展館舉行，邀請大陸合格組團社及未來有機會成為組團社之臺灣旅遊相關部門主管或操作人員參加，提供臺灣代表團與大陸業者深入洽談之機會。



- (3) 臺灣旅遊之夜交流餐會：於昆明國際會展中心多功能宴會廳辦理，邀請大陸各省市旅遊局領導、已開放赴臺旅遊之25省市、146家組團社業者及主流媒體參加，達到代表團與大陸業者聯誼互動目的。

#### （二）於濟南、杭州、蘇州、南京辦理臺灣觀光說明會

1. 濟南「臺灣觀光旅遊說明會」（5月18日）：邀請山東省各級領導、合格出境社及主流媒體參加於濟南貴和皇冠假日酒店舉辦的「臺灣觀光旅遊說明會」，會中進行臺灣觀光資訊簡報，播放魅力臺灣行影片並進行雙向交流問答，加強大陸業者對赴臺觀光的認知，建立良好之觀光品質觀念。
2. 辦理杭州、蘇州及南京說明會、業者洽談會及交流餐會（6月30日至7月3日）：邀請大陸核准販售臺灣旅遊產品之組團社、潛在業者代表、各區旅遊協會及媒體記者參加。

#### （三）辦理來臺熟悉旅遊

為宣傳臺灣多元、深度之旅遊景點，增進大陸居民對臺灣的認識，邀請大陸旅行業者及媒體來臺深度旅遊，研發創新產品以利業者產品包裝、媒體深度報導，積極提高旅遊品質；並以北、中、南、東分區輔以保健、農家樂體驗、溫泉、美食主題旅遊方式進行深度旅遊推介，並獲得業者迴響，規劃相關旅遊行程。

#### （四）製作相關文宣向消費者宣傳

為有效將臺灣觀光推廣至大陸市場，製作簡體版全區及各分區地圖、美食手冊、旅遊專刊、觀光相關資源光碟片及兩岸旅行業操作手冊等供利用。

## 第四節 優惠措施大放送，來臺旅遊獎不完

### 一、旅行臺灣年，4季好禮大相送

第1季：共發送臺北捷運票19萬6,935張、高雄捷運票5萬8,319張。

第2季：遊樂園優惠票，共發送2萬700張。

第3季：農特產品兌換券，共發送21萬3,004張。

第4季：溫泉抵用券，共發送4萬7,719張。

**二、百萬幸運兒，獎金大放送：**於4月3日迎接第100萬名幸運旅客、6月20日迎接第200萬名幸運旅客、9月16日迎接第300萬幸運旅客及12月5日迎接第400萬幸運旅客，分別贈送新臺幣10萬、20萬、30萬及40萬額度之刷卡金與紀念品。

travel agencies approved to sell Taiwan tourism products, potential operator representatives, tourist associations from all regions and press media to attend.

### 3. Organized Taiwan Experience Tours

China's tourism operators and media were invited to visit Taiwan for in-depth tours in order to promote Taiwan's diversified and in-depth travel spots, increase the Chinese residents' awareness of Taiwan, as well as to R&D new products that can benefit operators' product packaging, media's in-depth reporting, and to actively enhance travel quality. Tours were divided based on regions: Northern, Central, Southern and Eastern, and supplemented with themes: health, farming fun, hot springs and culinary delicacy, for in-depth promotions. The result was well received by the operators and related travel itineraries were planned.

### 4. Produced Related Propagandas for Consumer Promotion

In order to effectively promote Taiwan tourism to the Mainland China market, maps of the entire region as well as separate districts were made in Simplified Chinese. Culinary handbooks, travel books, tourism-related resource CDs and Cross-Strait travel agency operating hand manuals were also made and available for use.

## IV. Great Deals, Better Prices with Special Giveaways

### 1. Tour Taiwan Year: Four Seasons Giveaway

Season 1: A total of 196,935 Taipei Metro passes and 58,319 Kaohsiung Rapid Transit passes were given away.

Season 2: A total of 20,700 theme park entrance tickets were given away.

Season 3: A total of 213,004 vouchers to exchange for agricultural products were given away.

Season 4: A total of 47,719 vouchers for hot-spring baths were given away.

**2. Prizes for One to Four Million to Visitors :** On April 3, June 20, September 16 and December 5, the one, two, three and four millionth visitors to arrive in Taiwan were awarded a credit card with a limit of NT\$ 100,000, NT\$ 200,000, NT\$ 300,000 and NT\$ 400,000, respectively, for shopping in Taiwan, along with special souvenirs.

**3. Free Half-day Tours for Transit Passengers :** A total of 5,698 passengers.

**4. Incentive Programs for Chartered Flights :** A total of 118 flights carrying 15,967 passengers.



三、過境到臺灣，送你免費遊：共計5,698人次參加。

四、包機補助：共補助118架包機、1萬5,967人次。

五、郵輪迎賓補助：共補助來臺迎賓禮62艘次、7萬4,296人次。

六、獎勵旅遊補助：共補助252個單位、6萬303人次、145場次文化表演節目。

七、接待修學旅行學校獎助：共獎助87所學校、10,383名師生。

## 第五節 積極參加國際觀光活動，打開國際旅遊版圖

由觀光局、駐外辦事處、臺灣觀光協會及各部會駐外館處，共同執行觀光推廣計畫，積極組團參加東京世界旅遊博覽會（JATA）、大阪國際旅展（TOUR EXPO）、韓國旅展（KOTFA）、釜山國際旅展（BITF）、香港國際旅展（ITE）、印度旅展（OTM）、春／秋季新加坡國際旅展（NATAS）、菲律賓旅展（TTE）、泰國國際旅展（TTAA）、春／秋季馬來西亞國際旅展（MATTA）、馬來西亞檳城國際旅展（MATTA）、柏林國際旅展（ITB）、倫敦世界旅展（WTM）、亞太獎勵旅遊及會議展（AIME）、國際獎勵旅遊及會議展（IMEX）、亞洲獎勵旅遊暨會議展（IT&CMA）及歐洲獎勵旅遊暨會議展（EIBTM），與辦理日本北海道YOSAKOI SORAN街舞、東北祭典、三重縣安濃津YOSAKOI SORAN街舞、福岡亞洲太平洋祭及九州、澳門、紐澳、泰國、印尼及北美等地區觀光推廣活動，主動對重要買家、國際社團、旅行業者及一般消費大眾促銷臺灣旅遊產品，打開臺灣觀光國際版圖，打通不同層面客源，同時辦理觀光說明會、專案推廣活動及街頭表演，藉由不同的方式，全方位行銷臺灣觀光新產品。



**5. Incentive Programs for Cruise Ships :** A total of 62 cruise ships carrying 74,296 passengers.

**6. Events to Encourage Travel :** Subsidized 252 institutes, 60,303 travelers, and 145 cultural performance events.

**7. Special Programs to Help Tourists to Come to Taiwan for Travel and Study :**  
Supported 87 schools and 10,383 students and teachers.

## V. Participation in International Activities to Expand Tourism Markets

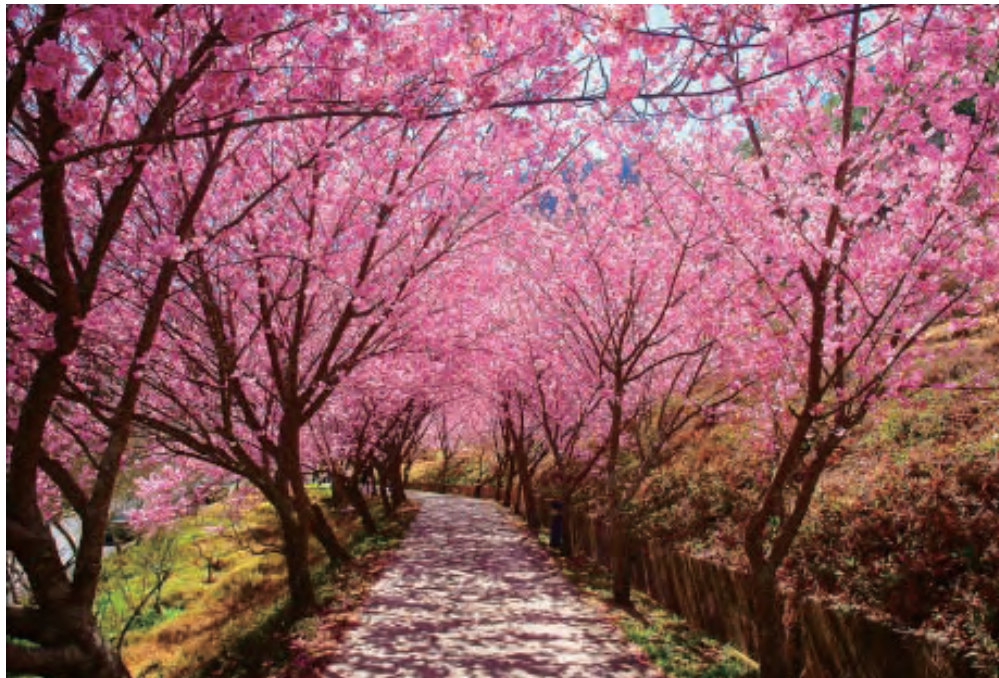
The Taiwan Tourism Bureau collaborated closely with overseas branch offices, the Taiwan Visitors Association and other governmental overseas offices to execute tourism promotion plans. It also actively organized delegations to participate in trade shows such as the JATA World Travel Fair (JATA), Okinawa International Tour Exhibition (TOUR EXPO), Korean World Travel Fair (KOFTA), Busan International Travel Fair (BITF), International Travel Expo Hong Kong (ITE), India's Outbound Travel Mart (OTM), Singapore International Spring/Autumn Travel Fair (NATAS), Philippine Travel Tour Expo (TTE), Thai International Travel Fair (TTAA), Malaysian International Spring/Autumn Travel Mart (MATTA), MATTA Fair Penang (MATTA), IBT Berlin, World Travel Market Excel London (WTM), Asia Pacific Incentives & Meeting Expo (AIME), International Incentives & Meeting Exhibition (IMEX), IT & CMA, European Incentive Business Travel & Meeting Exhibition (EIBTM), and Japan Hokkaido YOSAKOI SORAN Festival, ritual activities in Northeastern Japan, ANOUTSU YOSAKOI SORAN Festival in Mieken, Asia Pacific Festival Fukuoka, and tourism promotional activities in Kyushu, Macao, New Zealand, Australia, Thailand, Indonesia and North America. The main objectives were to promote Taiwan travel packages to important buyers, international groups, travel operators and regular customers, to expand Taiwan's tourism market, and to reach different customer sources. In addition to major travel shows the Tourism Bureau also participated in tourism seminars, special promotional activities, and special street performances in various places around the world to market Taiwan's new tourism attractions.





Image Taiwan

印象，台灣！



## Chapter 3

# Domestic Travel Promotion and Marketing

## 第三章 國民旅遊推展與行銷





## 第一節 推動大型節慶活動

臺灣具有豐富的自然景觀、傳統文化、民俗節慶、美食小吃及地方特產等珍貴的觀光資源，可做為辦理大型觀光節慶活動的重要主題及內容素材；以國內外觀光客之觀點，篩選具有臺灣特色及國際觀光魅力之節慶賽會活動，編印多國語言觀光行事曆，宣傳臺灣各地值得參觀體驗之節慶活動，並透過旅行社與媒體通路向國際推廣行銷。工作重點如下：

### 一、建置「臺灣觀光節慶賽會活動」資訊平台

為提供即時便利之文化節慶活動旅遊資訊，於本局臺灣觀光資訊網開闢「臺灣觀光節慶賽會活動」資訊平台，由各部會、縣市政府及國家風景區管理處等主辦單位自行登錄活動資訊，經篩選審查後於平台露出，便利民眾瀏覽。

### 二、辦理「2009臺灣燈會」

「2009臺灣燈會」於2月9日至22日假宜蘭縣宜蘭運動公園熱烈展開，依照我國傳統民俗與輪值生肖設計主燈，98年生肖屬牛，主燈主題「同心耕富強」，並規劃副燈、歡樂、祈福、傳統、競賽、宗教、迎賓及特色等燈區，根據燈會會場現地條件進行整體規劃設計，導入整體光環境與電子律動，營造璀璨奪目，多采多姿的視覺饗宴。

## I. Promotion of Major Festival Activities

Taiwan has abundant natural scenic beauty, traditional culture, folk festivals, gourmet cuisine and local products. All are important resources for organizing large tourism festivals as theme as well as promotional campaigns. To attract domestic and foreign tourists, special festival activities featuring international tourism appeals are selected along with the compilation and printing of a multi-language tourism calendar, to promote the many festivities and events worthwhile for tourists to experience throughout Taiwan. Travel agencies and media networks are engaged to do promotions and marketing on the global front. The key tasks are as follows:

### 1. Establish a “Taiwan Festival Activities” Information Platform

To offer real-time and easy access to tourism information about cultural festival activities, the Taiwan Tourism Bureau has opened a “Taiwan Festival Activities” information platform, for participating organizations from central government agencies, local governments and national scenic area administrations to enter their event information. The information entered was subsequently posted after screening and reviewing, for the public to browse through.

### 2. Held the 2009 Taiwan Lantern Festival

The 2009 Taiwan Lantern Festival was held from February 9 to 22 at the Yilan Sports Park. The main theme lantern design was based on Taiwan's folk custom of the rotating zodiac animals, which in 2009 was the ox, with the main theme being “Plowing Together for Prosperity and Strength”. There were also Secondary Lantern Areas, Joyous Lantern Areas, Blessing Lantern Area, Traditional Lantern Areas, Lantern Competition Areas, Lanyang Religion Lantern Area, Welcome Lantern Area and Specialty Area. An overall lit-up environment and electronic rhythm were planned and integrated systemically in accordance with the venue's conditions, creating a spectacular visual feast.

### 三、辦理「2009年臺灣美食展」

2009年美食展主題為「臺灣新美食」，適逢舉辦20週年，特別於會場設置20週年紀念堡壘，並以創新菜餚規劃美食展，內容包括美膳名饌、明星老師烹飪教室、世界廚藝邀請大賽、大陸特展-蘇州珍饈盛宴、樂活田園饗宴展、20週年技藝特別展，並規劃田媽媽館及休閒農場館。邀請國際廚藝知名人士來臺品嚐臺灣小吃，見證宣傳臺灣美食，並分享「藉由美食成功推廣觀光活動」經驗。

### 四、推動「2009臺灣溫泉美食嘉年華」

結合溫泉保健養生特色及現代人健康飲食需求，將臺灣「溫泉」及「美食」兩大觀光資源整合規劃「臺灣溫泉美食嘉年華」活動，輔導全臺18處溫泉區業者，共同提升臺灣溫泉區遊憩品質、推廣溫泉區一泊二食經營型態，提供遊客別具特色的溫泉養生內涵，藉由整合溫泉區資源及宣傳行銷通路，鼓動國內遊客體驗溫泉美食旅遊產品，並提供友善優惠的溫泉旅遊環境，鼓勵國際觀光客來臺消費。

今年由於莫拉克颱風的重創，使觀光產業大受影響，為提振災區觀光產業復甦，特別擇定於臺東縣知本溫泉區辦理臺灣溫泉美食嘉年華啟動儀式，以帶動災後臺灣溫泉觀光產業的復甦。

## 第二節 友善旅遊環境措施

為使國內外觀光客能便捷取得各類觀光旅遊資訊、協助其深入了解國內各重要觀光景點，並解決其旅遊時所需之交通問題，以創造優質、友善之國際觀光旅遊環境，提升國際形象，本局推動各項友善旅遊環境措施。其工作重點如下：

### 一、建置旅遊服務中心

- (一) 強化現有桃園及高雄國際機場遊客服務中心功能，加強服務國際旅客。
- (二) 依建立之旅遊服務中心識別系統(CIS)，輔導地方政府於國內重要交通節點、國際旅客往返頻繁之大都市、套裝路線主要出入門戶及風景景點等設置旅遊服務中心及遊客中心。
- (三) 輔導地方政府辦理各旅遊服務中心營運管理事宜。
- (四) 辦理服務人員教育訓練作業。
- (五) 辦理旅遊服務中心督導考核，提升服務品質。



### 3. Held the 2009 Taiwan Culinary Exhibition

The main theme for the 2009 Taiwan Culinary Exhibition was "Taiwan's New Cuisine". Special souvenir stands were set up around the premise as this was the 20th anniversary. This year, the exhibition was planned around creative fine cuisines, with contents including Fine Dining Exhibit – Gold Medal Dishes, Five Star Chef's Live Show - Cooking Classes, World Culinary Contest, the Suzhou Water Country Riverboat Banquet, LOHAS Back-to-Basics Banquet, and Giant Grouper Gourmet. Special halls S. Y. Goose Restaurant and leisure farming were also planned. Famous culinary experts and foodies from around the globe were invited to sample and taste Taiwan's Xiao Chow (snack food), as witnesses and promoters of Taiwan's delicious cuisines, sharing their experiences of an aesthetic food tour to advance Taiwan tourism.

### 4. Promoted the 2009 Taiwan Hot Spring and Cuisine Carnival

The Tourism Bureau combined the healthy characteristics of hot springs with the needs of modern man for healthy dining, bringing together the two important tourism resources of hot springs and fine dining into the Hot Spring and Cuisine Carnival. This event integrated hot-spring resources with advertising and promotion channels, along with guidance to operators in 18 hot-spring areas across Taiwan to jointly upgrade the quality of recreation in hot spring areas and offering "one night and two meals" to give domestic tourists a unique hot-spring health experience, as well as offering a friendly and affordable hot-spring touring environment to international tourists to encourage them to visit Taiwan.

This year, Typhoon Morakot traumatized Taiwan's tourism industry. In order to stimulate the recovery of the tourism sector in the disaster area, the 2009 Taiwan Hot Spring and Cuisine Carnival was launched at the Zhiben Hot Spring Area in Taitung County, to help rebuild Taiwan's hot spring industry.

## II. Measures to Create a Friendly Travel Environment

The Tourism Bureau worked to make it easier for domestic and international travelers to obtain all kinds of travel information and assistance, to gain a deep understanding of major domestic tourist sites and resolve transportation problems while traveling, and thus create a high-quality and friendly tourism environment and enhance Taiwan's international image. The key tasks are as follows:

### 1. Establishment of Travel Service Centers

- (1) The Functions of the existing Visitor Information Centers at Taoyuan and Kaohsiung International Airports were enhanced to reinforce service quality for international travelers.
- (2) A corporate identity system (CIS) for Visitor Information Centers was established and assistances provided to local governments for setting up new Visitor Information Centers or Visitor Centers at major domestic transportation hubs, major cities with large numbers of tourists, major gateways to package tour routes and scenic areas.
- (3) Assistance was provided to local governments operating and managing Visitor Information Centers.
- (4) Training was provided for service personnel.
- (5) Supervision and monitoring of Visitor Information Centers was strengthened in order to enhance service quality.





## 二、旅遊諮詢服務熱線

運用24小時免付費旅遊諮詢服務熱線電話（CALL CENTER 0800-011-765），由熟悉中、英、日、韓語之服務人員，提供全國境內之國外旅客即時專人專件之旅遊諮詢服務，協助其取得交通、旅遊及緊急聯絡電話等相關資訊。

## 三、建置「臺灣觀光巴士」系統

- (一) 輔導旅行業者，建置全臺灣北、中、南及東共計32條路線，98年度國外旅客計61,315人次，國內旅客計44,023人次，總旅客量計105,338人次，直接觀光收益計達1億2千餘萬元；自93年度開辦至今，總旅客量超過55萬人次，其中國外旅客26萬多人次（約佔總數47%），國內旅客29萬多人次（約佔總數53%），直接觀光收益計達5億9千餘萬元。
- (二) 執行「交通部觀光局補助臺灣觀光巴士宣傳行銷暨提升服務品質要點」，以落實輔導業者。
- (三) 建立「臺灣觀光巴士」統一形象識別系統，製作「臺灣觀光巴士」專屬網站（中、英、日及韓文版）、產品手冊（中、英及日文版）、海報（中及英文）、巴士形象貼紙及服務人員背心，以加強行銷並塑造臺灣觀光巴士品牌形象。
- (四) 與政府相關機關、電視台、電影、網路、報紙、雜誌、廣播電台等媒體及各民間企業團體合作加強宣傳。
- (五) 配合相關活動鼓勵業者參加國內外旅展辦理臺灣觀光巴士促銷工作。
- (六) 辦理「臺灣觀光巴士」服務人員訓練及製作多語音導覽資料庫，提升服務品質。

## 四、辦理 98 年觀光遊樂地區春節交通疏運措施

- (一) 98年春節期間全國觀光遊樂地區推估達1,133萬2,753旅遊人次，比較97年590萬6,668人次，大幅增加92%。

## 2. Establishment of a Travel Information Call Center

The 24-hour toll-free Travel Information Call Center (0800-011-765) was manned by service personnel fluent in Chinese, English, Japanese, and Korean, offering immediate professional information services to foreign travelers throughout Taiwan, helping them with information relating to transportation, tourism and emergency contact numbers.

## 3. Establishment of the Taiwan Tour Bus System

- (1) Operators were given assistance in developing a nationwide tour bus system totaling 32 lines covering northern, central, southern and eastern Taiwan. A total of 105,338 tourists utilized this system in 2009, of which 61,315 were foreign tourists and 44,023 domestic. Direct tourism receipts generated were in excess of NT\$120 million. From its inauguration in 2004, this system has serviced more than 550,000 travelers, of which more than 260,000 were foreigners (approximately 47% of the total), and over 290,000 were locals (about 53%), and has generated more than NT\$590 million in tourism receipts.
- (2) The Guidelines for Tourism Bureau Subsidies for Taiwan Tour Bus Advertising and Marketing, and for Enhancement of Service Quality were implemented to facilitate the provision of assistance to operators.
- (3) A unified corporate identity system for the Taiwan Tour Bus was established, a Taiwan Tour Bus website (in Chinese, English, Japanese and Korean) was set up, a product manual (in Chinese, English and Japanese), posters (in Chinese and English), bus image stickers, and service personnel vests were produced so as to strengthen marketing and revitalize the old Taiwan Tour Bus brand image.
- (4) Promotion was strengthened in cooperation with government agencies, TV stations, the Internet, newspapers, magazines, radio stations, as well as private enterprises and groups too.
- (5) Travel operators were encouraged to participate in the marketing of the Taiwan Tour Bus program at domestic and overseas travel fairs.
- (6) Taiwan Tour Bus service personnel training were carried out and a multi-language audiovisual guide information databank was established in order to enhance service quality.

## 4. Held 2009 Traffic Alleviation Measures at Tourist Spots during Chinese New Year Holiday

- (1) The number of tourists who visited a national tourist spot during the Chinese New Year holiday in 2009 was approximately 11,332,752, up a whopping 92% compared to the 5,906,668 tourists in 2008.

- (2) Traffic alleviation measures at tourist spots during holiday periods providing safe, smooth and happy holidays were carried out with the coordination between central and local government agencies, in regard to joint efforts to alleviate traffic congestion and parking problems around tourist sites during the Chinese New Year holiday.



- (3) Shuttle bus services were promoted at key destinations, along with accompanying traffic management measures.
- (4) National "Taiwan Tourist Transportation Network" brochures and national "Northern, Central, Southern and Eastern Taiwan Tourism Map" brochures were published, and 15 transportation brochures were produced by national scenic area administrations as needed and provided to the public free of charge at visitor centers.

## 5. Financed Tourism Operators to Establish Special Language Services

- (二) 為提供國人安全、順暢及愉快之春節假期，針對歷年春節易發生聯外道路壅塞及停車問題之觀光遊樂地區，協調中央、地方政府各相關單位，共同辦理疏運工作。
- (三) 重點觀光遊樂地區闕駛景點間接駁專車，並配套辦理交通管理措施。
- (四) 印發全區性「臺灣觀光交通路網圖」摺頁、區域性「北、中、南、東臺灣觀光地圖」摺頁並由各管理處依需求企劃製作轄內疏運宣導資料計15種，並於相關旅遊服務中心提供民眾免費索取參用。

## 五、補助觀光業者設置特殊語文服務

為鼓勵觀光業者針對主要客源需求提供特殊語文服務，以營造友善旅遊環境、提升接待品質，執行「補助觀光業設置特殊語文服務機制實施要點」，98年依據該要點來文申請補助之觀光業者有17家，已同意補助業者有14家，補助總經費達284萬餘元，並有多家已完成設施製作。

## 第三節 推動國民旅遊卡

政府為配合「國內旅遊發展方案」，落實公務人員強制休假補助規定，自92年1月1日起，推動「國民旅遊卡」措施，除結合相關旅遊業者提供之優惠配套措施外，並修改公務人員強制休假補助費規定，由公務人員持「國民旅遊卡」及在觀光相關產業範疇之「特約商店」消費方式，於離峰時間從事國內休假旅遊，以帶動全民非假日旅遊風潮，振興國內觀光旅遊產業。98年度國民旅遊卡發卡數約59萬張，公務人員強制休假補助費約新臺幣77億元，其中約有65.52%（新臺幣50億）用於觀光相關產業，並額外帶動其他產業消費約新臺幣229億元。

配合政府擴大內需、刺激消費，行政院於97年9月23日核定「『國民旅遊卡』制度改革方案」，自97年10月1日起放寬「異地、隔夜」消費規定，另自98年1月1日起取消25%無須刷卡消費之「自由額度」，但為鼓勵公務員從事國內旅遊活動，針對休假日及相連之假日、例假日於「旅行業」、「住宿業」及「觀光遊樂業」之刷卡消費，加倍補助，惟最高補助額度仍以每人每年強制休假補助費總額為限。前項改革方案自98年1月1日起改制實施3年，並逐年檢討對觀光、住宿業之影響，適時改進。

另為充實公務人員專業知識及技能，並提升人文素養，行政院亦核定將「藝文圖書業」包括書店、畫廊、藝廊、音樂會、戲劇、舞蹈及藝文展演等納入國民旅遊卡特約商店適用範圍。



The “Directions for Taiwan Tourism’s Program to offer Financial Assistance to the Industry to Provide Certain Foreign Language Services” was implemented to encourage tourism operators to provide language services meeting the needs of their main client segments, and to create a friendly travel environment as well as enhancing the reception quality. Seventeen operators applied in 2009 in accordance with said financial assistance, 14 have been approved; the total subsidies given exceeded NT\$ 2.84 million. Many operators have completed establishing their services.

### III. Promotion of the National Travel Card

To coordinate with the “Domestic Tourism Development Program” and to carry out the regulations on holiday subsidies for compulsory vacations by civil servants, beginning in January 1, 2003, the government implemented the National Travel Card measures that, in addition to incorporating the preferential rates provided by travel operators, including amended rules for purchases by civil servants engaging in leisure travel during off-peak periods at contract store within the scope of the travel industry. The purposes are to stimulate travel by the people of Taiwan during non-holiday periods and to revitalize the domestic tourism industry. Approximately 590,000 Travel Cards were issued in 2009, and compulsory vacation subsidies amounting to about NT\$ 7.7 billion were provided to civil servants. About 65.52% of that amount (NT\$ 5 billion) was used with tourism-related industries, stimulating another NT\$ 22.9 billion in spending in other industries.

In order to expand domestic demands and stimulate consumption, on September 23, 2008, the Legislative Yuan passed the “National Travel Card Reform Plan”. Starting on October 1, 2008, civil servants no longer needed to limit their consumptions to locations other than home areas, and may use the Travel Card for trips that are less than one day. Also, starting January 1, 2009, the subsidy that allowed for 25% of travel-related expenditures without using the National Travel Card, was cancelled. However, to encourage civil servants to travel inside Taiwan, expenditures in travel, accommodation and tourism with the card during vacation days and the days preceding and following them received double the amount of subsidies, but were limited to the Government’s compulsory vacation system. The new policy became effective on January 1, 2009, and would continue for three years with regular evaluation for its effectiveness on tourism and accommodation industries.

Furthermore, to motivate civil servants to develop professional knowledge and skills and to cultivate cultural literacy, the Executive Yuan plans to include expenditures on “Art and Literature” industry to be qualified within the scope of the National Travel Card program. Once approved, venues such as bookstores, art galleries, musical concerts, theater, dance, cultural exhibitions, etc., may be qualified as contract stores.





Chapter 4

# Tourism Resources

第四章 觀光資源開發與管理



## 第一節 觀光資源規劃建設與經營管理

### 一、觀光資源之開發與管理機制

觀光資源大體上可分人文觀光資源及自然觀光資源兩大類，通常所指觀光資源偏重於自然資源部分。臺灣之自然觀光資源相當豐富，其經營管理因行政體制，分由內政部、交通部、農委會、退輔會及地方政府等機關主政，並以合作方式就所轄區域觀光資源進行整體規劃及保育。

- (一) 風景特定區：依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設之風景特定區，其中國家級風景區共13處，由觀光局所轄管理處負責規劃經管；縣（市）級風景特定區計14處，由縣（市）政府負責規劃經管。
- (二) 國家公園：內政部依「國家公園法」劃設之國家公園共8處，依法設置國家公園管理處專責機關經營管理。
- (三) 國家森林遊樂區：行政院農業委員會依「森林法」及「森林遊樂區設置管理辦法」劃設之森林遊樂區共18處，由農委會林務局設置專責單位經營管理，另有會屬農林機構森林遊樂區2處，由行政院國軍退除役官兵輔導委員會經營管理，及教育部依「大學法」劃設之大學實驗林2處，亦屬森林遊樂區體系。
- (四) 國家農場：行政院國軍退除役官兵輔導委員會依「國軍退除役官兵輔導條例」設置之國家農場共8處，設專責農場單位管理。

## I. Preservation and Development of Tourism Resources

### 1. Development and Management of Tourism Resources

Tourism resources can generally be divided into two categories, cultural and natural, and what is usually referred to as tourism resources puts the emphasis on natural resources. Taiwan is rich in natural tourist resources which, under the island's system of administration, are managed by different agencies: the Ministry of the Interior, Ministry of Transportation and Communications, Council of Agriculture, Veterans Affairs Commission, and local governments. These agencies carry out overall planning and conservation of tourism resources within their areas via cooperative methods.

- (1) Scenic Areas: The Tourism Bureau together with county and city governments carried out assessments in accordance with the "Statute for the Development of Tourism" and the "Regulations Governing the Administration of Scenic Areas" and the 13 National Scenic Areas are administrated by the national scenic area administrations under the Taiwan Tourism Bureau; the 14 Provincial Scenic Areas were previously announced by the Taiwan Provincial Government.
- (2) National Parks: Eight national parks were established by the Ministry of the Interior in accordance with the "National Park Law" and are administered by national park headquarters.
- (3) National Forest Recreation Areas: Eighteen were established by the Council of Agriculture under the "Forestry Act" and "Regulations Governing the Establishment and Management of Forest Recreation Areas" and are administered by the Forest Administration Division of the Council's Forestry Bureau. Moreover, the two recreation areas administered by the Forestry Conservation Office of the Veterans Affairs Commission, as well as two university experimental forests established by the Ministry of Education in accordance with the "University Act" also belong to National Forest Recreation Areas.

## 觀光資源之開發現況 Current Developmental Status of Tourism Resources

觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
風景特定區 Scenic Areas	<p>交通部觀光局及縣市政府依「發展觀光條例」及「風景特定區管理規則」辦理評鑑劃設</p> <p>The Tourism Bureau together with county and city governments carried out assessment in accordance with the "Statute for the Development of Tourism" and the "Regulations Governing the Administration of Scenic Areas"</p>	<p>1、國家級：包括東北角暨宜蘭海岸、東部海岸、澎湖、大鵬灣、花東縱谷、馬祖、日月潭、參山、阿里山、茂林、北海岸及觀音山、雲嘉南濱海及西拉雅，共計13處，分別由觀光局所轄管理處負責規劃經營。</p> <p>2、省級（定）：臺灣省政府前曾公告的計有石門水庫、澄清湖、烏來、碧潭等4處省級（定）風景特定區。</p> <p>3、縣（市）定：青草湖、淡水、礁溪及霧社等4處縣定風景特定區。</p> <p>4、縣（市）級：各縣市政府公告七星潭、十分瀑布、小烏來、月世界、冬山河、明德水庫、知本內溫泉、知本溫泉、泰安溫泉、梅花湖、瑞芳、鳳凰谷、礁溪五旗峰及鐵砧山等14處縣級風景特定區。</p> <p>5、未評定：完成特定區計畫尚未辦理評鑑等級，有大湖、中崙、仁義潭、六龜彩蝶谷、田尾園藝、石岡水壩、吳鳳廟、拉拉山、東埔溫泉、美濃中正湖、草嶺、清泉、溪頭森林遊樂特定區、翠峰、龍潭湖、廬山溫泉及蘭潭等17處風景特定區。</p> <p>1. National scenic areas: Thirteen scenic areas are administered by national scenic area administrations under the Tourism Bureau: Northeast and Yilan Coast, East Coast, Penghu, Dapeng Bay, East Rift Valley, Matsu, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast, and Siraya.</p> <p>2. Provincial scenic areas: Four scenic areas were previously announced by the Taiwan Provincial Government: Shimen Reservoir, Cheng Qing Lake, Wulai, and Green Lake.</p> <p>3. County and city scenic areas: There are four county and city scenic areas: Qingcaohu, Danshui, Jiaoxi, and Wushe.</p> <p>4. County and city grade scenic areas: Fourteen scenic areas have been announced by county and city governments: Qixingtai, Shifen Waterfall, Little Wulai, Lunar World, Dongshan River, Mingde Reservoir, Inner Zhiben Hot Springs, Zhiben Hot Springs, Taian Hot Springs, Meihua Lake, Ruifang, Phoenix Valley, Wufongqi at Jiaoxi, and Tiezhan Mountain.</p> <p>5. Unevaluated: Planning has been carried out for 17 scenic areas that have not yet been assessed as to grade level: Dahu, Zhonglun, Renyi Lake, Butterfly Valley at Lingui, Tianwei Horticultural Area, Shigang Dam, Wufong Temple, Lalashan, Dongpu Hot Springs, Zhongzheng Lake at Meinong, Caoling, Qingquan, Xitou Forest Recreation Area, Cuifeng, Longtan Lake, Lushan Hot Springs, and Lantan.</p>



觀光資源類型 Type of Resource	設立依據 Basis of Establishment	內容 Content
<p>國家公園 National Parks</p>	<p>內政部依「國家公園法」劃設</p> <p>Established by the Ministry of the Interior in accordance with the "National Park Law"</p>	<p>包括墾丁、玉山、陽明山、太魯閣、雪霸、金門、東沙環礁（海洋）及臺江國家公園等8處，由內政部設置國家公園管理處專責經營管理。</p> <p>Eight national parks have been established by the Ministry of the Interior and are administered by national park headquarters set up by the Ministry: Kenting, Yushan, Yangmingshan, Taroko, Xueba, Jinmen, Dongsha Atoll (sea garden) and Taijiang.</p>
<p>國家森林遊樂區 National Forest Recreation Areas</p>	<p>行政院農業委員會依「森林法」、「森林遊樂區設置管理辦法」劃設及教育部依「大學法」劃設</p> <p>Established by the Council of Agriculture under the "Forestry Act" and "Regulations Governing the Establishment and Management of Forest Recreation Areas, and by the Ministry of Education in accordance with the "University Act"</p>	<p>1、國家森林遊樂區：包括太平山、阿里山、大雪山、墾丁、東眼山、滿月圓、內洞、合歡山、武陵、八仙山、奧萬大、雙流、藤枝、知本、富源、池南、觀霧及向陽，共18處國家森林遊樂區，由行政院農業委員會林務局林區管理處經營管理。</p> <p>2、會屬農林機構：包括棲蘭森林遊樂區及明池森林遊樂區2處，由行政院國軍退除役官兵輔導委員會森林保育事業管理處經營管理。</p> <p>3、大學實驗林：包括溪頭及惠蓀林場2處，分別由臺灣大學及中興大學設置實驗林管理處經營管理。</p> <p>1. National forest recreation areas: Eighteen in total were established by the Council of Agriculture and are administered by the Forest Administration Division of the Council's Forestry Bureau: Mt. Taiping, Alishan, Daxueshan, Kenting, Dongyanshan, Manyueyuan, Neidong, Mt. Hehuan, Wuling, Baxianshan, Aowanda, Shuangliu, Tengzhi, Zhiben, Fuyuan, Chinan, Guanwu, and Xiangyang.</p> <p>2. Agricultural and forestry agencies under the Veterans Affairs Commission: Two forest recreation areas, Qilan and Mingchi, are administered by the Forestry Conservation Office of the Veterans Affairs Commission.</p> <p>3. University experimental forests: Two experimental forests, Xitou and Huisun, have been established and are administered by National Taiwan University and National Chung Hsing University, respectively.</p>
<p>國家農場 National Farms</p>	<p>行政院國軍退除役官兵輔導委員會依「國軍退除役官兵輔導條例」設置</p> <p>Established by the Veterans Affairs Commission in accordance with the "ROC Veterans Assistance Act"</p>	<p>包括武陵、福壽山、清境、彰化、嘉義、屏東、花蓮、臺東農場等8處，由各該專責農場單位管理。</p> <p>Eight national farms are administered by their respective farm units: Wuling, Fushoushan, Qingjing, Zhanghua, Jiayi, Pingdong, Hualian, and Taidong.</p>
<p>自然保留區及保護區 Nature Reserves and Sanctuaries</p>	<p>行政院農委會與經濟部依照「文化資產保存法」、「野生動物保護法」等設立</p> <p>Established by the Council of Agriculture and Ministry of Economic Affairs in accordance with the "Cultural Heritage Preservation Law" and "Wildlife Sanctuary Act"</p>	<p>屬重要動植物或特殊地質地景之保護區，為發展生態觀光之重要資源，共設立20處自然保留區、17處野生動物保護區、34處野生動物重要棲息環境及6處自然保護區。</p> <p>Reserves for important plants and animals, and for unique geological features, are vital resources for the development of ecotourism. There are a total of 20 nature reserves, 17 wildlife preserves, 34 important wildlife habitats, and 6 nature preserves.</p>
<p>其他觀光遊憩區 Other Tourist Areas</p>	<p>由相關主管機關、地方政府或民間開發建設</p> <p>Developed and established by central or local government agencies, or by the private sector</p>	<p>供民眾休閒娛樂之觀光遊憩區，如休閒農業區、休閒農場、大型公園、果園、牧場、遊樂區等。</p> <p>These include tourist and recreation areas such as tourist agricultural areas, leisure farms, large parks, fruit orchards, dairy farms, and amusement parks.</p>

(五) 自然保留區及保護區：屬重要動植物或特殊地質地景之保護區，為發展生態觀光之極佳資源。由行政院農委會與經濟部依照「文化資產保存法」、「野生動物保護法」，共設立有20處自然保留區、17處野生動物保護區及34處野生動物重要棲息環境及6處自然保護區。

(六) 其他風景區：風景特定區外，由各地方政府開發建設之風景遊憩區。

## 二、觀光資源之規劃建設重點

### (一) 採用「焦點建設」、「景點分級」策略整備資源

以「顧客導向」思維，配合維護生態、環境優先、國際水準及便利遊客之規劃理念，循既有套裝旅遊線計畫成果基礎，集中資源整備具指標意義之「焦點建設」，以呈現政府投資績效；並採用「景點分級」的觀念，分就國際觀光、國內觀光及地方觀光等重要景點層次，逐年編列預算投資，循序提升旅遊服務水準，並達到將部分具國際潛力之國內觀光重要景點提升為國際觀光重要景點之目標。

### (二) 執行「建構美麗臺灣—風華再現」計畫

為提升整體公共工程設計品質，全面推動國家級風景特定區建設，積極辦理東北角暨宜蘭海岸、東部海岸、澎湖、大鵬灣、花東縱谷、馬祖、日月潭、參山、阿里山、茂林、北海岸及觀音山、雲嘉南濱海與西拉雅等13處國家級風景特定區遊憩據點整建、興建、改善等工程案總計242項，本年度計進行宜蘭縣南方澳旅遊服務站、日月潭向山行政中心新建工程、臺南縣北門遊客服務中心遊客服務設施工程、屏東縣新威大橋新建工程、大鵬灣環灣道路、東部自行車道路網整建、澎湖縣菜園遊憩區設施、林投公園設施整建等重大建設工作。

為集中、有效協助地方政府興建風景區公共設施，執行「建構美麗臺灣—風華再現（整備觀光遊憩設施建設）計畫」，持續系統性建設地方風景區、觀光地區或旅遊帶之觀光遊憩設施，重拾遊客過往回憶，再現昔日風華，並針對地方政府已陸續投資、國際觀光客及國民旅遊常去之景點及路線，進行提升設施服務水準及周邊整體環境品質之工作，藉由形塑高品質之觀光旅遊據點，產生聚焦集客作用，促進國人國內旅遊，進而吸引國際觀光客到訪。98年度合計投資新臺幣1,500,000千元，補助24個縣市政府，執行320件風景區公共設施整建及興建工程。



- (4) National Farms: Eight national farms are established by the Veterans Affairs Commission in accordance with the “ROC Veterans Act” and are administered by their respective farm units.
- (5) Nature Reserves and Sanctuaries: Reserves for important plants and animals, and for unique geological features, are vital resources for the development of ecotourism. There are a total of 19 nature reserves, 17 wildlife preserves, 32 important wildlife habitats, and 6 nature preserves, which are established by the Council of Agriculture and the Ministry of Economic Affairs in accordance with the “Cultural Heritage Preservation Law” and the “Wildlife Sanctuary Act”.
- (6) Other Tourist Areas: Tourist and recreation areas are developed and established by local government agencies, excluding the scenic areas.



## 2. Key Points of Tourism Resource Planning and Establishment

- (1) Effective use of resources through “focus construction” and “scenic site grading” strategies

The use of a “customer-oriented” thinking together with ecological preservation, the environment first, international standards, and traveler convenience, make effective use of resources to show the government’s investment performance. The concept of scenic site grading is used to classify key scenic spots into “international tourism”, “domestic tourism” and “local tourism” grades, along with annual budgets slated for investments, to gradually enhance travel service standard, and reach the goal of raising a portion of “national tourist important scenic sites” equipped with international potentials, into important “international tourist scenic sites”.

- (2) Implement the Building a Beautiful Taiwan – the Restoration of Glory Plan

In order to enhance the overall design quality of public construction projects, and to launch construction of National Scenic Areas systemically, 242 reconstruction, renovation and operation works were done at scenic spots in the 13 National Scenic Areas – Northeast and Yilan Coast, East Coast, Penghu, Dapeng Bay, East Rift Valley, Matsu, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast, and Siraya. Major constructions completed this year include new constructions and facility rebuilding were the Nanfangao Visitor Information Center in Yilan County, Sun Moon Lake Xiangshan Administrative Center, Beimen Visitor Information Center in Tainan County, Xinwei Scenic Bridge in Pingtung County, Dapeng Bay Round-the-Bay-Road, integration of bicycle routes along the East Coast into a grid network, Caiyuan Recreation Area inside Penghu County and Linkou Park.

The Building a Beautiful Taiwan – the Restoration of Glory Plan (Development of Tourist and Recreation Facilities) was implemented in order to concentrate the efforts and to effectively assist local governments in constructing the public infrastructures at scenic areas, as well as to continue the systemic building of local scenic areas, tourist areas or branding, in addition to revivify memories tourists had in the past and restoring the former glory. The plan also brought continued investments to local governments, renovation of scenic spots and routes frequented by international tourists as well as domestic travelers, and steadily upgraded service standards of facilities and the quality of surrounding environments too. The goal is to attract tourists, promote domestic travel, and draw international tourists through the formation of high quality tourist sites to visit. In 2009, the Tourism Bureau invested NT\$ 1,500,000,000 to help 24 local governments and implemented 320 scenic area public facilities renovation and construction projects.



### 三、觀光資源之經營管理重點

#### (一) 執行安全維護工作

為確實執行安全維護工作研訂之「公共安全管理白皮書」實施計畫之「觀光地區遊樂設施安全管理督導計畫」，要求相關觀光遊憩區主管機關及各縣市政府，確實執行該督導計畫所擬定各項策略，如建立防、救災標準作業程序，建置督檢機制等，以加強觀光遊憩區之安全維護工作。

#### (二) 推展水域遊憩活動

1. 為加強落實國家風景區水域遊憩活動安全管理，97年1月訂定「國家風景區設施維護暨水域遊憩活動安全管理工作須知」，並要求最低巡查工作基準；依據「國家級風景特定區經營管理與安全維護督導考核作業要點」，將「水域遊憩活動安全巡查計畫」納入年度督導。
2. 98年於東北角龍洞灣、龍門露營區，分別辦理水域遊憩活動法令研習及浮潛、獨木舟活動安全講習，並透過警廣電台辦理至少6場水域遊憩安全宣導教育，以提升水域遊憩法規之知能及安全觀念。
3. 完成「水域遊憩活動管理辦法」檢討研究，並陸續邀集相關單位協商，檢討管理規定之必要性，辦理部分條文修正事宜。
4. 函請各水域遊憩活動管理機關加強水域遊憩活動違規行為之勸導、告發工作，並於水域遊憩活動主要區域設置告示牌，加強輔導相關經營業者對法規之瞭解，整合民間救難（護）團體納入水域遊憩活動管理體系。
5. 函請行政院海岸巡防署就船潛活動之安檢查核落實執行，並協助違規事件之移送、通報處置；另請漁業署配合加強船潛規範之宣導。

### 3. Key Points on Tourism Resource Operation and Management

#### (1) Implement safety maintenance tasks

The "Public Safety Management White Paper's Implementation Plan" for the Maintenance of Safety of the "Supervision Plan for the Safety Management of Amusement Facilities in Tourist Areas" portion was implemented, asking the agencies in charge and local governments responsible for tourist and recreation areas to thoroughly carry out strategies included in the Supervision Plan, relative to items such as the establishment of standard operating procedures for disaster prevention and rescue, and the setting up of supervision and inspection mechanisms; so as to strengthen safety maintenance work in tourist and recreation areas.

#### (2) Promotion of Water Recreation

1. In order to strengthen the safety management of water recreation activities in national scenic areas, in January 2008, "Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities" was formulated. In accordance to "Key Points on Supervision and Assessment of Operation Management and Safety Maintenance at National Scenic Areas", the "Water Recreation Activities Safety Inspection Plan" will be implemented annually.

2. Held "legal regulations seminar for water recreation activities and safety workshop for snorkeling and canoeing activities" at Long Dong Bay in Northeast Coast and the Longmen Campsite, as well as conducted no fewer than six water recreation safety public education sessions through the Police Radio Station, so to enhance the awareness of the legal laws governing water recreation, and the safety concept engaging those activities.

3. Completed the "Regulations Governing Water Recreation Activities" seminar and continued to work with related organizations to examine and discuss about the necessity of the regulations, and organized the revisions to certain articles.

4. Written requests were sent to all organizations involved in water recreation activities, asking them to reinforce guidance and warnings toward violations of safety regulations, set up cautionary signs at the main areas of water recreation activities. Also assisted employers and staff of water recreation activities to better understand the regulations, and integrated non-government rescue teams into water recreation activities management systems.

5. Written requests were sent asking the Coast Guard Administration under the Executive Yuan to ensure safety inspections were carried out and to assist in arrests and notification of violators. Requests were also made to the Fishery Agency under the Council of Agriculture to reinforce boating and diving safety propagation.



#### 四、鼓勵民間參與觀光投資

觀光局所屬國家風景區管理處為提供民眾更多元的遊憩服務及引進企業活力經營之方式，本年度完成「民間參與崙天遊憩區營運案」、「觀音山管理站遊客餐飲中心委託民間機構營運案」、「石城服務區委託民間參與營運案」及「宜蘭縣頭城鎮外澳服務區營運移轉案」等4件委託民間經營案及1件澎湖地區「澎湖觀光產業推廣中心委託民間參與營運ROT案」。

另完成首件日月潭地區之「日月潭向山旅館BOT案」委託民間興建暨營運案及東海岸地區之「臺東三仙台旅館區興建營運計畫案」及「綠島朝日溫泉、生態研習中心及露營區委託民間參與經營案」之簽約。

未來將持續配合行政院公共工程委員會及交通部政策，持續推動民間參與政府公共建設觀光遊憩案件，希望以民間的活力及創意，提供旅客更新、更便捷的遊憩服務。



#### 4. Encouragement of Private Investment in Tourism

In order to provide the public more diversified recreational services and to introduce the method of enterprise vitality, the national scenic administrations under the Tourism Bureau completed four projects by private participation: “Private Participation in the Luntian Recreation Area and Operating Project”, the “Private Operation of the Food and Beverage Outlet at Guanyinshan’s Visitor Center Project”, the “Private Participation in the Shicheng Service Area and Operating Project” and the “Waiao Service Area of Yilan County Facilities Transfer Project” and one “Private Participation in the Penghu Tourism Industry Promotion Center and Operation ROT Project”.

Other projects completed for the first time by private participation included the “Sun Moon Lake Xiangshan Hotel BOT Project”, the “Private Participation in Sansiantai Hotel Area of Taitung County and Operating Project”, and the contract signing of the “Private Participation in Green Island’s Zhaori Hot Springs, Ecological Research Center and Camp Site and Operating Project”.

The Tourism Bureau will continue to collaborate with the policies promulgated by the Public Construction Commission of the Executive Yuan and the Ministry of Transportation and Communications, in efforts to promote private participations in the government’s public construction of tourist recreation projects, aspiring to bring tourists better, more convenient tourism recreational services through the vitality and creativity of the private sector.



## 第二節 國家風景特定區建設與經營管理

### 一、加強規劃建設與經營管理

(一) 東北角暨宜蘭海岸國家風景區 <http://www.necoast-nsa.gov.tw>

東北角暨宜蘭海岸國家風景區具有豐富海岸、河口景觀及人文風情，98年度持續推動「重要觀光景點建設中程計畫(97至100年)」重點工作，依國際觀光重要景點、國內觀光重要景點、地方觀光景點及國家風景區經營管理維護等4項投資重點與優先順序，持續辦理相關遊憩服務設施改善，並輔導民間參與投資觀光事業，營造本區成為具有國際魅力之濱海旅遊環境。重要工作成果如下：



#### 1、規劃建設

##### (1) 國際景點建設：

- \* 改善福隆遊憩區（福隆車站至舊草嶺自行車隧道沿線）周邊景觀環境，形塑福隆地區為濱海度假小鎮休閒意象，積極推動各項創意活動體驗行銷，創造主題旅遊，打造成優質濱海度假遊憩基地。
- \* 完成外澳遊憩區海堤步道及觀景平台，以開放式空間串聯外澳車站至外澳服務區，形塑發展海上遊憩活動為主的外澳濱海遊憩區，帶動地方民宿及觀光產業發展。

##### (2) 國內景點建設：

完成宜蘭濱海遊憩區周邊服務設施改善（大坑公園改善、永鎮濱海遊憩區、南方澳第三漁港周邊景觀環境改善工程等），運用既有廢棄營舍轉型再利用作為休憩觀景據點，及發包興建南方澳遊客服務中心。

##### (3) 地方景點建設：

- \* 改善三貂角極東景點等休憩設施及周邊環境，提升極東景點意象。
- \* 改善卯澳地區等休憩設施及周邊環境，增加地方休憩及觀景景點。

(4) 以減量原則，持續辦理臺二線主廊道相關遊憩設施及周邊聚落環境改善。

(5) 興辦其他零星工程，組構帶狀休憩景點，豐富遊憩內涵，提升整體旅遊環境品質。

#### 2、經營管理

- (1) 完成石城服務區出租案、外澳服務區OT案招商作業，順利引進民間資源參與投資觀光事業。
- (2) 龍洞南口海洋公園及遊艇港ROT（龍洞四季灣）於98年5月完成整建並正式營運，遊客人數較往年成長，創造春婚、夏陽、秋饌、冬湯四季皆宜的主題樂園。
- (3) 持續辦理福隆濱海旅館區ROT+BOT案之履約管理作業。
- (4) 辦理「25週年經營管理與永續發展研討會」、「北部海岸旅遊線產業聯盟研習會」共3次，落實產業觀光及提升服務品質。
- (5) 加強水域遊憩活動宣導，印製危險釣點摺頁及水域遊憩活動安全宣傳影片。

## II. Establishment and Management of National Scenic Areas

### 1. Enhance Planning, Construction, Operation and Management

#### (1) Northeast and Yilan Coast National Scenic Area (<http://www.necoast-nsa.gov.tw>)

This area includes unique world-class scenery, a richness of coastal scenes and cultural attractions. Implementation of key tasks regarding the "Medium-Term Plan for Construction of Major Tourist Sites (2008-2011)" was continued in 2009 in accordance with the four investment key points prioritized into: international tourist spots, national tourist spots, local tourist spots, and the management and maintenance of national scenic areas. Moreover, facilities improvements of related tourism recreation services were also continued, so were assistance to the private sector pertinent to their participation and investment in the tourism business. The aim is to develop the Northeast Coast and Yilan area into a coastal tourist destination with international appeal. The key results of this work are as follows:

#### 1. Planning and Construction

##### (1) Development of international tourist spots:

\* Improve the surrounding landscape and environment of the Fulong Recreation Area (the stretch of bikeway facilities from Fulong Station to Old Caoling Tunnel), turning the Fulong Area into a small leisure town. Active promotion for innovative activities and marketing campaigns are held to create theme-based tours, to stimulate the Fulong area into a high quality leisure beach base.

\* Completion of the Waiao seawall stone path and observation deck, linking the facilities via open space to the Waiao Station and Waiao Service Area, thus shaping the development of Waiao Ocean and Recreational Area, an area focused on maritime activities, and stimulating the development of the local homestay and tourism industry.

##### (2) Development of national tourist spots:

Completion of the improvement of recreation facilities surrounding the Yilan Coast Recreational Area (improvements at Dakeng Park, Yunzheng Ocean and Recreational Area, and landscaping and environmental improvement project surrounding the Third Fishing Port of Nanfanggao, etc), and renovated discarded camps into recreational and scenic-observatory sites; and begin construction for the Nanfanggao Visitor Information Center.

##### (3) Development of local tourist sites

\* Improved the recreational facilities and surrounding environments to sites such as Sandiaojiao – the easternmost point of Taiwan, enhancing the imageries of the easternmost point.

\* Improved the recreational facilities and surrounding environments to sites such as the Maoao area, so as to increase the local leisure and observatory spots.

##### (4) Continue the improvement of recreation facilities and the environments of surrounding settlements, under the principle of waste reduction, along the primary corridor of Provincial Highway 2.

##### (5) Implementation of other scattered projects to form belt-type tourist sites, enriching the content of recreation, and to enhance the quality of the overall travel environment.

#### 2. Operation and Management

##### (1) Completed the Shicheng Service Area Leasing Project and Business Recruitment Operations in the Waiao Service Area OT Project successfully brought-in private resources to participate and invest in tourism businesses.

##### (2) The renovation of Long Dong South Ocean Park and Yacht Port ROT (Four Seasons Bay at Long Dong) was completed and operations began in May 2009. The number of visitors showed modest growth compared to the previous years, as the Park is now redesigned into a theme park ideal for all seasons with themes Spring Wedding, Summer Sun, Autumn Feast and Winter Hot Springs.

##### (3) Continued the performance management of the Fulong Coastal Hotel Area ROT+BOT project.

### 3、宣傳推廣

- (1) 依據資源特色、季節性、新聞性、合作性及產業需求性等面向，舉辦各種大型主題活動，如迎接曙光、騎遇東北角—福隆單車季、福隆沙雕藝術季、草嶺古道芒花季等。
- (2) 配合臺灣燈會在宜蘭，結合大眾運輸工具：如臺鐵郵輪式列車來行銷東北角旅遊，提供遊客新的玩法暢遊東北角，有助於提高本旅遊區整體知名度。
- (3) 為推廣轄區內豐富的地質景觀，藉由鼻頭—龍洞地質公園服務區成立，推行「對環境友好」、「無痕山海」的生態旅遊模式，期望透過地質公園的推動得到世界認證，從而凸顯寶島美麗風光，吸引國內外旅客造訪。
- (4) 辦理解說志工培訓、座談、表揚、考核及人力資料庫之建立，充分運用社會資源及專業知識。

### 4、未來發展重點

- (1) 以東北角豐富的自然人文觀光資源，提供多樣化遊憩活動，提供友善、便利、舒適、安全之旅遊環境，營造國際觀光魅力旗艦景點及高品質的旅客服務。
- (2) 提升旅遊線優質環境，形塑聚落風貌，展現地域特色，帶動地方觀光產業發展，將旅客旅遊型態由過路型轉化為目的型，推廣以體驗為主的深度旅行「樂活、慢遊東北角」，使遊客停留天數由1日增加為2日或3日。
- (3) 配合交通部推動「東部自行車路網示範計畫」打造東部一線一經典自行車路線願景，加強宜蘭濱海自行車道及福隆地區環狀自行車道路網相關軟硬體服務設施改善，並連結周邊景點，營造適合自行車騎士造訪之路線。
- (4) 推動東北角地質公園邁向國際UNESCO GEOPARK，促使地方產業的發展達成平衡並兼具觀光功能，構成自然無害的觀光旅遊帶，提升臺灣地景保育及永續生態旅遊之國際形象。





- (4) Organized three seminars including the “25th Operations, Management and Sustainable Development Seminar” and “North Coast Tour Route Industry Alliance Seminar”, to implement industrial tourism and enhance service quality.
- (5) Strengthen the promotional works for water recreation activities, printed brochures of dangerous fishing sites and made water recreation activities safety promotional film.

### 3. Advertising and Promotion

- (1) Promoted large theme activities according to resource characteristics, seasons, news worthiness and industrial demands, such as Usher-In the First Morning Light, Northeast Fulong Biking event, Fulong Sand Sculpting Festival and Caoling Historical Trail and Silver Grass Festival.
- (2) Combined public transportation tools in collaboration with the Taiwan Lantern Festival in Yilan: such as the Cruise-style Train with Taiwan Railway to market Northeast Coast tours, so to offer visitors a new way to explore the Northeast Coast, and enhancing the overall popularity of local tours.
- (3) To promote the rich geological landscape of this area through the establishment of the Betou-Long Gong Cape Geological Park by way of launching “environmentally friendly, seamless mountain to ocean” eco-tours. Hopefully, the Geological Park may receive worldwide accreditation, and as an outcome, the lovely scenery of the island would be highlighted, attracting foreign and domestic tourists to visit.
- (4) Volunteer interpreter training, seminars, recognition presentations, and evaluation were carried out, and a manpower databank was established, augmenting the use of social resources and professional know-how.

### 4. Future Development

- (1) Diverse recreational activities are to be provided based on the natural humanities and tourism resources of the Northeast Coast, creating an alluring international tourism flagship site and high quality tourist service by offering a friendly, convenient, comfortable and safe travel environment.
- (2) Raise high-quality travel environment, build up group village style, unfold local characteristics, and promote local tourism industry, to transform tourists from passers-by to tourists who stay for a purpose. Let the Northeast Coast become an experience-lead, in-depth “LOHAS, slow-touring” travel style, to make the traveler extend his stay from one day to two or three days.
- (3) In accordance with the efforts of the Ministry of Transportation and Communication to promote “Eastern Taiwan Biking Network Demonstration Plan” turning the entire Eastern stretch into a classic biking route, the relevant hardware facilities and services at Yilan Coast Biking Route and the Fulong Biking Path were reinforced and surrounding sites linked, so as to create a route appropriate for bikers to visit.
- (4) Support the Northeast Coast Geology Park to become an international UNESCO GEOPARK, so that the local industries may balance development with tourism functions into a natural and toxic free tourism belt, thus enhancing Taiwan’s global image as a geological conservation and sustainable eco-tourism country.

(二) 東部海岸國家風景區 <http://www.eastcoast-nsa.gov.tw>

東部海岸國家風景區具有臺灣東部海岸地區壯麗山水及豐富的自然生態、獨特的史前文化遺址及阿美族傳統文化，具有泛舟、泡湯、潛水、賞鯨等多樣性活動之潛力，為一處四季皆宜的旅遊勝地。98年度推動「重要觀光景點建設中程計畫（97至100年）」項下「東部海岸國家風景區建設計畫」之重點工作，重要工作成果如下：

1、規劃建設

辦理國際觀光重要景點（綠島地區、小野柳/都蘭地區、三仙台地區）、國內觀光重要景點（成功/長濱地區、石梯坪/大港口地區）、地方觀光景點（磯崎/鹽寮地區）等建設計21件工程，完成綠島環島公路周邊設施改善、小野柳露營區內部設施改善、八仙洞停車場及步道系統二期改善、瑞穗遊憩區停車場周邊環境及設施改善、花蓮地區公廁及周邊環境改善等工程，改善遊憩服務設施，提升整體旅遊服務品質。

2、經營管理

- (1) 提升遊客安全：辦理春節連續假日交通疏運、轄區水域遊憩活動安全管理、督導轄區水域活動經營管理業者辦理救護演練等工作。
- (2) 設施維護管理：辦理全區環境維護及設施維持、GIS遊憩設施管理資訊系統設施圖資更新建檔、轄區水域監視系統、轄區據點經營管理與安全維護自主檢查等工作。
- (3) 環境整潔美化：辦理轄區環境清潔勞務外包、執行清淨家園全民運動計畫、各據點植栽綠美化等工作。
- (4) 運用社會資源：辦理三仙台旅館區BOT案招商作業、綠島朝日溫泉、朝日旅遊服務中心及露營區ROT案招商作業、據點遊憩設施委外出租及委託民間認養等工作。

3、宣傳推廣

辦理年度重要工作，包含3-6月東海岸社區部落整體培訓暨行銷推廣計畫、6月秀姑巒溪泛舟觀光活動、4-8月加路蘭手創市集活動、7-8月東海岸豐年祭活動、8-11月「Bike訪東海岸」自行車活動、9月舞動東海岸樂舞競賽暨研習活動、10月勇闖東海岸自行車活動、12月31日星耀東海岸、旭日三仙台活動。



## (2) East Coast National Scenic Area (<http://www.eastcoast-nsa.gov.tw>)

The East Coast National Scenic Area boasts the majestic scenery and rich natural ecology of Taiwan's East Coast, as well as unique prehistoric archaeological sites and the traditional culture of the Amis people. It offers rafting, hot spring bathing, scuba diving, whale watching, and a multitude of other activities, making it a destination worth visiting all year round. The results of continued implementation of key tasks in line with the "Northeast Coast and Yilan Coast National Scenic Area Development Plan in 2009 under the "Medium-Term Construction Plan for Major Tourist Sites (2008-2011)" are as follows:

### 1. Planning and Construction

21 construction projects were carried out at international tourism spots (Green Island, Xiaoyeliu/Dulan area, Sanxiantai area), national tourist spots (Chenggong/Changben area, Shitiping/Dagangkou area) local tourist spots (Jiqi/Yanliao area). Completion of improvement of the surrounding environment of the Green Island Eco-Research Center, renovation of the Xiaoyeliu Camp Site Management Center and surrounding landscape, 2nd phase facility improvement of the Baxiandong parking lot and walkway system, the Rueisui Recreation Area surrounding environmental and facilities improvement, and the improvement of public toilets and surrounding environment of the Hualien region. These projects improved the recreational facilities and upgraded the overall quality of travel services.

### 2. Operation and Management

#### (1) Upgrading tourist safety:

The alleviation of traffic congestion during the Chinese New Year holiday and water recreational activities safety management were carried out, so that water recreational activity operators within this area are supervised in carrying out life-saving exercises.

#### (2) Management of facilities maintenance:

Area-wide environmental and facilities maintenance, GIS recreational facilities management information system graphic data upgrading, establishment of water monitoring system within the area, and inspections of autonomous operation and safety maintenance at tourist spots were carried out.

#### (3) Environmental cleanliness:

The outsourcing of labor for environmental and facilities cleaning, national clean home plan implementation, and planting at various sites in line with green beautification were carried out.

#### (4) Utilization of social resources:

Business recruitment operations pertinent to the Sanxiantai hotel area BOT project, business recruitment operations pertinent to the Green Island Zhaori Hot Springs, Ecological Research Center and Camp Site and Operating Project, the rental of recreational facilities at tourist sites, and adoption by the private sector were carried out.

### 3. Advertising and Promotion

Organized major annual tasks including the Complete Training and Marketing Promotional Plan for the East Coast Community Tribes from March to June, Tourist Rafting on the Xiuguluan River in June 2009, Jialulan Handcraft Market from April to August, East Coast Tribe Harvest Festivals from July to August, the "East Coast Bike Tour" cycling activities from August to November, the East Coast Dancing Contest and Learning Activities in September, Braving the East Coast-International Cycling Self-Challenge Biking Tour in October, and First Sun Light at East Coast at Sanxiantai.



### (三) 澎湖國家風景區

<http://www.penghu-nsa.gov.tw>

澎湖群島具有豐富的玄武岩地質、歷史悠久的人文古蹟與傳統民俗文化資產，可作為推動水上活動及海洋生態觀光旅遊行程典範。澎湖國家風景區98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「澎湖國家風景區建設計畫」之重點工作，重要工作成果如下：

#### 1、規劃建設

##### (1) 開發新景點

- \*辦理菜園海洋牧場服務設施第一期工程，營造港區迎賓氛圍、提供遊客遊憩、用餐舒適空間，提升整體觀光遊憩品質。
- \*辦理吉貝西崁山景觀設施工程，利用西崁山居高臨下般眺望優勢，結合西崁山步道，規劃設計一觀景平台，整理交通動線，增加停車場空間，加強環境綠美化工作，遊客可於此地遠眺澎湖本島、鳥瞰吉貝沙尾全景，令人心曠神怡。

##### (2) 景點添新粧

- \*興建七美小臺灣景觀平台、涼亭，增設遊客照相平台及木製涼亭，方便遊客安全、舒適觀賞小臺灣地質及牛姆坪海岸自然景觀。
- \*整建漁翁島銅像遊憩區，位於跨海大橋西嶼端點，以澎湖玄武岩塊石堆砌，是遊客遠眺、駐足、觀景的絕佳地點，讓遊客有耳目一新的感受。

##### (3) 營造友善環境

- \*建置旅遊服務中心：整建歧頭、吉貝遊客中心、望安綠蠵龜觀光保育中心，打造全新空間氛圍，遊客可直接感受事業親和、友善的旅遊諮詢服務。
- \*興建上下岸設施：興建吉貝、菜園浮動碼頭設施，提供遊客安全、舒適的上、下岸設施。
- \*興建人性化公廁：完成林投公園等公廁整建，達到人性化、無障礙的公廁服務等，獲頒澎湖縣政府優良公廁獎。

#### 2、經營管理

##### (1) 環境清新潔淨計畫

- \*擇定內垵塔公塔婆景點、桶盤嶼地質公園、望安潭門港區、鴛鴦窟為重點實施地區，動員社區居民、民間團體、澎湖科技大學等單位，共同清理海漂垃圾、大型漂流木及廢棄物、工程廢棄土方、雜草等有礙觀瞻之物件。希能形成社會運動，喚



### (3) Penghu National Scenic Area (<http://www.penghu-nsa.gov.tw>)

The Penghu Archipelago is rich in basalt geology, ancient cultural sites, and traditional folk culture resources. It can serve as a model for the promotion of water activities and maritime ecotourism. In 2009, the results of the Penghu National Scenic Area in collaboration with the promotion of the “Penghu National Scenic Areas Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” are as follows:

#### 1. Planning and Construction

##### (1) Development of new scenic spots

- \* Organized the Phase 1 engineering for Caiyuan Ocean Farm service facilities, to create a hospitable atmosphere, offer travelers recreation, a comfortable dining space and to enhance the overall tourism recreation quality.
- \* Organized the landscaping and facilities engineering project at Xikanshan (Jibei yu) by combining Xikanshan’s towering view advantage with the Xikanshan Trail, to plan and design for one observatory deck, arrange transportation routes, add parking space, and reinforce green beautification for the environment. All of the above are aimed for the tourists to get a fabulous view looking at the Penghu Island from this area, and have a bird’s-eye-view of the entire Shawei (Jibei yu).

##### (2) Renovation Scenic Area

- \* Construction of the Qimei Little Taiwan Observation Deck and Arbor: a platform for tourists to take photographs and a wooden arbor were built to facilitate traveler safety, and to make observation of the geology in Little Taiwan and the natural scenery at Niunmuping coast more comfortable.
- \* Renovation of the Yuwengdao Bronze Stature Recreation Area: this area situates at Xiyu side of the Penghu Great Bridge, rich in basalt rock formations, is an excellent vantage point for tourists to look at far distances, linger about and enjoy the view.

##### (3) Create Friendly Environment

- \* Building travel service centers: renovations at the Qitou Visitor Center, Jibei Visitor Center, and Wangan Green Turtle Tourism and Conservation Center were carried out to create a brand new spatial atmosphere, so that tourists may experience kind and friendly travel inquiry services.
- \* Construction of boarding and un-boarding facilities: constructed the Jibei and Caiyuan Floating Docks to provide tourists with easy boarding and disembarking facilities.
- \* Construction of user-friendly public toilets: completed the public toilet renovations at sites including the Lintou Park so that easy-to-use and disable-friendly public toilet services may be carried out. The above constructions won the Outstanding Public Toilet Award from the Penghu County Government.

#### 2. Operation and Management

##### (1) Environmental Improvement

- \* The Xiyu Male and Female Pagodas in Neian, Tongpanyu Geology Park, and Wangan’s Tanmen Port area and Mandarin Ducks Grotto, were selected as focus areas. The local residents, private organizations, and Penghu Technology University were all mobilized to clean up unsightly objects: floating and beached debris, large amount of driftwood and discarded waste, abandoned waste soil from construction sites, and weeds. The hope was to from a social movement and to refresh the residents’ self-awareness, so that the “environment first” concept may be carried out, thus creating a “pure and clean” new look for the area.
- \* Beach cleaning activities at Niaoyu Beach, Pengpeng Beach, Jishanyi, Dinggongyu, Yuanbeiyu, Quzhuayu, Shagang, Dongji Island, Qimei, Wangan and Zhongxi were carried out, participated by 865 people. A total of 10,050 kilograms of beach garbage were cleaned up.

醒住民自覺，以落實「環境優先」之工作理念，創造「清新潔淨」之新風貌。

\*辦理烏嶼沙灘、澎澎灘、雞善嶼、錠鉤嶼、員貝嶼、屈爪嶼、沙港、東吉島、七美、望安、中西等地之淨灘活動，參與人數達865人次，共計清理海漂物垃圾量10,050公斤。

#### (2) 恢復內坡沙灘景緻

保護珍貴文化資產之風貌辦理「古堡遊憩區塔公塔婆景觀改善工程」，拆除佔用公地之寮舍、倉庫，恢復自然地貌，重現縣定古蹟塔公塔婆優美景觀。並輔以植生綠化，提供遊客潔淨清新的遊憩空間。

#### (3) 促進民間投資

\*漁翁島休閒渡假區促進民間投資開發計畫（BOT+ROT）案，已陳報交通部同意辦理再次公告招商作業。

\*民間自行規劃申請參與興建暨營運吉貝休閒渡假旅館及遊憩區案，已獲得再審核會議通過，膺續辦理後續公告招商作業。

\*澎湖觀光產業推廣中心委託民間參與營運案（ROT）已完成招商簽約，特許期間可為政府節省2,700萬元支出，增加1,737萬元權利金收入。

\*東衛石雕公園促進民間投資開發作業規劃，業已完成可行性評估及先期規劃作業，後續依規辦理陳報事宜。

#### (4) 規劃建置導覽告示牌

完成「澎湖國家風景區觀光資源導覽告示牌規劃設計」，規劃各型式之資源解說、公告、警示、方向性指示牌誌等，規劃統一版面尺寸、材料、基座材質、色彩、組裝方式等，計畫擇採分期分區設置，目前已完成西嶼次系統之全面更新作業。



(2) Recover Neian beach scenery

“Landscape Improvement Project for the Male and Female Pagodas in the Neinan Fort Recreation Area” was carried out to protect this precious cultural asset. Huts and warehouses encroaching on public land were dismantled to restore the natural landscape, and to recover the lovely scenery of the county’s historic site Male and Female Pagodas. Greeneries were also added to provide tourists with a clean, fresh, recreational space.

(3) Promote private investment

\* “Plan for Promotion of Private Investment in Development of the Penghu County Xiyu Township Yuwendao Resort Hotel and Recreation Area (BOT + ROT)” received authorization from the Ministry of Transportation and Communication to re-announce delineation for business recruitment operations.

\* The self planned “Application by the Private Sector to participate in the Establishment and Operation of Jibei Resort Hotel and Recreation Area” was passed in the review meeting to carry forward subsequent announcement of delineation for business recruitment operations.

\* Completed the contract signing for business recruitment of the “Private Participation in the Penghu Tourism Industry Promotion Center and Operation ROT Project”, where up to NT\$27million in expenditures are expected to be saved for the government during the special concession period, and raise NT\$17.38million in royalty income.

\* The Private Investment, Development and Operations Planning for the Dongwei Stone Sculpture Park have completed the feasibility evaluation and preliminary planning operations. Subsequent works will be completed and reported in accordance with related regulations.

(4) Planning and Construction of Sitemap Signage

Carry out the “Planning and Design of Signs for Penghu National Scenic Area Tourism Resource Guides”: planned for all types of signage use for resource explanations, public announcements, warnings, and directions, to be uniform in layout size, materials, base materials, colors, and assembling methods. The plan calls for signs to be installed in separate phases and in separate areas. So far, the comprehensive upgrading of the Xiyu system has been completed.



### 3、宣傳推廣

#### (1) 塑造新話題

辦理澎湖國家風景區「澎湖背包王」網路行銷活動，跳脫傳統的旅遊行程推薦行銷手法，由背包王主動發現菊島密碼－「神秘」、「驚奇」、「浪漫」的事物，以澎湖馬公本島、北海及南海等三大遊憩系統分別設計「海王子藍背包」、「神秘島金背包」、「雙心戀紅背包」等3位背包旅遊達人的探險之旅，透過網路分享，希望以不同的操作手法，吸引更多網友參與及遊客到訪。

#### (2) 大陸市場行銷

\* 赴大陸行銷推廣：98年3月澎管處協同澎湖縣政府與澎湖地區相關業界共赴大陸北京、南京、上海，辦理「澎湖地區觀光產業交流活動」，共辦理3場推介會，以行銷澎湖觀光。

\* 安排參訪：協助安排大陸國家旅遊局局長邵琪偉一行至澎湖參訪、臺華輪首次載運大陸遊客蒞澎旅遊、大陸駐臺記者澎湖採訪、大陸金馬影帝劉燁蒞澎拍攝「愛無界」MV、大陸國臺辦副主任鄭立中蒞澎參訪等活動，以拓展大陸觀光客源。

### 4、未來發展重點

澎湖是一處國際度假島嶼，未來澎湖國家風景區將秉持「環境優先」、「設施減量」、「國際水準」、「服務品質」4大工作理念來營造澎湖的美，更將採取「開發新景點」、「景點添新粧」、「產品新包裝」、「塑造新話題」的策略性手法，營造澎湖為友善、便利、安全之旅遊勝地，不僅成為國內最佳海島旅遊度假樂園，更進一步發展為具競爭力的國際度假島嶼。



### 3. Advertising and Promotion

#### (1) Molding of new topics

The Bureau the “King of Backpackers in Penghu” Internet marketing activity, which was completely different from the conventional recommended-travel marketing approach. The “King of Backpackers” was to search and hunt for the “Chrysanthemum Codes” – mysterious, surprising and romantic things. As the Penghu Islands consist of North Sea Islands, Penghu/Magong Islands and the South Sea Islands, the three finalists each received one of the three mission backpacks representing the three recreational systems: “Sea Prince Blue”, “Mystery Island Gold” and “Linking-Hearts”, and they shared their adventures on the Internet so more net surfers could participate and more visitors could be attracted to tour this area.



#### (2) Development of China's Tourism Market

\* Travel to China for marketing and promotion:

in March 2009, the Penghu Administration together with the Penghu County government and the related sectors of the Penghu area traveled to Beijing, Nanjing, and Shanghai, where they held three sessions of “Penghu Area Tourism Industry Exchange Activities” to market Penghu tourism.

\* Arrange visits:

Assistance was provided to arrange Chairman Shao Qiwei of China National Tourism Administration and his delegation to visit Penghu. Assistance was also provided to Taihua Ferry for carrying tourists from the Mainland to Penghu for the first time, Chinese reporters stationed in Taiwan for doing interviews about Penghu, Mainland actor and Taiwan Golden-Horse Award winner Liu Yeh for filming “Ai Wu Jie” MV in Penghu, and the visit by Vice Minister of Taiwan Affairs Office of the State Council Zheng Lizhong, to expand the tourism market from Mainland China.

### 4. Future Development

Penghu is an international vacation island. In the future the Penghu National Scenic Area will maintain the four major working concepts of “environment first”, “reduce facilities”, “international standards”, and “service quality” to create the beauty of Penghu. The strategies of “exploiting new spots”, “renovating scenic areas”, “new tourism packages, and “molding new topics will be used to develop” Penghu into a friendly, convenient, and safe travel haven. Let Penghu become the premier tourist park island in the whole nation, and also become an international competency tourism island.





(四) 大鵬灣國家風景區 <http://www.tbnsa.gov.tw>

大鵬灣國家風景區緊鄰高雄都會區，行政轄區為屏東縣東港鎮、林邊鄉及琉球鄉3鄉鎮，總面積2,764公頃，擁有潟湖、紅樹林及珊瑚礁海岸之豐富自然人文景緻。為塑造生態旅遊環境及多樣化遊憩內容，98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「大鵬灣國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

(1) 國際觀光重要景點建設：

- \* 持續辦理大鵬灣水質改善工作，完成崎峰、林邊大排左岸、紅樹林等3座濕地公園及進行灣域底泥浚渫第2、3期工程。
- \* 持續辦理區內環灣景觀道路CH02標工程施工，完成CH01標工程，並辦理通車啟用。
- \* 辦理區內基礎建設，完成CH04標自行車專用道拓寬工程、五孔橋下自行車浮動棧橋工程、環灣道路監視系統工程等開放使用，進行環灣道路及濕地環境整理美化。

(2) 國內觀光重要景點建設：

持續辦理琉球風景區建設，完成琉球三角廣場商圈景觀改善及花瓶岩賣店公廁整修、露營區餐廳及會議室、白沙港區周邊景觀改善等工程，提升遊憩環境品質，增加遊客之滿意度。

2、經營管理

- (1) 辦理大鵬灣國家風景區BOT案履約管理，並定期召開BOT案檢討會議，進行年度目標及進度管控。
- (2) 節省人力及增加收入，完成遊客中心、蚵殼島及琉球生態露營區委外經營管理，提供旅遊諮詢服務、遊客休憩、賞景、住宿環境。

#### (4) Dapeng Bay National Scenic Area (<http://www.tbnsa.gov.tw>)

The Dapeng Bay National Scenic Area, close to the Kaohsiung metropolis area, is under the jurisdiction of one township and two villages in Pingdong County: Donggang Town, Linbian Village and Xiaoliuqiu Village. The square measure of the area is 2,764 hectares. This scenic area sports natural and cultural riches including a lagoon, mangrove forests, and coral coastlines. The “Dapeng Bay National Scenic Area Development Plan” in accordance with “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” was implemented with the aim of creating an ecotourism environment and multifaceted recreation, thus molding a multi-function resort destination. The results of this effort are as follows:

##### 1. Planning and Construction

###### (1) International Scenic Area Priority Development:

- \* Improvement of water quality in Dapeng Bay was continued. Three wetland parks were completed: Qifeng, Linbian Channel Stone Left Shore, and Mangrove – along with stage 2 and stage 3 dredging of the bay.
- \* Work continued on section CH02 of the scenic Round-the-Bay Road at Dapeng Bay Scenic Road; section CH01 has been completed and opened for traffic.
- \* Work was carried out on the area’s infrastructure, with completion of road expansion project on mark CH04 bikeway and the floating bike path beneath Wukong Bridge. The monitoring system on the Round-the-Bay Road was also opened. Environmental cleanup and beautification for the Round-the-Bay Road and the wetlands are underway.

###### (2) National Scenic Area Priority Development:

Construction of the Liuqiu Scenic Area was continued, with completion of streetscape improvement at the Liuqiu San-Jiao Square commercial area, renovation of store toilets at Flower Vase Rock, renovation works in campground restaurants and conference rooms, and landscape improvement at Baisha Harbor area, so as to upgrade the recreational and environmental qualities, and to raise tourist satisfaction.

##### 2. Operation and Management

- (1) Contract performance management for the Dapeng Bay National Scenic Area BOT project was carried out, and regular BOT review meetings were held for annual target/progress controls.
- (2) Operation of visitor centers, Oyster Shall Island, and the Linqiu Eco Campground were outsourced to save the workforce and increase income, while providing recreational services and information on travel, recreation, sightseeing and accommodation.



### 3、宣傳推廣

- (1) 配合臺灣超級鐵人三項協會共同辦理「2009年東港大鵬灣全國51.5公里鐵人三項競賽」、「2009臺灣恆春半島113公里國際超級鐵人三項競賽」、「2009年觀海—大鵬灣、樂山—北大武山全國單車挑戰活動」、「2009挑戰落山風恆春半島海角單車賽」。
- (2) 配合辦理「臺灣騎跡2009鐵馬自由行」、「災後振興觀光-千人出遊活動」。
- (3) 配合屏東縣政府籌劃「2009黑鮪魚文化觀光季」。
- (4) 配合「恆春半島觀光客倍增產業聯盟」共同參加高雄、臺中、臺北國際旅展及廈門國際旅遊交易會、北京國際旅遊展、杭州、寧波旅遊推介會，共同行銷「恆春半島旅遊線」，加速觀光客倍增計畫之推動。
- (5) 辦理「2009愛戀四重溪溫泉美食嘉年華」活動，強力行銷四重溪溫泉區。
- (6) 配合「東港迎王平安祭」活動，行銷東港、大鵬灣。
- (7) 辦理「大鵬灣自行車道體驗月」、「一元遊東港」活動，將運動與休憩結合，強力行銷大鵬灣。
- (8) 辦理「大鵬灣盃風帆橫渡小琉球全國挑戰賽」、「幸福、真愛小琉球婚紗蜜月年」等活動，積極行銷推廣小琉球。

### 4、未來發展重點

- (1) 促進民間參與大鵬灣國家風景區開發方式，結合公部門共同開發大鵬灣為國際級多功能複合式休閒度假勝地。
- (2) 利用人工濕地，營造生物多樣性棲息環境。
- (3) 建立珊瑚礁生態學習島，改善小琉球風景區遊憩環境，並藉遊艇活動與大鵬灣串聯發展成雙核心遊憩帶。
- (4) 建構便捷觀光旅遊交通網，串聯墾丁、四重溪成為「熱帶海岸度假走廊」。





### 3. Advertising and Promotion

- (1) “Run to Taiwan – 2009 Donggang Dapeng Bay 51.5 km Triathlon”, “Run to Taiwan – 2009 Hengchun Peninsula 113 km International Triathlon”, “2009 Sea View – Dapeng Bay, Mountain Joy – North Dawu Mountain Cycling Challenge” and “2009 ESCAPE NBX Light Ride at Hengchun Peninsula Cycling Challenge” were held in collaboration with the Taiwan Super Triathlon Association.
- (2) “Bike Tour 2009 Taiwan” and “Post-Disaster Tourism Relief – Citizen Travel Activity” were held in cooperation with the Taiwan Tourism Bureau.
- (3) Cooperated with the Pingtung County Government to organize the 2009 Blue Fin Tuna Cultural Festival.
- (4) Cooperated with the Hengchun Peninsula Doubling Tourist Arrivals Industrial Alliance to participate in Kaohsiung, Taichung, and Taipei travel exhibitions, as well as the Beijing International Tourism Expo, and tourism promotional seminars in Hangzhou and Ningbo, to jointly market the Hengchun Peninsula Package Tour Route and expedite the implementation of the Doubling Tourist Arrivals Plan.
- (5) Organized the 2009 Love in Sichongxi Hot Spring Cuisine Festival to reinforce marketing of the Sichongxi Hot Spring area.
- (6) Cooperated with the Donggang King Boat Ceremony to market Donggang and Dapeng Bay.
- (7) Organized the Dapeng Bay Bicycle Month and NT\$ 1 Sightseeing in Donggang activities to combine sports and recreation, and reinforce the marketing of Dapeng Bay.
- (8) Organized the Dapeng Bay Sailing Cross-Bay Little Liuqin Challenge and Happiness and True Love for Little Liuqin Wedding Honeymoon Year activities to actively promote Little Liuqin.

### 4. Future Development

- (1) Promote participation in the Dapeng Bay National Scenic Area Development Project together with governmental agencies so as to bring about joint development and turn Dapeng Bay into an international multifunctional resort destination.
- (2) Use manmade wetlands to create a diversified biological habitat.
- (3) Establish a Coral Reef Eco-Learning Island, improve the Little Liuqin Scenic Area recreational environment, and link yachting events with the development of the Dapeng Bay into a twin-core recreation belt.
- (4) Build a fast and easy tourism transportation network connecting Kenting and Sichongxi to become a “tropical beach vacation corridor”.



#### (五) 花東縱谷國家風景區 <http://www.erv-nsa.gov.tw>

花東縱谷國家風景區位於臺灣東部的中央山脈和海岸山脈之間，以狹長的河谷平原與兩山脈之間的綠色廊道為主體，沿途景色盡是阡陌田園、秀麗山水，區內並蘊含豐富的人文與物產，天然美景令遊客飽享身心調和的精神饗宴。98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「花東縱谷國家風景區建設計畫」之重點工作，重要工作項目如下：

##### 1、規劃建設

- (1) 進行鯉魚潭景觀改善工程(包括：遊客中心周邊景觀暨監視系統整建、活動平台建置、潭南土堤整建、人工濕地前期規劃作業等)，以打造鯉魚潭為國際水上遊憩休閒度假區，使其風華再現。
- (2) 進行壽豐鄉月眉部落、萬榮鄉紅葉部落、東光部落、光復鄉加禮洞部落、玉里鎮高寮部落、能雅部落，及瑞穗鄉富興部落、梧橈部落等原住民部落景觀改善工程，以促進原住民觀光建設及聚落風貌改善。
- (3) 進行羅山、北回歸線、春日、長良、南橫、卑南利吉等處周邊景觀設施改善工程，持續營造花東縱谷為優質遊憩環境的國際型景點。
- (4) 進行瑞穗、玉富、關山、池上、鹿野各自行車道系統之建置及公共服務設施改善工程，提供國人多樣且優質之自行車活動環境。
- (5) 進行鹿野高台公廁設施工程，持續加強鹿野高台地區及觀光茶園之遊憩服務品質，發展為空域旅遊度假基地。
- (6) 進行花蓮、玉里、瑞穗、臺東系統景觀暨公共設施技術服務(含規劃、設計、監造)，以持續辦理花東優質景觀廊道兩側公共服務設施及景觀綠美化。

##### 2、經營管理

- (1) 依據「國家風景區設施維護暨水域遊憩活動安全管理工作須知」，完成「設施維護巡查計畫」、「水域設施維護及遊憩活動安全管理巡查計畫」及「設施維護處理標準作業程序」草案修正並實施；98年度並完成鯉魚潭水域監視系統建置案，設置監視器5處。
- (2) 辦理遊憩設施活化再利用，已完成民間參與林榮休憩區、池上休憩區、鳳林遊憩區、鯉魚潭露營區、鳳凰山莊及崙天遊憩區等6案興建暨營運簽約，其他未能於短期辦理促參之遊憩景點，均以短期出租方式辦理委外經營。

### (5) East Rift Valley National Scenic Area (<http://www.erv-nsa.gov.tw>)

The East Rift Valley National Scenic Area is located between the Central Mountain Range and the Coast of Mountain Range in Eastern Taiwan, with the long, thin valley and the green corridor between the two mountain ranges as its main body. This area, filled with rice paddies, exquisite scenery, rich cultures, and abundant agricultural products, is a spiritual feast that brings harmony to the body and mind of tourists. The implementation of the East Rift Valley National Scenic Area Development Plan in accordance with the Medium-Term Construction Plan for Major Tourist Sites (2008-2011) produced the following major results:

#### 1. Planning and Construction

- (1) Conducted the Liyu Lake landscape improvement project (including renovation of surrounding scenery and the monitoring system at the Visitor Center, construction of an event stage, renovation of Tannan Embankment, and initial planning and operation of manmade wetlands), so as to mold Liyu Lake into an beautiful international water recreation and resort area.
- (2) Conducted landscape improvement projects in indigenous villages, namely Yuemei village in Shoufeng Township, Hongye and Dongggvang Villages in Wanrong Township, Kaloton Village in Guangfu Township, Tali and Lingacay villages in Yuli Town, and Gikuwa'ay Olaw Villages in Ruisui Township, so to promote the construction of indigenous tourism and to improve the appearance of tribal settlements.
- (3) Conducted landscape improvement projects at Luoshan, Tropic of Cancer, Chunri, Changliang, Southern Cross—Island Highway, and Jili in Beinan, so to continue efforts to make the East Rift Valley into an international scenic distinction with a premium recreational environment.
- (4) Conducted the construction of bikeway systems at Ruisui, Yufu, Guanshan, Chishang, and Luye, and improved public service facilities, to provide domestics tourists a diverse and quality environment for cycling activities.
- (5) Conducted public toilet facility project at Luyegaotei, and continued reinforcing the recreational service quality in Luyegaotei and tourist tea plantations, so as to develop this area into a vacation base for aerial tourism.
- (6) Conducted scenic and public facility technical services (including planning, design, and supervision) in the Hualian, Yuli, Ruisui and Taidong systems, continuing efforts to improve public service facilities along both sides of the Hualian-Taidong Scenic Corridor and beautify the landscape.

#### 2. Operation and Management

- (1) In accordance with the “Working Guidelines for Maintenance of Facilities in National Scenic Areas and Safety Management of Water Recreation Activities”, the Tourism Bureau drafted one implemented the “Water Recreation Activities Safety Inspection Plan”, “Maintenance of Water Recreation Facilities and Inspection Plan of Safety Management of Recreation Activities”, and “Standard of Operation for Facility Maintenance. The construction of the Liyu Lake water surveillance monitoring system was completed in 2009, and monitors were installed at five locations.
- (2) In the revitalization and reuse of recreational facilities, six private participation projects—the Linrong Recreation Area, Chishang Recreation Area, Fenglin Recreation Area—Liyu Lake Campground, Phoenix Villa, and Luntian Recreation Area were completed. The operation of other public—service facilities was commissioned out for the short term.
- (3) Carried out auditing of the maintenance of cleanliness of tourist sites within the national scenic area by working with the private sector and outsourcing service providers in accordance to the “National Clean Home Movement Plan” and the East Rift Valley National Scenic Area Administration’s “National Clean Home Movement – Detailed Checking Implementation Plan”. In 2009, entered the “National Clean Home Movement Plan” assessment on behalf of the Tourism Bureau and was awarded First Place. Also in 2009 the public toilets inside recreation sites under the area’s jurisdiction in the Hualien Area, again received “outstanding” awards.
- (4) Updated information the “Tourism Information Service Website and Executive Information System” of the East Rift Valley National Scenic Area, constantly upgraded and edited the website to reinforce its useful, friendly, and convenient functions, and provided detailed information on the East Rift Valley. The website was graded “outstanding” by the Taiwan Tourism Bureau.

- (3) 依據「清淨家園全民運動計畫」訂定「花東縱谷國家風景區管理處清淨家園全民運動計畫督考辦法」，落實轄區各遊憩景點、委外經營據點及民間經營業者清潔維護查核，98年度代表觀光局參加「清淨家園全民運動計畫」考評，榮獲交通部所屬單位評核第1名之殊榮，另98年度所轄管花蓮地區各遊憩據點公廁再度獲頒評鑑特優等獎。
- (4) 執行花東縱谷國家風景區「觀光旅遊服務網暨行政資訊網」網頁資訊更新，持續改版設計，加強網頁實用性、親和性與便利性的服務功能，提供遊客更豐富詳盡的縱谷旅遊資訊；98年度獲得觀光局評鑑優等之殊榮。
- (5) 依據「原住民族地區資源共同管理辦法」，籌組成立原住民族地區「資源共同管理會」，建立與原住民族合作夥伴關係，完成資源共同管理機制；98年度召開委員諮詢會議2次。
- (6) 為落實轄區水域活動安全管理，98年度委託學術單位完成鯉魚潭水域活動載具總量管制研究計畫案，規劃未來該區水域推廣活動項目及總量管制參考依據；另為提供遊客更完善之活動安全教育，98年度製作「花東縱谷國家風景區水域遊憩活動安全教育宣導影片」，內容包括溪流泛舟、湖泊腳踏船、獨木舟及風帆等活動安全示範，提供轄區各遊客中心定時播放。
- (7) 針對莫拉克颱風造成臺東紅葉溫泉親水公園災害，為防範未然及風險評估，縱谷處98年委託學術單位完成「紅葉溫泉親水公園潛在危險評估研究」案，研究成果作為未來園區復建參考依據。

### 3、宣傳推廣

- (1) 辦理「2009花東縱谷國際超級馬拉松」、「NEVER STOP永不放棄」、「花東縱谷單車嘉年華」、「環花東自行車節」、「2009看見螢火蟲的家」生態教育休閒活動、「2009花蓮盃全國鐵人三項邀請賽」、「洄瀾競渡慶龍舟」、「2009亞洲盃輕艇錦標賽」、「縱谷美食、文物、旅遊、鐵馬嘉年華會活動」、「鐵道遊憩、濯暖情—安通鐵道自行車」、「兩鐵共構無縫接駁專車推廣」、「花東自行車示範計畫活動及聯合記者會」、「臺東區2009夏令活動整合行銷案」、「鳳林全國飛行傘錦標賽暨大專飛行傘」、「花海廊道整合行銷案」、「洄瀾單車嘉年華單車節」、「堅持轉動縱谷單車嘉年華」等活動。
- (2) 觀光旅遊網站更新、提供中(正、簡)、英、日、兒童網站及風景區特定區觀光資源的導覽，及風景區特定區內旅遊資訊及便民服務、露營預約線上申請措施。
- (3) 發行縱谷簡介(兩山之間)及綠野仙縱摺頁、縱谷自行車摺頁、自行車明





- (5) Set up “Resources Joint Management Committees in aborigine areas ”in accordance with the “Aboriginal Areas Resources Joint Management Regulation”, convened consulting conferences, built partnership relationships with aborigines, and completed the joint management system. Two committee consultation meetings were convened in 2009.
- (6) To carry out the safety management of water recreation activities in this area, an academic institution was commissioned in 2009 to conduct a study of the control of water activities in Liyu Lake; the results will be used as a reference for future promotion of water recreation activities. Moreover, in order to provide tourists with better and more comprehensive safety education, a “Safe Activity Education for Water Recreation Activities in the East Rift Valley Scenic Area Promotion Video” was produced in 2009, with contents including safety demonstrations for river rafting, pedal boating on lake; canoeing, and sailing activities. This video has been provided to all tourist centers in this area, where it is shown at regular hours.
- (7) Targeting the havoc that Typhoon Morakot wreaked on the Hungye (Red Leaf) Hot Spring Water Park in Taidong, an academic institution was commissioned in 2009 to carry out the “Potential Risk Assessment Study of the Hungye Hot Spring Water Park” as a means of preventing future incidents as well as evaluating risks. The research findings will be used as a reference in the rehabilitation of the park.

### 3. Advertising and Promotion

- (1) Organized the “2009 East Rift Valley International Ultramarathon Invitation”, “Never Stop – Extreme Biking”, “East Rift Valley Cycling Carnival”, “Whirling Cycle Festival”, “2009 Joy of Watching Fireflies” eco-tour, “2009 Round Trip Hualian International Triathlon Elite Competition”, “2009 Dragon Boat Festival”, “2009 Asian Canoe Polo Championship”, “Rift Valley Fine Cuisine, Culture, Travel and Biking Carnival Activities”, “Visit the Rural Railway in Antong, Yuli on Your Bike”, “Bike-Railway Seamless Shuttle Service Promotion”, “Kicking Off Northern Taiwan Bikeway Network Demonstration Plan and Joint Press Conference”, “Integrated Marketing and Promotional Activities for Taidong Area Summer Camp 2009”, “Hualian Cycling Festival”, and “Persist in Rolling – Rift Valley Cycling Carnival”.
- (2) Upgraded and edited the tourist travel service website, providing Chinese (traditional and simplified), English, and Japanese versions, a children’s site, detailed information on scenic areas, user-friendly services, and an online reservation system for camping area.
- (3) An “East Rift Valley Guidebook (Between Two Mountains)”, “Green Fairy” brochure, “Rift Valley Biking” brochure, and biking postcards were published and distributed, a guidebook (English) was produced, a tourist passport event was produced, and alliances were formed with Family Mart Convenient Stores, Internet, and radio, as well as local media, for promotion and marketing activities.



信片、製作導覽手冊（英文版）、辦理活動觀光旅遊護照，並廣續與全家便利商店、電子廣播、地方媒體結盟合作推廣行銷。

- (4) 製作縱谷 DVD 風景區宣導簡介短片及水域遊憩活動安全宣導片，提供轄區旅館（行）公會廣為宣導。
- (5) 設置觀光導覽摺頁架置於花東鐵路重要車站，提供便捷旅遊導覽資訊服務。
- (6) 辦理大型活動均召開臺北及高雄記者會、設置專屬活動網站、邀請臺北媒體參訪、結合地區異業共同行銷。
- (7) 招募地區志工配合各管理站服勤及隨團接待導覽解說服務，並推廣觀光業務。
- (8) 配合推廣年度完成之「玉富自行車道」、「瑞北賞櫻自行車道」辦理啟用活動。

#### 4、未來發展重點

- (1) 依年度規劃積極改善各項軟、硬體設施，發展為水、路、空多元遊憩活動之旅遊勝地，結合地方異業產業界，促進地方經濟效益。
- (2) 配合「東部永續發展計畫」建構花東優質景觀廊道(縱谷花海及花東縱谷自行車路網建置)及整體行銷，持續推動優質景觀廊道並形塑重要門戶之意象。
- (3) 積極推動民間參與觀光遊憩建設，協調整合相關公部門資源並與觀光業者合作，提升全區觀光服務品質並擴大行銷推廣之效益。

- (4) Produced the “National East Rift Valley Scenic Area”; Introductory DVD and the “Safe Activity Education for Water Recreation Activities in the East Rift Valley Scenic Area” promotion video for distribution by local hotel associations.
- (5) Placed scenic guide/brochure display racks at main railroad stations in the Hualien-Taitung area, to provide fast and convenient travel service.
- (6) For all large-scale activities, press conferences were held in both Taipei and Kaohsiung; dedicated websites were set up; media from Taipei were invited to do interviews; and a multitude of different local industries were integrated for joint marketing.
- (7) Recruited local volunteers to cooperate with the service staff at ranger stations as well as to provide reception and guide services for tour groups, and promote the tourism business.
- (8) Organized kick-off activities in cooperation with the projects completed during the year: “Yuli Bikeway”, and the “Rueibei Cherry-Blossom Bikeway”.

#### 4. Future Development

- (1) Hardware and software facilities will be improved according to annual plans so as to develop a popular destination for water, land, and air recreational activities, and to promote local economic prosperity.
- (2) An East Rift Valley Scenic Corridor (the East Rift Valley Sea-of-Flowers Corridor and East Rift Valley Bikeway Network) will be created and marketed in line with the “East Rift Valley Sustainable Development Plan for Eastern Taiwan”, so as to continue promotion of the Scenic Corridor and mold its image as a major gateway.
- (3) Private participation in tourism and recreational projects will be actively promoted. Assistance will be provided to integrate the resources of related public agencies and develop cooperation with the tourism industry. These efforts will upgrade tourism service quality area-wide, and expand the effects of marketing and promotion.



(六) 馬祖國家風景區 <http://www.matsu-nsa.gov.tw>

馬祖列島素有「閩東之珠」美稱，特殊的地理位置與歷史背景，以及渾然天成的海蝕奇景、戰地文化與傳統石屋的閩東人文特色，譽為「海上桃花源」。98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「馬祖國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

(1) 先期規劃

辦理「西莒地區整體景觀規劃案委託技術服務」案，調查西莒地區觀光遊憩資源並加以分析，研擬整體發展可行性，依照基地未來實質發展列出可開發之觀光資源，做為日後設計方向之參考。

(2) 公共建設

\* 提升北竿景觀成為國際觀光重要景點：戰爭和平紀念公園主題館展示整修工程、芹壁聚落環境及景觀改善工程、北竿大坵步道基礎設施改善工程、北竿芹壁半山古厝步道整修工程、北竿管理站設施改善工程、北竿坂里遊客服務區整建工程。

\* 建置南竿系統風貌為國內觀光重要景點及作為馬祖旅遊的重要入口：媽祖宗教文化園區興建工程、馬祖福澳港船舶碼頭意象形塑工程、南竿北海遊憩區基礎設施整修工程、雲台山軍情館修繕及周邊景觀改善工程、南竿梅石周邊景觀改善工程。

\* 強化馬祖全區觀光景點建設及設施安全：東引全區各據點景觀改善工程、東引遊客中心修繕及陳展工程、東莒東洋山步道整建暨各據點整修工程、西莒山海一家周邊景觀改善工程、南竿大漢據點、北海坑道廣播錄影暨東引安坑通道廣播設施設置工程、馬祖國家風景區觀光資源導覽告示牌製作及設置工程。

\* 其他環境美化及設施維持等。

2、經營管理

(1) 以呈現馬祖自然、人文風貌及低密度開發為原則，發展「一鄉一特色，一島一景點」，逐年開發或整建既有景點，改善維護既有公共服務設施，健全南竿、北竿、東引、莒光各觀光遊憩系統。

(2) 輔導觀光業者提升經營視野及服務品質，協助民眾辦理社區環境整治，培訓志工支援導覽解說服務，以結合民間資源共同打造優質旅遊環境，並提升服務品質。

(3) 建構全區雙語化導覽解說及牌示系統、提供多語言版本觀光文宣、影片、網站資訊，建構友善、無障礙之旅遊環境，達到與國際接軌、吸引國際觀光客蒞馬旅遊。

(4) 辦理生態賞鷗等小而美之精緻旅遊活動，結合專業導覽解說及教育宣導，並以總量管制等措施落實保育工作，以潛移默化方式推廣保育觀念，達到觀光資源永續利用。



## (6) Matsu National Scenic Area (<http://www.matsu-nsa.gov.tw>)

The Matsu Archipelago has long enjoyed the sobriquet “Pearl of Eastern Fujian”, and its unique geographic location, historical background, fantastic sea-eroded landscapes, battleground culture, traditional stone houses, and other cultural features of Eastern Fujian have made it known as “a paradise on the sea”. Implementation of “Matsu National Scenic Area Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:



### 1. Planning and Construction

#### (1) Advance Plan

Organized outsourcing of the “Technical Services for the Xiju Area-Wide Landscape Planning Project” to study and analyze the tourism and recreation resources of the Xiju area, as well as to formulate overall developmental feasibility, and identify all developable tourism resources based on real future development. The findings will be used as references for subsequent design directions.

#### (2) Public Facilities

\* Upgrading Beigan of the into a major International scenic area: Renovation of the Peace Memorial Park exhibit area, environmental and landscaping improvement in the Qinbi settlement, basic infrastructure improvement of Daqiu Trail, renovation of Banshan Gueuo Trail at Qinbi, facility improvements at the Beigan Ranger Station, and renovation of the Banli Visitor Center were carried out.

\* Establishment of the Nangan System as a major domestic scenic area and an important gateway to Matsu travel: Construction of the Mazu Religious and Cultural Park, image molding for the docks of Fu’ao Harbor, renovation of basic infrastructure of the Beihai Recreation Area, repair work at the Yuntaishan Military Hall and surrounding landscape improvement, and landscaping improvement surrounding Meishi were carried out.

\* Reinforcement of scenic spot construction and facility safety area-wide in Matsu: Landscaping improvement carried out at all sites in Dongyin, repair maintenance and exhibit work at Dongyin Visitor Center, renovation of all sites along Dongyangshan Trail in Dongju, landscaping improvement of the area surrounding Shanhaiyijia in Xiju and Dahan in Nangan, installation of broadcasting and recording facilities at Beihai Tunnel and broadcasting facilities at Ankeng Tunnel in Dongyin, and the production and installation of tourism resource signs.

\* Other environmental beautification and facility maintenance work.

### 2. Operation and Management

(1) Under the principles of preserving natural and cultural elements, low-density development for sustainable operation, and the concept of “One Village One Character, One Island One Science spot”, existing tourist sites were renovated year by year and public facilities were improved and maintained so as to strengthen the recreational systems of the four islands: Nangan, Beigan, Dongyin, and Juguang.

(2) Assisted tourism operators in upgrading their visibility and service quality, helped to improve community environments, and trained volunteer interpreters so as to bring in the strength of the private sector for the creation of a quality travel environment and the enhancement of service quality.

(3) Constructed a bilingual tour guidance and interpretation system throughout the national scenic area and provided multilingual promotional materials so as to build up a friendly and obstacle-free travel environment and expand the scope of services to reach out and attract international tourists.

(4) Carried out sophisticated travel activities such Tern (seabird) watching eco-tours by bringing together profession of interpretation and educational publicity, along with total-volume controls and other methods, to realize the work of conservation and achieve the sustainable use of tourism resources.

### 3、宣傳推廣

#### (1) 與相關單位共同辦理各式主題觀光活動

- \* 結合當地藝術與傳統民俗節慶活動：元宵到馬祖看擺暝、北竿蕭王府移香百年祭。
- \* 推出最具代表性之生態旅遊活動，凝聚國內外遊客焦點：2009 馬祖生態賞鷗。
- \* 以「媽祖在馬祖」為號召，吸引兩岸三地遊客：媽祖文化祭、媽祖在馬祖昇天祭、媽祖回娘家等系列活動。
- \* 推出軍情館參觀及蛙人操、240砲操表演等，完整呈現軍事風情：戰地密碼之旅、老兵重返東引。
- \* 推廣馬祖豐富多元的海濱生態旅遊：2009 花蛤節。

#### (2) 與相關單位共同辦理各項推廣活動，以提高馬祖旅遊在各族群之能見度，包括「2009 馬祖戰地密碼之旅」、「2009 海上看東引賞鷗掠影活動」、「2009 馬祖國際青年旅遊論壇」等。

#### (3) 馬祖國家風景區管理處從89年成立至98年正好屆滿十週年，以「感恩過去，展望未來」為主題，特別籌劃了一系列活動，包括「馬祖觀光發展研討會」、「戰地密碼之旅」，以及發表「10在有你—馬祖經典行程」等等，展現馬祖獨特的戰地、文化、生態魅力。

#### (4) 提高媒體曝光率，包括聯合報、自由時報、中國時報、中央通訊社、馬祖日報、蘋果日報等平面媒體，公共電視、東森新聞、民視、TVBS、客家電視台等電視媒體，及中廣新聞網、聯合新聞網……等共二十餘件媒體報導。

#### (5) 辦理「卡蹯護照優惠大募集」，結合地區旅行社、飯店、餐飲業者、航空公司等，配合本處發行的「馬祖卡蹯觀光護照」，提供持護照者優惠折扣，或提供獎品供集滿旅行紀念章之遊客抽獎。

#### (6) 印製馬祖各島地圖、馬祖國家風景區介紹、馬祖采風錄、馬祖自行車旅遊書籍等，作為馬管處今年下半年與明年行銷馬祖觀光之重要行銷工具。

### 4、未來發展重點

#### (1) 以永續發展為前提，加強自然景觀及人文資源維護，開發馬祖特色資源，打造兼具生態地景、媽祖文化、傳統聚落、戰地風情之「海上桃花源」，建設馬祖為離島觀光重鎮。

#### (2) 全面提升遊憩品質及服務水準，建置完善之旅遊服務設施網絡，提供更友善、安全、優質之旅遊環境。

#### (3) 持續推動雙語化旅遊環境，加速與國際接軌。



### 3. Advertising and Promotion

#### (1) Theme tourism activities carried out jointly with related organizations:

- \* Cooperated with local art and traditional folk-culture festivals: Matsu Art Festival at Lantern Festival, Beigan Xiaowang Temple 100 Years Festival.
- \* Introduced of the most representative ecotourism activities to concentrate the attention of domestic and foreign tourists: 2009 Matsu Tern-Watching.
- \* Used the slogan “Mazu on Matsu” to attract tourists from Taiwan, Hong Kong, and China to the Mazu Ascends to Heaven during the Matsu Festival, and Mazu Returns Home.
- \* Introduced visits to Military Hall, frogman exercises, 240 cannon exercises, to express the military romance: Battlefield Code Tours, “old soldiers return to Dongyin”.
- \* Promoted Matsu coastal eco-tourism: 2009 Short Necked Clam Festival.

#### (2) Promotional activities were carried out jointly with related organizations so as to enhance the visibility of Matsu tourism among different groups, including the “2009 Matsu Battlefield Code Tours”, “2009 Dongyin from the Sea, Tern Observation Activities” and “2009 Matsu International Youth Travel Forum”.

#### (3) To celebrate the 10 anniversary of the Matsu Scenic Area Administration, first founded in 2000, a series of activities was formulated under the theme “Owing to the Past, Looking to the Future”, which included “Matsu Tourism Development Seminar” and “Battlefield Code Tours”, as well as announcing the “10-Years with You – Classic Matsu Trips”, displaying Matsu’s unique battlefield, culture, and ecological charms.

#### (4) Cooperated with the media to boost exposure, including the United Daily News; Liberty Times, China Times, Central News Agency, Matsu Daily News, Apple Daily News, and other print media; Public TV, Eastern News, Formosa TV, TVBS, and Hakka TV stations; the Central Broadcasting news website, United news website, and others, resulting in more than 20 media reports.

#### (5) Organized the “Collect Incentives for Matsu Tourist Passport” as a tie-in to the “Playing Around Matsu – Tourist Passport” issued by this administration together with local hotels, restaurants, food and beverage operators and airlines, providing passport holders either special incentives/discounts, or prize drawing after collection of the required number of travel souvenir stamps from participating operators.

#### (6) Printed guide maps for all Matsu islands, and published books such as Introduction of the “Matsu National Scenic Area”, “Matsu Wind Tour”, and “Bike and Travel Matsu”, as key tools for the Matsu National Scenic Area Administration to use in the second half of this year, and next year to market Matsu tourism.

### 4. Future Development

#### (1) Under the precondition of sustainable development, Matsu will be developed into a “paradise on the sea” containing ecological sights, Matsu culture, traditional settlements, and battlefield romance.

#### (2) Recreational quality and service standards will be upgraded across the board so as to provide a friendly, safe, and high-quality travel environment.

#### (3) A bilingual travel environment will continue to be promoted so as to boost linkage with the international community.



(七) 日月潭國家風景區 <http://www.sunmoonlake.gov.tw>

日月潭為臺灣第1大湖泊，南形如月弧，北形如日輪，以「高山湖泊」與「邵族文化」為兩大發展主軸，結合水、陸域活動，發展成為高品質、多樣化的休閒渡假遊憩體驗區。98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「日月潭國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

- (1) 持續推動日月潭國家風景區公共遊憩建設，如水社、伊達邵及車埕地區水陸域視覺景觀改善、環潭步道系統-向山自行車道串聯工程、污水處理廠及下水道興建工程等。
- (2) 推動向山行政中心(含遊客中心)國際競圖。

2、經營管理

(1) 景觀環境整頓

辦理旅遊線沿線景觀整頓與改善，提升旅遊環境景觀品質，並賡續執行。

(2) 視覺環境整理

\* 加強查察驅離流動攤販、辦理重要據點植栽綠美化改善工程、觀光路段辦理圍籬區隔工程。

\* 完成日月潭涵碧步道、朝霧碼頭至文武廟年梯步道段林木疏伐通視案件並賡續執行辦理。

(3) 提升遊樂安全及品質

與南投縣政府消防局合作辦理水上救生消防觀摩演練，項目包含船艇火災、手划船翻覆、救生衣穿著及運用水路執行伊達邵地區消防救災。

(4) 促進民間投資

\* 完成民間自行規劃參與暨興建日月潭一九族文化村纜車系統並營運。

\* 完成日月潭向山觀光旅館BOT案簽約及持續營運車埕木業展示館OT案。

3、宣傳推廣

(1) 規劃、執行年度觀光遊憩活動

辦理2009日月潭慢遊祈福新年假期系列活動、日月潭九族櫻花祭系列活動、日月潭頭社水庫生態休閒園區開幕、2009愛在日月潭系列活動、2009日月潭美利達單車逍遙遊暨賞螢



### (7) Sun Moon Lake National Scenic Area: (<http://www.sunmoonlake.gov.tw>)

Sun Moon Lake is Taiwan's largest lake, with a southern portion that resembles a crescent moon, and a northern side that looks like the disk of the sun. It is being developed around the two cores of "alpine lake" and "Thao tribal culture", with water and land activities being combined together to provide a high-quality, diversified resort and recreation experience. Work on the "Sun Moon Lake National Scenic Area Development Plan" in accordance with the "Medium-Term Construction Plan for Major Tourist Sites (2008-2011)" produced the following major results:

#### 1. Planning and Construction

- (1) Work continued on public recreational construction in the Sun Moon Lake National Scenic Area, include scenic improvement in the Shuishe, Ita Thao and Checheng areas, as well as the Xiangshan Bikeway link tandem project, waste water treatment plant, and sewage construction.
- (2) International competitive bidding was carried out for the Xiangshan Administration Center (including visitor center) and Shuishe Park projects.

#### 2. Operation and Management

##### (1) Scenic environment improvement

Rectifications and improvements were carried out at sites of poor scenery along scenic routes so as to upgrade the scenic quality of the travel environment.

##### (2) Improvement of the visual environment

\* The investigation and removal of itinerant vendors was strengthened, planting and beautification were carried out at major tourist sites, and fence separation was implemented on tourist roads.

\* Tree thinning projects were carried out to improve views along Hanbi Trail, Chaowu Harbor, and Nianti Trail at Wenwu Temple.

##### (3) Upgrading of travel safety and quality

Cooperated with the Fire Department of Nantou County to organize water rescue training and fire prevention drills; demonstrations included categories such as fire on boats, capsized rowboats, proper ways to wear lifejackets, and how to use water routes to carry out fire relief/disaster rescue in the Ita Thao area.

##### (4) Encouraging private investment

\* Completed the self-planned private participation ropeway system between Sun Moon Lake and the Formosan Aboriginal Culture Village, and implemented operation.

\* Carried out contract signing for the "Sun Moon Lake Xiangshan Hotel BOT Project" and the continuouing operation of the Checheng Wood Museum OT Project.

#### 3. Advertising and Promotion

##### (1) Planning and implementation of annual tourism activities

Organized the "2009 Sun Moon Lake Year's End Party to Pray for Blessings" activities, "Sun Moon Lake Cherry Blossom Festival" activities, inaugurated the "Sun Moon Lake Taushe Reservoir Ecotourism Area", "2009 Love at Sun Moon Lake" activities, "2009 Bicycle Free Tour and Firefly Appreciation" activities, "2009 Old Time Chapel Group Weddings", "2009 A-TEAM Bike Convention at Sun Moon Lake", "2009 Sun Moon Lake International Music Festival – Hui Nai-Yuan and National Taiwan Symphony Orchestra", "2009 Sun Moon Lake International Music Festival – Lin Cho-Liang and National Taiwan Symphony Orchestra", "2009 Biking around Taiwan" activities, "Student Talent Show of the 2009 NTSO String Orchestra Summer Camp", "2009 TV Broadcast of Sun Moon Lake Prayer Evening – Praying with Goddess Mazu at Mid-Moon Festival", "2009 NTSO Sun Moon Lake International Music Festival – Tribute to John Williams and Fireworks", "Taiwan Mobile National Day Fireworks and Music Concert by Philharmonic Movement Concert", "2009 Rotary Marathon Racing around Sun Moon Lake", and "2nd Sun Moon Lake Busker & Top Ten National Street Artist

生態之旅、2009耶穌堂禮讚團體婚禮、2009年A-TEAM車隊日月潭大會師、2009日月潭國際音樂節「胡乃元與國臺交」、2009日月潭國際音樂節「林昭亮與國臺交」、2009自行車遊臺灣活動、2009NTSO青少年國際管弦樂營成果發表音樂會、2009中秋明月夜大型電視晚會、2009NTSO向約翰威廉斯致敬花火音樂會、2009臺灣大哥大日月潭花火音樂會、2009國際扶輪日月潭環湖馬拉松活動、第2屆日月潭街頭藝人甄選。另為增加前來日月潭旅遊附加價值，辦理步道尋章集拓換贈品活動、寺廟祈福集章換贈品活動、婚紗留影送珍愛六禮活動、日月潭紀念明信片列印活動及2009eye在日月潭寫真攝影比賽。



(2) 推動觀光與文化結合之創新行銷推廣策略

\* 為推廣邵族文化，廣續辦理98年度日月潭邵族音樂暨舞蹈展演案、邵族播種祭、邵族豐年祭活動及完成邵族神話故事油畫圖文專輯製作，並與國立史前博物館合作辦理2009年原住民教育成果展演活動。

\* 98年度系列活動將藝術文化與觀光休閒結合，辦理2009日月潭國際音樂節暨臺灣大哥大花火音樂會；2009及2010日月潭跨年活動均與宗教文化結合，辦理宗教祈福集章換贈品活動。

(3) 為宣傳行銷日月潭多元旅遊資源，98年度完成日月潭纜車站第3層遊客中心建置，並分別於文武廟、魚池鄉澀水地區完成第4層旅遊資訊站，並邀請潭區業者共68家加入第4層旅遊資訊站服務。另外，為使遊客能完整獲得日月潭旅遊資訊，日月潭國家風景管理處結合大日月潭地區著名景點、遊程及產業優惠措施，於10月出版「再發現日月潭旅遊護照」，並發送於全國各旅遊服務中心供遊客免費索取。

(4) 為推展日月潭區各地方特色主題，與潭區明潭國中、明潭國小、頭社國小、德化國小及車埕國小等5所學校，成立「日月潭特色遊學圈」，讓遊客可以寓教於樂，體驗潭區各種地方特色。

(5) 持續推動環湖巴士系統及日月潭—高鐵烏日站接駁班車。

(6) 為便利遊客前往日月潭旅遊，完成推動客運業者行駛國道六號。

(7) 為增加日月潭夜間活動多元性，完成日月潭水社碼頭夜間光環境建置。

4、未來發展重點

(1) 建設日月潭以高山湖泊發展多元觀光產業及文化特色為主軸之國際級湖畔休閒度假區。

(2) 營造國際友善、便利、舒適與安全之旅遊環境，以吸引國外旅客。

(3) 目標客源為吸引歐美、日本、大陸地區旅客及進行生態旅遊之國際遊客。

(4) 廣續辦理國際、國內、地方觀光重要景點建設及國家風景區經營管理。

Contest”. Furthermore, in order to create added value for traveling around the Sun Moon Lake, other activities included collecting merchant stamps along the hiking trails and redemption for gifts, collect merchant stamps while praying for blessings and redemption for gifts, wedding photos for a choice of six souvenir gifts, Sun Moon Lake souvenir postcards, and the “2009 Eye on Sun Moon Lake Photo Contest”.

(2) Implementation of the innovative tourism and culture integrated marketing and promotion strategy

✧ To promote Thao culture, the “Sun Moon Lake Thao Music and Dance Expo” was continued in 2009 with “Thao Miapo Festival” and the “Thao Harvest Festival”. Also, production for the “Collection of Legends and Fairytales of the Thao Tribe including Oil Paintings, Photos and Text” was carried out, and “Transition and Hope – Exhibition of Indigenous Peoples’ Education” activities were organized in cooperation with the National Museum of Prehistory.

✧ The annual events and activities in 2009 that combined art and culture together with tourism and recreation included the “2009 Sun Moon Lake International Music Festival” and the “Taiwan Mobile National Day Fireworks and Music Concert”. The “2009-2010 Sun Moon Lake New Year’s Eve” activities were tied to religious culture, such as the organization of religious events and the collection of stamps at temples to exchange for free gifts.

(3) To promote the diverse tourism resources of Sun Moon Lake, works carried out in 2009 included the construction of the 3rd level visitor information center at Sun Moon Lake Ropeway Station, construction of the 4th level travel information stations at Wenwu Temple, Se shui Community in Yuchi, and invitation of a total of 68 operators from the lake area to join the services at the 4th level travel information stations. Moreover, in order to provide tourists with complete travel information about Sun Moon Lake, the Sun Moon Lake National Scenic Area Administration partnered with famous scenic spots in the Greater Sun Moon Lake area to offer touring and industrial incentives and discounts. The Rediscover Sun Moon Lake Travel Passport was published in October, and distributed to all visitor information centers nationwide, free to tourists.

(4) The “Sun Moon Lake Study Tour” was created with five schools to promote local characteristics of the various areas in the Sun Moon Lake area—Mingtan Middle School, Mingtan Primary School, Toushe Primary School, Dehua Primary School, and Checheng Primary School—so that tourists may enjoy learning while having fun, and experience the different local characteristics at the Lake.

(5) Efforts continued to promote the Round-the-Lake bus system as well as the shuttle service between Sun Moon Lake and Worih Station of the Taiwan High Speed Rail.

(6) Carried out promotion of passenger bus operators to travel on National Highway No. 6 to help tourists going to Sun Moon Lake.

(7) Carried out construction of outdoor lighting environment on Shuishhe Pier at Sun Moon Lake to increase the diversification of nighttime activities at the Lake.

4. Future Development

(1) Sun Moon Lake will be developed into an alpine international-class lakeside resort area centered on a diversified tourism industry and unique cultural characteristics.

(2) An internationalized, convenient, comfortable, and safe travel environment will be created to attract foreign tourists.

(3) The target markets will be Europe, America, Japan, and Mainland China, as well as international travelers engaged in ecotourism.

(4) Development of major domestic, international, and local scenic spots will be continued, along with the renovation of the national scenic area.



(八) 參山國家風景區 <http://www.trimt-nsa.gov.tw>

參山國家風景區所轄之獅頭山、梨山及八卦山風景區擁有豐富多采的高山資源，壯闊之山嶽、雲海、地理景觀，以及百年歷史古蹟及原住民、閩、客族群文化，深具觀光魅力。98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「參山國家風景區建設計畫」之重點工作，重要工作項目如下：



1、規劃建設

- (1) 為改善並解決南庄地區停車空間不足問題，並提供國內外遊客觀光景點、美食、住宿、交通等各項旅遊資訊服務及優質的旅遊環境，完成「獅頭山風景區南庄遊客中心改造工程」、「南庄鄉康濟（南江）吊橋復建工程」及「獅頭山風景區南庄蓬萊溪自然生態園區及周邊景點公共設施工程」；同時規劃連結並整建獅頭山風景區之步道系統，以提供遊客更安全舒適的遊憩空間，完成「峨眉湖周邊公共服務設施及美化改善」及「獅頭山及五指山周邊步道美化」等公共遊憩設施建設計7項。
- (2) 為提升梨山風景區之旅遊環境，加強民間投資梨山賓館之誘因，辦理「梨山風景區天池生態步道系統遊憩設施改善工程規劃設計」及「梨山賓館地區建築物耐震補強工程」；另為重塑谷關新風貌並提供遊客多樣化之休閒體驗，辦理「谷關風景區國際型景點暨（南庄、谷關）自行車旅遊發展規劃」，與建設「谷關溫泉區街景人行步道（溫泉文化館至桂花巷）建置工程」等公共遊憩設施規劃與建設計10項。
- (3) 為提供更完善優質之自行車遊憩設施，並打造新奇之旅遊遊憩體驗，完成「八卦山風景區自行車道中繼站及周邊環境改善工程」、「八卦山風景區百果山遊憩區新風貌再造工程（第1期）」及「八卦山風景區猴探井遊憩區吊橋工程規劃設計」；為改善松柏嶺遊憩區旅遊環境，規劃建設「碇堡觀光園區公共服務設施改善」及「松柏嶺遊客中心整建改善」等公共遊憩設施建設計10項。

2、經營管理

- (1) 辦理98年度「消防安全及風災、水災、震災等災害應變演練研習會」及98年度「緊急災害救護教育」第一線救護人員訓練研習會。
- (2) 辦理98年度「清境家園全民運動計畫」機關環境清潔維護工作。
- (3) 辦理98年觀光地區春節交通疏運計畫。
- (4) 辦理南庄遊客中心停車場委外經營工作。

3、宣傳推廣

(1) 舉辦觀光行銷活動

- \*獅頭山風景區：「南庄遊客中心揭幕啟用活動」、「好客竹縣-峨眉湖自行車逍遙遊」、「2009南庄瓦祿文化節」等活動。
- \*梨山風景區：辦理「谷關追風之戀」、「2009藝塑谷關-漂流木創作趣活動」、「2009梨山馬拉松路跑」、「2009谷關湯饗」、「2009谷關鼓藝節」及「谷關報佳音」等活動。

### (8) Tri-Mountain National Scenic Area (<http://www.trimt-nsa.gov.tw>)

The three scenic areas within the Tri-Mountain National Scenic Area – Lion’s Head Mountain, Lishan and Mt. Bagua contain a rich variety of alpine resources, majestic mountains, seas of clouds, geologic landscapes, and century-old historic sites, as well as aborigine, Fujianese, and Hakka cultures, giving them a strong appeal to tourists. Work on the “Tri-Mountain National Scenic Area Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

#### 1. Planning and Construction

- (1) To improve and resolve the lack of parking space in the Nanzhuang area, and to provide information about domestic and international tourist spots, cuisine, hotels, and transportation as well as the fine travel environments, renovation of the “Nanzhuang Visitor Center of the Lion’s Head Mountain Scenic Area” was carried out, along with renovation of the Kangji (Nanjhuang) Suspension Bridge, and construction of “Public Facilities at Penglai River Ecology Park in Nanzhuang Township of Lion’s Head Scenic Area and Surrounding Sites”. The plan to link and to renovate the trail systems of Lion’s Head Mountain was also carried out so as to provide tourists with a safer and more pleasant recreational space. In total, seven public recreational facility construction projects were completed, including “Improvement of Public Service Facilities and beautification around Ermei Lake” and “Beautification of Trails Surrounding Lion’s Head Mountain and Wuzhi Mountain”.
- (2) To improve the travel environment in the Lishan Scenic Area and strengthen the appeal for the private sector to invest in Lishan Guesthouse, the “Lishan Guesthouse Ecology Trail Facilities Improvement and Design Planning Project” and the “Seismic Retrofit of Buildings in the Lishan Guesthouse Area” were organized. Also, to rebuild Guguan’s new image as well as provide tourists with a multi-dimensional recreation experience, a total of 10 public recreational facility planning and construction projects, including the “Internationalization Scenic Spots at the Guguan Scenic Area and (Nanjhuang and Guguan) Bike Travel Development Plan” and “Pedestrian and Streetscape Facilities at the Guguan Hot Spring Area” (from the Hot Springs Cultural Center to Osmanthus Lane) were organized.
- (3) To make improvements and provide better bicycling facilities as well as create a novel travel recreational experience, “Construction of a Mid-Way Station in the Bikeway System in the Mt. Bagua Scenic Area and Peripheral Environment Improvement Project”, “New Look for Mt. Bagua Scenic Area and Baiguo Recreation Area” (phase 1), and the “Planning and Design of the Houtanjing Recreation Area Suspension Bridge in the Mt. Bagua Scenic Area” were carried out. Also, to improve the travel environment in the Songboling Recreation Area, a total of 10 public recreational facility planning and construction projects, including the “Public Service and Facility Improvements in Fortress Tourism Park” and the “Renovation and Improvement of Songboling Visitor Center”, were carried out.



#### 2. Operation and Management

- (1) “Fire Safety and Windstorm, Flood and Earthquake Disaster Drill Seminar” and “Emergency Disaster Rescue Care Education” were conducted in 2009.
- (2) The work of maintaining environmental cleanliness was carried out under the “National Clean Home Movement Plan” in 2009.



\*八卦山風景區：辦理「2009鷹揚八卦-全民賞鷹」活動、「2009行銷臺灣之美-國際自由車環臺賽」、「2009臺灣跑水節」、「2009社頭織襪芭樂節」及「2009八卦山脈美利達盃&單車嘉年華活動」等活動。

\*全區活動：辦理「2009臺灣美食展-參山美饌傳奇展」、「探訪參山-集樂參山」活動。

#### (2) 宣導品製作

辦理參山美饌傳奇展食譜印製、參山摺頁加印、2010參山手札及賀卡、參山映象魔術頭巾製作等。

#### (3) 志工培訓

完成98年度解說志工培訓工作，並持續辦理志工座談、表揚及各項特殊教育課程訓練，以提升解說服務品質。

#### (4) 網路行銷

加強觀光資訊網便民服務，提供24小時電子地圖、線上申請導覽解說、留言版及首長信箱與政府資訊公開等觀光旅遊資訊服務。

### 4、未來發展重點

有效整合各風景區特色觀光資源，推動各項觀光遊憩據點建設及公共遊憩服務設施之改善，並落實經營管理以提升整體觀光旅遊服務品質，達成轄區各風景區發展目標：

(1) 獅頭山風景區：發展獅山地區成為宗教文化觀光景點、南庄地區成為文化、美食及民宿之休閒遊憩景點，並以發展獅頭山風景區成為國際型觀光景點為目標。

(2) 梨山風景區：發展梨山地區成為「山中瑞士」高山度假遊憩區、谷關地區成為泡湯、美食度假遊憩區。

(3) 八卦山風景區：發展成為賞鷹、健行及自行車活動之休閒健身遊憩區。



(3) The “2009 Chinese New Year Traffic Alleviation Plan for Tourist Destinations” was carried out.

(4) The outsourcing and operating tasks of the Nanjhuang Visitor Center Parking Lot were carried out.

### 3. Advertising and Promotion

#### (1) Tourism promotion activities

\* Lion’s Head Mountain Scenic Area: Carried out “Nanzhuang Visitor Center Inauguration Ceremony” activities, “Hakka Hsin-Chu – Ermei Lake Merida Cycling Event” and “2009 Nanzhuang Tile Green Culture Festival”.

\* Lishan Scenic Area: Organized “Chasing the Wind in Guguan”, “2009 Driftwood Sculpture Show in Guguan”, “2009 Lishan Marathon”, “2009 Guguan Soup Feast”, “2009 Hit Drums in Guguan Festival” and “Christmas Carols in Guguan”.

\* Mt. Bagua Scenic Area: Carried out the “2009 Eagles over Bagua – National Eagle-Watching”, “2009 Tour de Taiwan – Cycling Competition”, “2009 Taiwan Running Water Festival”, “2009 She-Tou Socks and Guava Festival”, and “2009 Mt. Bagua Merida Cup and Cycling Carnival” activities.

\* Activities for the whole area: Carried out “2009 Taiwan Culinary Exhibition – Tri-Mountain Gourmet Legendary Exhibition” and “Happy Visiting – Tri Mountain” activities.

#### (2) Production of promotional materials

Organized printing of “Tri-Mountain Gourmet Legendary Exhibition” recipes, printed more copies of Tri-Mountain brochures, and produced 2010 Tri-Mountain souvenirs, greeting cards, and “magic headscarves” with Tri-Mountain images on top.

#### (3) Volunteer training

Completed 2009 interpretation volunteer training and continued holding volunteer workshops, award recognitions, and various special education training courses so to upgrade the service quality of interpretation.

#### (4) Internet marketing

To reinforce the services on the tourism information website, 24-hour electronic maps, online application for guided tour and interpretative services, bulletin board and homepage mailbox of governing officials, and access to government statistics were provided.

### 4. Future Development

To efficiently integrate tourism resources in all scenic areas, and to facilitate the implementation of construction and renovation projects for tourist recreation areas and public facilities in order to upgrade the quality of the tourism industry, the objectives of each scenic area’s development are as follows:

(1) Lion’s Head Mountain Scenic Area: The Lion’s Head Mountain area will be developed into a religious culture site; the Nanjhuang area will become a recreation area with culture, cuisine, and homestays. The goal is to develop the Lion’s Head Mountain Scenic Area into an international tourist destination.

(2) Lishan Scenic Area: The Lishan area will be developed into an alpine “Switzerland in the mountains” resort, and the Guguan area will become a recreation resort with hot-spring bathing and fine cuisine.

(3) Mt. Bagua Scenic Area: This area will be developed into a leisure and health resort with eagle watching, hiking, and bicycle riding.

### (九) 阿里山國家風景區

<http://www.ali-nsa.net/>

阿里山國家風景區秉持維護生態、低度開發為主的方式進行開發建設，以知性、感性、品質為重的方式行銷，期能達成自然與觀光並存、生態與遊客共榮的目標。98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「阿里山國家風景區建設計畫」之重點工作，重要工作項目如下：



#### 1、規劃建設

- (1) 國際觀光重要景點建設：完成觸口牛埔仔服務區景觀工程、觸口(天長、地久橋)遊憩設施、隙頂二延平步道改善、奮起湖地區南側步道及公廁改善、光華驛馬溪入口意象等遊憩設施工程。
- (2) 國內觀光重要景點建設：完成樂野米洋溪南口及北口遊憩設施、樂野、茶山等地區遊憩設施整修、瑞峰二坪仔服務區、圓潭地區遊憩設施、瑞里太興岩步道改善、金獅出水坑遊憩設施、文峰遊客中心停車場等遊憩設施工程。
- (3) 地方觀光景點建設：完成半天岩遊憩設施。

#### 2、經營管理

- (1) 執行98年春節暨櫻花季交通疏運計畫、阿里山公路免費旅遊接駁活動，有效紓解旅遊季交通壅塞，及提供災後便利之交通旅遊服務。
- (2) 辦理主要交通動線及遊憩景點之環境清潔維護與設施維持工作。
- (3) 推動景點設施出租認養，建置公共設施管理維護系統，並辦理旅遊安全管理、緊急應變災害防救等工作。

#### 3、宣傳推廣

- (1) 產業輔導：辦理6場次觀光產業重建信心座談會、2梯次餐飲業者培訓、3梯次社區植栽復育管理講習。
- (2) 產業行銷：辦理4場次農特產品展售行銷活動。
- (3) 活動推廣：辦理與螢共舞、步道遊蹤、阿里山神木下婚禮、迎新祈福日出印象音樂會、阿里山工作休假團、媒體踩線團、鄒族歌舞表演等觀光推廣活動。
- (4) 文宣出版品：完成旅遊季刊、摺頁等6種文宣品編印。

#### 4、未來發展重點

- (1) 建設阿里山為「自然、生態、文化、永續」的國際觀光渡假區。
- (2) 推廣原住民文化觀光，形塑「高山青、澗水藍」的鄒族原鄉意境。
- (3) 健全各遊憩系統的旅遊設施，均衡區域觀光發展。
- (4) 建構便捷的轉運接駁設施，紓緩鐵、公路交通負擔。
- (5) 規劃多元主題遊程，提供精緻、高品質的旅遊服務。
- (6) 發展在地、優質的特色產品，鼓勵民間投資觀光產業。

### (9) Alishan National Scenic Area (<http://www.ali-nsa.net/>)

The Alishan National Scenic Area is being operated under the principles of ecological preservation and low-density development, with marketing emphasis on education, passion, and quality. The aim is to achieve the co-existence of nature and tourism, with service to both travelers and the ecology. Work on the “Alishan National Scenic Area Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

#### 1. Planning and Construction

- (1) International scenic area priority construction: Carried out recreation facility projects including landscaping work at the Niupuzi Service Area in Chukou, construction of Chukou (Tian chang Bridge and Dijiu Bridge) recreational facilities, Eryanping Trail improvements at Xiding, Southern Corridor Trail and public toilet improvements in the Fenqihu Area, and entrance imagery at Yimaxi in Guanghai.
- (2) National scenic area priority construction: Completed construction of recreational facilities at the southern as well as northern entrances of the Leye Miyang River Trail; renovated recreation facilities in both the Leye and Chashan areas; improved the Rueifeng Erpringzai Service Area, recreational facilities at the Yuantian Area, and Rueili Taixingyan Trail; and other recreational facilities projects including Jinshi Chushuikeng and Wenfeng Visitor Center parking lot.
- (3) Local tourist spot construction: Completed Bantianyan Reereation Area facilities.

#### 2. Operation and Management

- (1) Carried out the traffic alleviation plan for the 2009 Chinese New Year and Cherry Blossom Season, and Alishan free highway shuttle services, so as to effectively alleviate traffic bottlenecks and congestions; and provided post-disaster transportation services.
- (2) Organized environmental cleanup, repair, and facility maintenance tasks in major transportation routes and recreational spots.
- (3) Promoted rent/adopt a scenic spot facility, constructed management and maintenance systems for public facilities, and organized travel safety management and emergency response/disaster rescue tasks.

#### 3. Advertising and Promotion

- (1) Industry assistance: Organized six confidence-rebuilding seminars for the tourism industry, two sessions of food and beverage operators' training, and three community environmental recuperation management workshops.
- (2) Industrial marketing: Organized four marketing and sales promotions for local agriculture and specialty products
- (3) Activities and promotions: Organized tourism promotion activities including Dancing with Fireflies, Alishan Story Trail, Love in Alishan Joint Wedding under the Witness of Alishan Sacred Tree, New Year Sunrise Impression Concert, Alishan working vacation group, media experience tour group, and singing and dancing performances by the Tsou Tribe.
- (4) Publications: Completed compilation and printing of six publications including the “Alishan National Scenic Area Tourist Quarterly Magazine” and brochures.

#### 4. Future Development

- (1) Build Alishan as a “natural, ecological, cultural, and sustainable international tourist resort.
- (2) Promote aboriginal culture tourism to create Tsou Tribe imagery of “Green Mountains and Blue Waters.”
- (3) Provide complete recreation facilities for balanced development of the tourism industry.
- (4) Plan and organize convenient shuttles to alleviate railway and roadway traffic congestion.
- (5) Plan multi-theme travel packages to provide sophisticated and high-quality services.
- (6) Develop special local products and encourage private investment in the tourism industry.

(十) 茂林國家風景區 <http://www.maolin-nsa.gov.tw>

茂林國家風景區擁有極佳之山嶽景緻、特殊之地質環境、天賦之溫泉資源、多樣的人文文化、豐富的動植物生態及適合冒險刺激之戶外活動場地。98年度持續推動「重要觀光景點建設中程計畫(97至100年)」項下「茂林國家風景區建設計畫」之重點工作，並配合莫拉克風災重建工作，擴大投入觀光建設及行銷推廣，以有效營造該風景區為具有國際魅力之景點。重要工作項目如下：

1、規劃建設

- (1) 完成新威景觀大橋新建工程之國際景點建設。
- (2) 完成瑪家遊客中心及文化薪傳教室建物機能改造整修與增建工程、涼山遊憩區公共設施整建第1期工程等國內觀光景點建設工程。
- (3) 規劃設計荖濃、屏北遊憩系統自行車驛站及登山步道改善工程。
- (4) 完成風景區全區自行車路線調查規劃。
- (5) 全區各據點綠美化建設工程及設施環境維護。

2、經營管理

- (1) 完成「茂林國家風景區自行車路線規劃服務案」，於風景區網頁建置相關內容，提供車友規劃休閒、進階、挑戰等類型之追風套裝遊程，並有標示中繼站、補給站等資源點，方便車友補充體力及車輛維修。
- (2) 六龜遊客中心、茂林遊客中心於88水災中沖毀，為維護交通及旅客安全，於98年11月底完成該2棟建物拆除工作。而六龜遊客中心將配合公路總局三工處進行臺27甲拓寬工程時一併辦理基地填平，並將規劃公共設施服務及停車空間使用。
- (3) 茂林國家風景區景點於88水災後毀損嚴重，部分已不具休憩功能，為提示遊客旅遊安全及避免延誤遊程，將遭毀損之景點公告於本處網站，俾利遊客查明；另為因應行政中心暫時搬遷於賽嘉樂園，亦將各交通要道之路標指示牌酌做修正，以利民眾洽公及遊玩。





#### (10) Maolin National Scenic Area (<http://www.maolin-nsa.gov.tw>)

The Maolin National Scenic Area offers outstanding valley scenery, a unique geological environment, natural hot spring resources, diverse cultures, rich plant and animal ecologies, and places suitable for exciting outdoor activities. Work on the “Maolin National Scenic Area Development Plan” in accordance with “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)”, in addition to coordination with post-Typhoon Morakot reconstruction, to effectively turn the area into an international attractive tourist site, produced the following major results:

##### 1. Planning and Construction

- (1) Completed international tourist spot construction of the new Xinwei Bridge.
- (2) Completed domestic tourist site transformation and addition of the Majia Visitor Center, and first-stage reconstruction of the Liangshan Recreation Area public facilities.
- (3) Planned and designed cycling station and hiking trail improvement projects at the Laonong and Northern Pingdong recreation systems.
- (4) Completed bikeway research and planning for the entire scenic area.
- (5) Carried out green beautification constructions for the entire area, as well as maintenances of facilities and environment.

##### 2. Operation and Management

- (1) Completed the “Maolin National Scenic Area Bike Route Planning and Service Project”, and established related information on the scenic area’s webpage, offering leisure, advanced, and challenging Pursuit of Winds package routes. Midway stations, supply depots, and other resources were marked for cyclists to conveniently replenish energy and repair their bicycles.
- (2) The Liugui Visitor Center and Maolin Visitor Center were damaged during the August 8 flood. Two buildings were dismantled at the end of November 2009 to safeguard transportation and traveler safety. The Liugui Visitor Center will cooperate with the Third Maintenance Office of the Directorate General of Highways to conduct the widening of Provincial Highway No. 27, as well as with the leveling/filling of the base foundation, planning of public facilities and services, and parking space utilization.
- (3) Severely damaged by the August 8 flood, parts of the Maolin National Scenic Area no longer retain their recreational functions. Descriptions of the damage were posted on the scenic area’s website for traveler safety and to prevent travel delays. Additionally, the administration center was temporarily relocated to Saijia Park. Road signs for major transportation routes were also amended as necessary to help the public conduct business or sightseeing.



### 3、宣傳推廣

- (1) 邀請國內外媒體記者（計有中國時報、NOWS NEWS、蘋果日報、自由時報等）走訪茂林轄區，瞭解茂林風景區災後各部落旅遊新景點，加強媒體露出，確實資訊傳達，有效提振轄內觀光產業重建信心。
- (2) 辦理第1線觀光從業人員服務品質暨導覽志工甄選培訓及進階訓練，加強解說知識技能，提升旅遊服務品質。
- (3) 88水災後辦理「高屏山麓重建向前走·鼓願」系列活動、「茂林多納黑米祭」、「茂林紫蝶幽谷－雙年賞蝶活動」，以關懷災區、鼓舞災民，並向各界發布災後寶來、茂林地區道路已暢通無阻的訊息，吸引遊客旅遊，間接帶動當地觀光住宿業者復業。
- (4) 辦理「瑪家歌謠季－勇士之歌」活動，舉辦文化體驗闖關集章送好禮、手工藝、農特產品展售、傳統歌謠團體比賽、勇士之歌－勇士舞交流競賽、第三屆公主勇士選拔賽及DIY（皮雕、琉璃珠彩繪、童玩）體驗活動，有效行銷屏北原住民地區觀光資源。
- (5) 於高雄中央公園捷運站辦理特色農產品及伴手禮展銷活動，告別八八悲情，更向各地民眾宣告高屏山麓將重新出發，有效鼓舞當地業者重建信心，加速地方產業重建腳步。
- (6) 辦理解說志工觀摩培訓活動，增進志工情感，並學習導覽解說專業知識及服務品質，以有效提升遊客旅遊品質及深度。

### 4、未來發展重點

- (1) 持續加強各項軟硬體公共建設、道路景觀綠美化、遊憩據點及街道改善。
- (2) 營造友善英語旅遊環境，提升遊憩品質，期透過旅遊新產品的開發與行銷推廣，吸引國際觀光客蒞臨旅遊。
- (3) 透過工作圈及產業聯盟來積極協調高、屏兩縣，協助配合觀光建設及加強經營行銷，藉由完善經營管理及辦理重大節慶活動，創造民間及政府雙贏。
- (4) 加速推動自行車驛站興建及完善路線規劃及改善，滿足自行車友親近大自然之渴求。
- (5) 開闢旅遊潛力新景點及重建88水災毀損之景點設施，以提振當地觀光產業，增加居民就業機會。

### 3. Advertising and Promotion

- (1) Domestic and overseas media (including the China Times, NOW News, Apple Daily, and the Liberty Times) were invited to visit the Maolin area, to learn about the new scenic sites in different villages post-Typhoon Morakot, reinforcing media exposure to ensure that information was communicated so to effectively stimulate tourism in the area and rebuild confidence.
- (2) Training was provided to front-line personnel in the tourism industry, and additional more training was provided to volunteers for interpretation services to improve the quality of services provided.
- (3) A series of activities was held in the wake of the August 8 flood, including “Walk Forward Kaohsiung-Pingdong Foothills Reconstruction—Drum Wish”, “Maolin Dona Black Rice Ceremony”, and “Maolin Purple Butterfly Valley – Biennial Butterfly-Watching Festival”, in concern for the disaster area and its victims and to announce that roadways to Bali and Maolin area were now cleared, so as to attract tourist travels and indirectly stimulate local tourism accommodation providers to reopen.
- (4) The “Majia Song Festival – Song of Brave Warrior” was organized with activities such as “Cultural Experience-Collect Stamps for Gifts”, a handicrafts and agricultural product exhibition, traditional song group competition, “Song of Brave Warrior-Warrior Dance” competition, the Third Princess and Warrior Tryout, and DIY (leather carving, glazed marble painting, children’s games) activities, so to effectively promote northern Pingdong aboriginal area tourism resources.
- (5) An exhibition and sale of agricultural and specialty products and gifts at the Kaohsiung MRT Central Park Station was held to bid farewell to the August 8 flood sorrows, and to announce the new beginning for the Kaohsiung-Pingdong foothills, to rebuild confidence in local businesses, and to accelerate reconstruction.
- (6) Volunteer training was provided to enhance volunteer relations and help them learn interpretation services to improve the quality of services provided and effectively improve the quality and depth of travel.

### 4. Future Development

- (1) The strengthening of the hardware and software infrastructure along the Kaohsiung-Pingdong Foothills Tour Route will continue, with highway beautification and improvement of tourist sites and roads.
- (2) A friendly English environment will be created and the quality of recreation upgraded, and the development of new travel products and marketing strategies will be used to attract international tourists.
- (3) Assistance will be provided through working circles and industry alliances to Kaohsiung and Pingtung counties, in line with tourism construction and the strengthening of operation and management, in the creation of a win-win situation for the private sector and the governments through strong operations and the holding of major festival activities.
- (4) The promotion of cycling station construction and route planning and improvement, will be accelerated so to meet the needs of cyclists desiring to get close to nature.
- (5) New travel sites will be developed and scenic sites damaged by the August 8 flood will be reconstructed so to restore local tourism industries and increase resident employment opportunities.



(十一) 北海岸及觀音山國家風景區

<http://www.northguan-nsa.gov.tw>

北海岸及觀音山國家風景區之規劃目標為，以「遊客需求為導向」的理念，提供遊客「優質、生態、安全、人性、友善」之優質旅遊環境，積極致力各項遊憩設施建設與創新貼心服務，整合地質景觀、自然生態、人文風貌及海濱風情，塑造本區從穿越型遊憩區蛻變成為「慢活、定點、深度」之目的型遊憩區，以吸引國內外觀光客。98年度配合推動「重要觀光景點建設中程計畫(97至100年)」項下「北海岸及觀音山國家風景區建設計畫」之重點工作，重要工作項目如下：



1、規劃建設

- (1) 完成北觀國家風景區金山萬里自行車道整體規劃及野柳地質公園遊憩區、金山遊客中心入口等周邊環境及景觀改善等國際景點建設，增加休憩與觀景功能，吸引國內外觀光客。
- (2) 完成三芝淺水灣觀光遊憩發展規劃、三芝根德水車公園第2期工程、石門遊憩據點改善工程設計監造等國內景點建設，增加遊憩設施及改善周邊聚落環境，提升遊憩品質。
- (3) 完成觀音山生態園區建設及公共設施改善等地方觀光景點建設，串連遊憩據點，帶動地方觀光發展。
- (4) 道路景觀改善：辦理野柳、龜吼、萬里地區電桿地下化及觀音山路廊景觀改善，豐富遊憩內涵，提升旅遊環境品質。
- (5) 遊憩據點綠美化：辦理北海岸地區(野柳周邊景點、白沙灣木平台、海濱沙灘木棧道等)周邊環境及三芝鄉後厝段土地公坑小段2-15地號等綠美化，提升服務設施品質。

2、經營管理

- (1) 充實遊憩軟硬體設施，加強服務設施人性化及國際化，營造友善與安全旅遊環境，並以服務遊客為導向。全區遊客量由97年177.2795萬人次增至98年287.7099萬人次，滿意度達81.9分；其中野柳地質公園由97年之82.9296萬人次，增至為98年之129.2777萬人次，已突破百萬人次，遊客人次成長62.3%（國外遊客約佔60%）。
- (2) 觀光資源維護管理：
  - \* 每日排定人員巡查轄管公共設施，並設置巡查電子簽到點與公廁清潔維護檢查表，遇有損壞或不堪使用設施，隨時責請開口廠商辦理修繕，另隨時派員抽查督導，俾落實遊憩設施安全暨清潔維護管理工作。
  - \* 鼓勵公私機構團體及個人認養轄管公共設施或沙灘，加強地方伙伴關係，並減少公部門環境及設施維護費用支出。
  - \* 協助辦理淨灘活動，盼結合公私部門力量，共同維護國家風景區沙灘環境清潔及景觀。
- (3) 加強安全維護：
  - \* 建立防災作業計畫與災害防救通訊網，提升緊急意外事故應變處置能力。
  - \* 辦理北海岸水域安全支援計畫，組成北海岸防溺網，強化水域遊憩活動安全。

### (11) North Coast and Guanyinshan National Scenic Area (<http://www.northguan-nsa.gov.tw>)

The tourism development of the North Coast and Guanyinshan National Scenic Area is guided by the needs of the tourists, and the Area Administration is committed to providing tourists with a “high quality, ecological, safe, human, and friendly environment”. This is a high quality travel environment that provides comprehensive recreation facilities and creative services. Through the integration of geographical views, natural environment, cultural background, and beach style, this national scenic area will be transformed from a breeze-by type of recreation area into a “relaxed living, set point, and in-depth” travel destination to attract domestic and international tourists. Work on the “North Coast and Guanyinshan National Scenic Area Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourists Sites (2008-2011)” produced the following major results:

#### 1. Planning and Construction

- (1) Renovation was carried out on the North Coast and Guanyinshan National Scenic Area’s Jinshan-Wanli bikeway, Yeliu Geo-Park, and improvement of landscape surrounding the Jinshan Visitor Center entrance was conducted to enhance recreation and scenic functions so as to attract international tourists.
- (2) Overall planning of the Sanzhi Scenic Area, second-phase scenic improvement of the Sanzhi Waterwheel Park, and Shimen Scenic Area renovation were carried out to increase recreation facilities, improve surrounding environments, and improve the quality of travel.
- (3) Construction of the Guanyinshan Ecological Park area and surrounding facilities was completed, so that these recreation areas can be linked together to improve local tourism.
- (4) Road landscape improvement: Electric line underground work for the Yeliu, Guihou and Wanli areas, and Guanyinshan road landscape improvement, were carried out to improve the quality of the recreation and travel environment .
- (5) Green beautification of scenic spots: Greening of the North Coast Scenic Area (Yeliu and surrounding areas, Baisha Bay boardwalk, and coasted beach plankway) and surrounding environment, as well as the No. 2-15 Toudegongkeng sub-section of Houcu Section in Sanzhi Township were carried out to improve the quality of service and facilities.

#### 2. Operation and Management

- (1) Hardware and software recreational facilities were augmented and human-centered services and the internationalization of facilities were strengthened with a customer-oriented thinking so as to create a friendly and safe travel environment. Total travelers increased from 1,772,795 in 2008 to 2,877,099 in 2009, and customer satisfaction reached 81.9%. Among the total, visitors to Yeliu Geo-Park increased from 829,296 in 2008 to 1,292,777 in 2009, surpassing a million people with a growth of 62.3% (foreign tourists accounted for 60%).

#### (2) Maintenance and management of tourism resources:

- \* Electronic patrol sign-in locations and cleanliness maintenance forms were set up at public facilities and recreational sites within the national scenic area’s jurisdiction; personnel were designated to patrol their areas every day, and to report and request repair or improvement whenever damage or malfunction was discovered. Personnel were also dispatched to carry out random supervision to assure that recreational facilities were kept safe and clean.
- \* Public and private organizations and individuals were encouraged to adopt public facilities, to cultivate a sense of community, and to create harmony in the community while reducing government maintenance costs.
- \* Assistance was provided for the holding of beach cleanup activities, with the aim of omitting public and private efforts to maintain the cleanliness and scenic beauty of beaches in the national scenic area.

#### (3) Safety maintenance:

- \* A Disaster Response and Prevention Plan and Disaster Response Network were mapped out, so to step up response to accidents and emergencies.
- \* The North Coast Water Safety Support Plan was carried out to form a North Coast Drowning Prevention Network, and strengthen the safety of water recreation activities.

### 3、宣傳推廣

- (1) 完成「北觀畫風情」高畫質數位影像DVD製作，完整呈現轄區豐富且多元之人文自然資源，以及特殊地質和山海景觀之美，攝製涵蓋北海岸及觀音山旅遊線、活動、美食與農特產、各項建設及四季旅遊資訊等之數位影像，適合於旅展、婚紗展、機艙及電視台等場所播放，並有國、台、客、英、日、韓等6種語言版本可搭配選擇，達到全面行銷宣傳效益。
- (2) 邀請國內、外記者蒞臨轄區採訪，透過平面、電子、電視媒體專題報導，宣傳轄區觀光資源。
- (3) 與基隆市旅遊聯盟促進會合作，規劃三天兩夜北北基（臺北市、臺北縣與基隆市）旅遊新路線，邀請中南部旅行同業共30多人參訪，同時與地方機關團體舉辦座談會，聽取對北部海岸旅遊線之觀光發展建言。
- (4) 辦理「觀音觀鷹」、「北海岸聽海音樂節」、「石門國際風箏節」、「金山萬里溫泉季」等觀光活動，效果顯著，對產業發展有實質助益。
- (5) 擴大舉行「北海岸婚紗留情影」活動，設定獎勵措施，吸引200對海外新人來北海岸進行婚紗攝影套裝行程，得獎作品並於桃園國際機場舉行展覽，充分達到國內外宣傳目的。
- (6) 為提升服務品質，結合歷史故事與觀光景點，創新編製「發現皇冠北海·清法戰線」摺頁，並彙整多種摺頁及辦理紀念品開發等事項。



### 4、未來發展重點

- (1) 增加觀音山遊憩體驗，提升休閒活動品質。
- (2) 建構樂活自行專用道，享受在地浪漫風情。
- (3) 改善臺灣最北端景點，吸引國內外觀光客。
- (4) 豐富遊憩帶感動層次，延長遊客停留時間。
- (5) 推動地質公園國際化，提升觀光服務水準。





### 3. Advertising and Promotion

- (1) A high-quality digital “North Coast Scenery” DVD was produced to provide a complete display of the area’s rich and diverse cultural and natural resources, as well as its unique geographical and mountain-ocean scenery. Digital images of the video include the North Coast and Guanyinshan tour routes, activities, cuisines, agricultural and specialty products, various developments, and seasonal travel information. The contents are suitable for showing at travel fairs, wedding photo exhibitions, airplane cabins, and television stations, and come in six languages: Mandarin Chinese, Taiwanese, Hakka, English, Japanese, and Korean, so to deliver a comprehensive marketing and promotional effect.
- (2) Domestic and overseas media were invited to visit, and their reports and media introductions manifested the cultural and ecological beauties of the North Coast and Guanyinshan National Scenic Area.
- (3) The Area Administration cooperated with the Keelung City Tourism Alliance in planning 3-day 2-night Taipei City, Taipei County, and Keelung City tour routes. Over 30 tourism industry personnel from Central and Southern Taiwan were invited, and seminars were held in cooperation with local governments and organizations to hear opinions and comments about the development of North Coast tour routes.
- (4) The “Eagle-watching at Guanyinshan”, “North Coast Ocean Music Festival”, and “Shimen International Kite Festival”, and “Jinshan/Wanli Hot-spring Festival” were organized, and their results help boost tourism development.
- (5) “North Coast Wedding Photo” tours were expanded; over 200 newlywed couples were attracted from overseas for wedding photography, and prize-winning photos were exhibited at the Taoyuan International Airport as part of the promotional effort.
- (6) To enhance the quality of services, the innovative “Discover the Royal Crown North Coast-Franco-Chinese War” was produced, integrating historical stories and scenic spots. Compilation of other brochures and souvenir development were also carried out.

### 4. Future Development

- (1) Increasing Guanyinshan recreation experience facilities, to raise the leisure experience quality.
- (2) Establishment of a LOHAS bikeway system, so everyone can enjoy the local romantic mood of the bikeways.
- (3) Enhancement of Taiwan’s most northern scenic spots to attract domestic and international tourists.
- (4) Reinforcement of recreation space and level of inspiration to extend length of stay.
- (5) Election of the Geo-Park into an international destination by improving services for tourists.

(十二) 雲嘉南濱海國家風景區 <http://www.swcoast-nsa.gov.tw>

雲嘉南濱海國家風景區分為雲嘉、南瀛與臺江三大遊憩系統，雲嘉系統旅遊重點以濕地、漁市、沙洲及歷史悠久的廟宇為主，南瀛系統旅遊重點以鹽場、潟湖、水域及黑面琵鷺為主，臺江系統旅遊重點則以遺址、史蹟及紅樹林生態系為主。為建設本區為兼具濕地水鳥生態、內海水域遊憩、人文產業文化之國際級濱海濕地生態公園，提升國際能見度，98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「雲嘉南國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

- (1) 完成「北門鹽灘濕地改善復育調查規劃案」，並辦理北門舊埕鹽灘濕地整治及安全圍籬設施工程，循序漸進透過鹽灘濕地實質環境復育計畫，保護自然環境，奠立健康生態的旅遊環境。
- (2) 以布袋遊客中心為據點，整建週邊景觀及設施，健全整體旅遊設施及環境，完成布袋遊客中心周邊停車廣場景觀及公共設施改善工程、布袋海風長堤公共服務設施修繕工程。
- (3) 將廢棄舊北門鹽場倉庫，依原倉庫模式興建為北門遊客服務中心，完成北門遊客服務中心遊客服務設施工程，新增遊客旅遊及服務據點，將提供遊客旅遊服務諮詢、風景區旅遊景點簡報等服務。
- (4) 兼顧社區發展、環境整理及遊客服務層面，完成網寮休憩景觀綠帶設施工程、好美寮地區休憩公園公共服務設施景觀改善工程，增加休憩及觀景等功能。
- (5) 完成臺南縣北門鄉東隆宮王爺信仰文物館周邊景觀改善工程、臺南市安南區土城聖母廟周邊景觀公共服務設施改善工程及南鯤鯓廣場植栽綠美化及公共設施改善工程，提供香客及遊客友善、便利的旅遊環境。
- (6) 辦理井仔腳地區停車廣場鋪面改善工程、馬沙溝濱海遊憩區植栽綠美化工程，改善旅遊休憩景點，帶動地方觀光產業發展。

2、經營管理

- (1) 派員巡查濱海地區約1,250公頃土地及轄區遊憩據點，避免土地遭濫用及佔用，落實海岸線遊憩據點安全巡查及環境整理維護。
- (2) 建立雲林縣、嘉義縣、臺南縣及臺南市四縣市聯繫機制，協商處理觀光建設及經管事宜，配合轄內縣市觀光旅遊及產業行銷活動，帶動地方觀光休閒產業發展。
- (3) 辦理土地資訊管理系統功能擴充，彙整相關圖資並建立數位化資料，充分掌握轄區土地使用現況，促進土地巡管業務數位化，有效運用於轄區土地開發規劃及觀光遊憩經營管理。
- (4) 啟用布袋遊客中心及成立布袋管理站，增加旅遊服務據點，提供遊客友善、便利、安全之旅遊環境，提升旅遊服務品質。
- (5) 促進民間參與風景區據點開發，辦理舊臺鹽北門鹽工福利社出租廠商經營管理，結合電視台偶像劇及綜藝節目強力放送，增加雲嘉南濱海地區觀光之曝光度。



(12) Southwest Coast National Scenic Area (<http://www.swcoast-nsa.gov.tw>)

The Southwest Coast National Scenic Area is divided into three major recreational systems: Yunjia, Nanying, and Taijiang. The key sites in the Yunjia system are wetlands, fish markets, shoals, and ancient temples. The key sites in the Nanying system are salt pans, lagoons, water areas, and the black-faced spoonbill. In the Taijian system, the key tourist spots are historic ruins, historic sites, and mangrove ecologies. In order to build the area into an international-class coastal wetlands ecology park containing wetland water fowl ecologies, inner sea water recreation, and human culture, and to enhance its international exposure, in 2009, the National Scenic area administration continued work on the “Southwest Coast National Scenic Area Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” to produce the following major results:



1. Planning and Construction

- (1) Completed the “Beimen Salt Coast Wetlands Improvement and Restoration Survey” and organized the Beimen salt wetland restoration and safety fence construction. Gradual and practical recovery of this salt coast wetlands was achieved to protect the natural environment and create an environment with a healthy eco-system.
- (2) Renovated landscapes and facilities around the Budai Visitor Center to improve overall recreation facilities around and environment. Carried out scenic landscape and public facilities improvement landscape around the Budai Visitor Center Parking Lot and repaired public service facilities at the Budai Embankment.
- (3) Rebuilt the old abandoned Beimen Saltworks Warehouse into a warehouse-style Beimen Visitor Center. This new tourist travel and service resource provides visitors with travel inquiry services, scenic site presentations within this scenic area, and more.
- (4) To promote community development, a cleaner environment, and tourist service quality, the Wangliao Recreational Scenic Greenbelt construction was completed and the Haomeiliao Area Recreational Park public facilities plus landscaping were improved. These improvements provide not only better recreation facilities but also scenic pleasures.
- (5) Completed renovations on the Tainan County Beimen Township’s Wangye Cultural Gallery at Donglong Temple, Tainan City Annan District’s Tucheng Holy Mother Temple, and surrounding areas, and greening of Nankunshen Plaza to provide worshippers and tourists a friendly and convenient travel environment.
- (6) Organized the Jingzaijiao Area Parking Lot improvement project and greening of the Mashagou Coastal Recreation Area so to improve recreational spots and to promote the development of local tourism.

2. Operation and Management

- (1) People were sent to patrol about 1,250 hectares of land and recreational sites in the coastal area to prevent illegal occupation and use of land. Commissioned personnel were distributed to the different recreational sites to strengthen environmental preservation along the coast and at recreational sites.
- (2) A liaison mechanism connecting four counties and cities was set up in Yunlin, Chiayi, Tainan County, and Tainan City, for the negotiation of issues related to tourism construction and management so as to elevate local tourist industry and development.
- (3) Work on expanding the land information management system was carried out to collect relevant visual statistics and establish a digitalized database so as to comprehensively manage the status of land use and to enhance the digitalization of survey activities in order to carry out effective land management as well as development of the tourism and recreation industry.
- (4) The Area Administration opened the Beimen Visitor Center and established the Budai Ranger Station to create a friendly, convenient and safe travel environments so as to elevate the quality of travel-related services.
- (5) Work was carried out with private organization on scenic area development. The management and operation of the old Taiyen Beimen Worker’s Convenience Store was commissioned out and linked up with pop idol and variety TV shows to

### 3、宣傳推廣

- (1) 辦理「2009 鯤鯓王平安鹽祭觀光系列」活動，結合地方資源，整合特有鹽業文化、宗教人文、溼地生態等觀光資源特色舉辦行銷活動，強化遊客對雲嘉南濱海旅遊印象與建立觀光品牌。
- (2) 與嘉義縣政府共同主辦「東石海之夏祭」活動；與臺南縣體育會辦理「2009 鯤鯓王盃龍獅藝陣嘉年華暨獅情畫意彩繪獅頭文物展」活動；與財團法人鹽光文教基金會辦理「千里因鹽一線牽」活動，共同推展觀光行銷活動。
- (3) 推展宗教旅遊觀光：與臺南市鹿耳門天后宮管理委員會共同合辦「2009 己丑年鹿耳門天后宮媽祖年—文化行春觀光活動」；補助四草大眾廟管理委員會(臺南市)辦理「府城行春觀光—活的蝦蟹魚貝展示解說」活動；完成「王爺信仰活動與廟宇建築特色影片」，推展雲嘉南濱海地區宗廟歷史文化旅遊活動。
- (4) 辦理「北門七股單車逍遙遊」、「雲林口湖產業體驗鐵馬行」及「鰲鼓濕地生態賞鳥鐵馬行」活動；另與臺南縣文化基金會辦理「單車漫遊快速公路體驗南瀛濱海風情」及臺南縣環境保護聯盟辦理「2009 黑皮盃路跑活動」，將運動休閒、生態旅遊及產業行銷結合，強力行銷雲嘉南濱海國家風景區各風景據點。
- (5) 與保育團體辦理「98 年度解說員進階培訓計畫」、「腳踏鯤鯓地，逐浪海上風—海洋子民的未來」環境教育解說員進修研習、「2009 生物多樣性環境教育育樂營」等活動，推展自然生態保育教育訓練，豐富生態觀光旅遊內涵。
- (6) 北門井仔腳瓦盤鹽田為臺灣地區現存最古老的瓦盤鹽田，現場安排有導覽解說志工，提供曬鹽解說服務，遊客並可親自下到鹽田，實地操作體驗曬鹽、收鹽、挑鹽樂趣。因該項活動體驗寓教於樂且具獨特性，預約參訪之遊客相當踴躍，98 年度服務導覽人數計 115,464 人次。



### 4、未來發展重點

本風景區管轄範圍遼闊，未來工作重點以建立風景區北入口(雲林口湖)遊客服務園區、啟用北門遊客中心及完成馬沙溝濱海遊憩區整體建設為主要工作，並於重要節點成立管理站、遊客服務中心，構成完整旅遊服務網絡。同時執行溼地復育規劃，與警察局派出所合作，提供遊客貼心、便民服務，並舉辦各類觀光行銷活動，積極推展觀光遊憩事業。未來相關工作重點臚列如下：

- (1) 啟用北門遊客服務中心，提供觀光資訊展示、旅遊諮詢、風景區據點簡報等服務，營造遊客休憩的多元服務空間。
- (2) 建設雲林口湖遊客服務園區，提供遊客舒適、便利的遊憩環境。
- (3) 修繕歷史建物北門出張所及北門鹽場建築群，重現鹽業歷史文化光環，新增遊憩新據點。
- (4) 持續辦理 2010 平安鹽祭活動及雲嘉南濱海單車旅遊休閒活動，積極轉型朝運動休閒、生態旅遊及產業文化觀光發展，結合當地農漁特產行銷，有效帶動地方農漁產業發展，促進經濟繁榮。
- (5) 辦理南布袋及七股溼地改善復育調查規劃，打造雲嘉南濱海為集結濕地水鳥生態、內海水域遊憩及人文產業文化資源的國際級濱海濕地生態公園。

increase publicity, and reinforce the tourism exposure rate of the Southwest Coast area.

### 3. Advertising and Promotion

- (1) Organized “2009 Kunshen King Salt of Peace Festival”, combining local resources, integrating the special salt industry culture and religious culture, and wetlands ecology to promote tourism in the area, strengthen tourist’s image of the Southwest Coast Tour route, and build up the tourist name brand.
- (2) Collaborated with Chiayi County Government to organize the “Dongshi Fishermen’s Wharf Summer Festival”; collaborated with the Tainan County Athletics Association in carrying out the “2009 Kunshen King Cup Carnival and Lion Head Painting Exhibition”; and collaborated with the Salt Glory Cultural and Education Foundation to organize the “Long-Distance Salt-Destined Relationship” in tourism promotion and marketing activities .
- (3) Promoted religious travel tourism, working with the management committee of the Luermen Queen of Heaven Temple to carry out “2009 Mazu Tourism and Culture Festival.” Subsidized the management committee of Sicao Dazhong Temple (Tainan City) to hold the “Romantic Spring Tourism-Live Shrimp, Crab, Fish and Shellfish Exposition.” Completed a film on “Wangye Religious Belief and Temple Characteristics” to promote Southwest Coast cultural and religious travel activities.
- (4) Carried out the “Beimen Qigu Biking Tour”, “Yunlin Kouhu Industry Experience by Bike”, and “Aogu Wetlands Ecology and Bird-Watching by Bike” activities. Also, collaborated with the Tainan County Cultural Foundation in holding the “Biking on Highways to Experience the Southern Coast”, and collaborated with the Tainan County Environmental Protection Union to hold the “2009 Happy Running Cup”. All of the above were efforts integrating recreational sports, eco-tours, and industry marketing to promote the scenic spots inside the Southwest Coast National Scenic Area.
- (5) Collaborated with environmental protection organizations in organizing the “2009 Advanced Narrator Training Plan”, “Kunshen Land and Sea-Future of the Ocean People” Environmental Education Narrator Seminar, and “2009 Biodiversity Environmental Educational Camp” activities, so as to promote nature eco-tourism and enrich the content of tours.
- (6) The Beimen Jingzaijiao pottery-shard Salt Fields are the oldest pottery-shard salt fields in Taiwan. Tour guides and volunteer interpreters were on site to provide interpretation service on sun-dried salt processes. Tourists could go to the salt fields by themselves to sun-dry, collect, and carry the salt for enjoyment. The activity was not only interesting but also educational, and therefore quite popular for tourists. The number of visitors receiving the service reached 115,464 in 2009.

### 4. Future Development

The Southwest Coast National Scenic Area is a very large area and the future plan is to strengthen the north entrance (Kouhu, Yunlin) tourist service park areas, open the Beimen Visitor Center, complete construction of the Mashagou Coastal Recreational Area, set up ranger stations and visitor centers at important spots, build up the travel service network, and work on the wetlands recovery plan. The National Scenic Area Administration will work with police stations to provide tourists with convenient and friendly services, arrange various kinds of tourist marketing events, and promote the tourist recreation business. Following are key points of future development:

- (1) Opening of the Beimen Visitor Center and provision of tour information, travel inquiry, scenic area presentations and other services, to offer travelers a multi-purpose recreational service area.
- (2) Construction of the Kouhu Visitor Service Park in Yunlin to provide tourists with a comfortable and convenient recreational environment.
- (3) Renovation of the historical Beimen Chuzhang Office and Beimen Salt Fields to bring back the salt industry’s cultural glory, and to add a new recreational spot.
- (4) Continued holding of the 2010 Salt of Peace Festival and Southwest Coast leisure biking tours to transform this area into a place geared for sports and leisure, eco-tours, and cultural tourism development. The efforts will integrate the marketing of local agricultural and fishing specialty products to promote development of the local agricultural and fishery industries and bring about economic prosperity .
- (5) Organizing of the South Budai and Qigu Wetland Improvement and Restoration Survey with the aim of turning the Southwest Coast into an international coastal wetlands eco-park for wetlands water bird ecology and inland sea recreation and cultural resource.

(十三) 西拉雅國家風景區 <http://www.siraya-nsa.gov.tw>

西拉雅國家風景區具有獨特的月世界青灰岩地形、地熱地質、傳統的西拉雅公廨與特有的夜祭活動，具有成為以生態、產業及臺灣原鄉特色之國際旅遊基地。98年度配合推動「重要觀光景點建設中程計畫（97至100年）」項下「西拉雅國家風景區建設計畫」之重點工作，重要工作項目如下：

1、規劃建設

- (1) 就未來發展重點議題、觀光資源及據點進行先期規劃設計，包含八田技師故居群修復再利用計畫暨設計監造、綠色觀光旅遊環境之空間規劃及公共設施設計準則研擬、遊憩系統景觀改善工程設計及監造。
- (2) 建置入口意象及觀光廊道節點，強化西拉雅意象及自明性，完成臺三線景觀廊道、左鎮旅遊廊道入口意象塑造。
- (3) 整建生態園區及文化場域，創造景點主題及獨特性，完成關子嶺紅葉生態公園、南化生態園區、大內頭社夜祭場整建。
- (4) 整建觀光服務設施，提供旅遊資訊，加強觀光旅遊安全，完成關嶺、仙草派出所及仙草國小旅遊服務設施改善、沄水資訊站整建。

2、經營管理

- (1) 設置「關子嶺車流量暨遊客人數統計系統」，統計進入關子嶺之車輛及遊客數量，同時掌握即時道路交通狀況。
- (2) 採定期、不定期巡查及聯合督導方式，掌握轄區內各項公共設施狀況、環境清潔、維護自然資源景觀。
- (3) 辦理東山咖啡公路商家指引牌、高速公路管理處臨時指標及全區觀光遊樂地區道路指示標誌，提高旅遊景點之易達性。
- (4) 協助關子嶺成立溫泉協會，並推動紅葉公園生態營造及解說人員培訓，透過產、官、學等合作，為關子嶺注入新契機。





(13) Siraya National Scenic Area (<http://www.siraya-nsa.gov.tw>)

The Siraya National Scenic Area, with its unique gray-stone landscape of Lunar World, geothermal geology, traditional Siraya tribal buildings, and special Night Sacrifice ceremony, constitutes an international tourist destination that features ecologic, industrial, and native Taiwanese characteristics. Work on the “Siraya National Scenic Area Development Plan” in accordance with the “Medium-Term Construction Plan for Major Tourist Sites (2008-2011)” produced the following major results:

1. Planning and Construction

- (1) Preliminary plans and designs for tourism resources and scenic sites were carried out in regard to the key points of future development. Initial planning was conducted on locations including Civil Engineer Hatta’s Home Renovation, Reuse, Design, and Supervision Project, the drafting of a Spatial Plan for Green Tourism Environment and Public Facility Design Guidelines, and the Design and Supervision of the Recreational System Landscaping Improvement Project.
- (2) An entrance gateway image and tourism corridor node were constructed, the unique Siraya character and visibility were reinforced the scenic corridor of Provincial Highway 3 was developed and the entrance image at the Zuozhen Travel Corridor was created.
- (3) The ecological Park and cultural area were renovated to create site themes and uniqueness. Also, renovations at Guanziling Red Leaf Ecological Park, Nanhua Ecological Park, and Danei Toushe Night Sacrifice Ground were completed.
- (4) Tourist service facilities were renovated to provide travel information and strengthen tourism travel safety. Improvement of the travel service facilities at Xianzao Police Station and Xianzao Primary School, as well as the renovation of Yunshui Information Stations, were carried out.

2. Operation and Management

- (1) Set up the “Guanziling Traffic Flow and Tourist Counting System” to count the number of vehicles and visitors entering Guanziling as well as to keep track of real-time traffic conditions.
- (2) Mapped out patrol plan providing for scheduled, unscheduled, and joint supervision to maintain an understanding of the state of public facilities, environmental cleanliness, and maintenance of natural landscapes.
- (3) Carried out the installation of signs pointing to businesses/merchants along the DongShan Coffee Highway, placement of temporary signs at freeway administrations, and erection of area-wide road signs in tourism recreational areas, to enhance accessibility to tourist attractions.
- (4) Assisted Guanziling to form a hot-spring association, and carried out ecological development and docent training at Hongye Ecological Park, so to inject fresh opportunities into Guanziling through cooperation between the industrial, governmental, and academic sectors

### 3、推廣宣傳

- (1) 辦理「臺灣溫泉美食嘉年華—愛上關子嶺」及「西拉雅芒果體驗活動」，將產業品牌融入，為地方觀光產業注入新活力。
- (2) 完成「愛在西拉雅夏日蓮鄉深度旅遊活動」、「玉井芒果節產業文化活動」、「梅嶺賞螢季」、「西拉雅的故事—大型創意竹藝競賽」、「府城荷蘭節·牽手西拉雅」等19項與地方單位合辦之觀光行銷活動。
- (3) 增加國人至轄區旅遊的互動及趣味性，辦理旅行西拉雅「我愛西拉雅·我想對妳說」攝影比賽及「愛無國界·牽手西拉雅」標誌徵選。
- (4) 協助曾文山芙蓉渡假飯店贊助國片「不倒翁」之電影拍攝，提升轄區行銷及曝光機率。
- (5) 出版「eye戀西拉雅·浪漫spring」及「Eye上西拉雅·空中尋奇」圖書，增進國人對轄區的認識。
- (6) 進行網站改版，並增置志工網站、部落格及微網誌Plurk等行銷通路。

### 4、未來發展重點

- (1) 藉由「鄉村旅遊、綠色觀光」之推動，將節能減碳新技術具體融入觀光環境工程建設及經營管理，以全面塑造西拉雅綠色觀光環境新意象。
- (2) 以「愛無國界·牽手西拉雅」的核心價值，串聯烏山頭、關子嶺、西拉雅文化等元素，提升西拉雅國際觀光景點之遊憩服務品質與文化觀光新魅力。
- (3) 結合產、官、學等三方團體，共同發展鄉村旅遊，同時透過多元產業品牌行銷及遊客體驗等方式行銷國際。



### 3. Advertising and Promotion

- (1) Organized the “Taiwan Hot Spring Fine-Cuisine Carnival – Guanziling” and the “Experience Siraya Mangoes” activities, which incorporated industrial brands to infuse new liveliness into the local tourism sector.
- (2) Completed 19 tourism marketing events, including “Love at Siraya –Summer In-depth Touring Activities at the Hometown of Lotus;” “Yujing Mango Festival and Industrial Culture Activities;” “Meiling Firefly Season Ecotours;” “Story of Siraya – National Bamboo Craft Competition;” and “Tainan Holland Days 2009 to Connecting Hands for Siraya” in cooperation with local agencies.
- (3) To raise interaction and the level of fun that domestic travelers experience in this area, the “I love Siraya – I Want to Tell You” photography competition and logo selection for “Love Has no Borders –Holding Hands for Siraya” were organized.
- (4) Assisted Tsengwen Hibiscus Resort to sponsor the making of the local film “Jumping Boy” to boost the marketing and exposure of this area.
- (5) Published “Eye Love Siraya – Romantic Spring” and “Eye Love Siraya – Meeting Siraya” books to reinforce the Taiwanese people’s understanding of this area.
- (6) Engages in website upgrading and the addition of marketing channels such as volunteer websites, blogs and the microlog Plurk.



### 4. Future Development

- (1) Through the promotion of “Country Travel – Green Tourism;” new technologies for energy-saving and carbon reduction will be incorporated in construction of the tourism environment and operating management, so as to systemically create a new green tourism image for Siraya.
- (2) The core value of “Love Siraya – Connecting Hands for Siraya” will be utilized to connect Wushang tou, Guanziling, and Siraya culture elements, reinforcing recreational service quality and a new cultural tourism appeal for the Siraya international scenic destination.
- (3) The forces of industry, government, and academia will be combined to jointly develop country travel, and methods such as diversified product brand marketing and first-hand tourist experiences will be used to market internationally.



## 交通部觀光局所屬國家風景區一覽表 National Scenic Areas Under the Tourism Bureau

風景區名稱 Name	範圍 Geographic Scope	面積 (公頃) Area (hectares)			管理處成立日期 Date of Establishment of Administration
		陸域 Land	水域 及海域 Water	合計 Total	
東北角暨宜蘭 海岸國家風景區 Northeast and Yilan Coast National Scenic Area	<p>位於臺灣的東北隅，海岸線全長102.5公里，陸域範圍東臨太平洋，西至山脊線，北起臺北縣瑞芳鎮南雅里，於92年12月奉准往南延伸至宜蘭縣蘇澳鎮內埤海灘南方岬角，往西以台2線省道往南接台2茂及台9省道為界，加上88年12月奉准納入龜山島之範圍，計21,616公頃。海域範圍則為鼻頭角至三貂角接連線，以及烏石港至南方岬角之高潮線向海延伸200公尺範圍，計4,805公頃。</p> <p>Permission from the government was granted in December of 2003 to extend the Northeast Coast National Scenic Area southward into Yilan country. Today the area has a coastline of 102.5 kilometers and a land area that reaches from the Pacific Ocean in the east to the mountain ridgeline to the west, starting in the north from Nanya Li, Ruifang Town, Taipei County, and reaching to Nanfeng Cape at Pihai Beach in Suao Town, Yilan County, and Provincial Highway 2 to the west connecting southward with Provincial Highway 2E and Provincial Highway 9, and including Turtle Mountain Island, the inclusion of which was approved in December of 1999, for a total of 12,616 hectares. The scope of the sea area encompasses the line from Bitou Cape to Sandiao Cape as well as extension to the high-tide line from Wushih Harbor to Nanfang Cape, for a total of 4,805 hectares.</p>	12,616	4,805	17,421	73年6月1日 June 1, 1984
東部海岸 國家風景區 East Coast National Scenic Area	<p>北起花蓮溪口，南迄小野柳風景特定區，東至海平面20公尺等深線，西達臺11線公路目視所及第1條山稜線為界，另外包括秀姑巒溪瑞穗以下泛舟河段及綠島。</p> <p>Extends from the mouth of the Hualian River in the north to the Little Yeliu. Scenic Area in the south; and from the 20-meter depth line in the sea to the east to the first mountain ridge visible from Provincial Highway 11 to the west. Also includes the rafting section of the Xiouguluan River, from Ruisui eastward, and Green Island.</p>	25,799	15,684	41,483	77年6月1日 June 1, 1988
澎湖國家風景區 Penghu National Scenic Area	<p>陸域範圍為澎湖縣轄內除馬公、鎖港、通樑等3處都市計畫區外，其餘非都市土地皆屬之，面積約1萬873公頃；海域範圍為澎湖縣轄20公尺等深線內之海域，面積約7萬4,730公頃。</p> <p>The land area encompasses all land in Penghu County with the exception of the Magong, Suogang, and Tongliang urban-plan areas, totaling approximately 10,873 hectares. The sea area encompasses the seas within the jurisdiction of Penghu County extending to a depth of 20 meters, totaling approximately 74,730 hectares.</p>	10,873	74,730	85,603	84年7月1日 July 1, 1995
大鵬灣國家風景區 Dapeng Bay National Scenic Area	<p>包括大鵬灣、小琉球2大風景區。大鵬灣風景區位居屏東縣東港鎮、林邊鄉交界處，西南濱臨臺灣海峽，陸域面積649公頃、灣域面積532公頃、水域面積257公頃。小琉球風景特定區包含琉球島嶼，面積691公頃，海岸高潮線向外延伸600公尺之海域，面積635公頃。</p> <p>Includes two scenic areas: Dapeng Bay and Little Liuqiu. The Dapeng Bay Scenic Area is situated at the boundary between Donggang Town and Linbian Township in Pingtung County, adjoining the Taiwan Straits on the southwest. It has a land area of 649 hectares, a bay area of 532 hectares, and a water area of 257 hectares. The Little Liuqiu Scenic Area encompasses Liuqiu Island with an area of 691 hectares, plus 635 hectares of water stretching 600 meters into the sea from the high-tide mark.</p>	1,340	1,424	2,764	86年11月18日 Nov. 18, 1997

風景區名稱 Name	範圍 Geographic Scope	面積 (公頃) Area (hectares)			管理處成立日期 Date of Establishment of Administration
		陸域 Land	水域 及海域 Water	合計 Total	
花東縱谷 國家風景區 East Rift Valley National Scenic Area	北起木瓜溪南側，南至臺東市都市計畫區以北，南北長達158公里，東自海岸山脈臺9線目視所及第1條山稜線，西至臺9線目視所及第1條山稜線，總面積達13萬8,386公頃。 Stretches from the southern bank of Mugua River in the north, to the northern edge of the Taidong City urban plan area in the south, for a total length of 158 kilometers; from the first ridge of the Coastal Mountain Range visible from Provincial Highway 9 in the east, to the first mountain ridge visible from Provincial Highway 9 in the west. The total area is 138,386 hectares	138,218	150	138,368	86年5月1日 Apr. 15, 1997
馬祖國家風景區 Matsu National Scenic Area	包含連江縣南竿、北竿、莒光及東引4鄉，以及各島嶼周岸海濱0.5海哩，水深20公尺以內之大陸棚區域。 Includes Nangan, Beigan, Juguang, and Dongyin townships in Lienchiang County, as well as the surrounding seas to a distance of 0.5 nautical miles from the shore and a water depth of within 20 meters.	2,952	22,100	25,052	88年11月26日 Nov. 26, 1999
日月潭 國家風景區 Sun Moon Lake National Scenic Area	北臨南投縣魚池鄉都市計畫線，東至水社大山之山脊線，西臨水里鄉與中寮鄉之鄉界，南側以臺21省道及水里鄉都市計畫線為界，區內包含原日月潭特定區之範圍：頭社、車埕、九族文化村、集集大山及水里溪等據點。 Reaches to the border of the Yuchi Township urban area in the north, the ridge of Mt. Shuishe in the east, the borders of Shuili and Zhongliao townships in the west, and the borders of Provincial Highway 21 and Shuili township urban area in the south. Encompasses the area of the Sun Moon Lake special zone as well as Toushe, Checheng, the Formosan Aboriginal Culture Village, Mt. Jiji, and the Shuili River.	8,173	827	9,000	89年1月24日 Jan. 24, 2000
參山 國家風景區 Tri-Mountain National Scenic Area	包括獅頭山、梨山及八卦山風景區。獅頭山風景區包括新竹縣峨眉鄉、北埔鄉、竹東鎮與苗栗縣南庄鄉、三灣鄉等5鄉鎮，面積約為2萬4,221公頃，分為獅頭山、五指山及南庄等3個遊憩系統。梨山風景區包括臺中縣東勢鎮、和平鄉與南投縣仁愛鄉等3鄉鎮，面積約為3萬1,300公頃，分為谷關、梨山、思源埡口等3個遊憩系統。八卦山風景區包括彰化縣彰化市、花壇鄉等及南投縣南投市及名間鄉等10鄉鎮市，面積約為2萬2,000公頃，分為八卦山、百果山及松柏嶺等3個遊憩系統。 Includes the Lion's Head Mountain, Lishan, and Mt. Bagua Scenic Areas. The Lion's Head Mountain Scenic Area encompasses Hsinchu County's Emei Township, Beipu Township, and Zhudong Town, and Miaoli County's Nanzhuang and Sanwan townships, with a total area of 24,221 hectares divided into three recreation systems: Shih toushan, Wuzhishan, and Nanzhuang. The Lishan Scenic Area encompasses Taichung County's Dongshi Town and Heping Township, and Nantou County's Renai Township, with a total area of about 31,300 hectares divided into three recreation systems: Guguan, Lishan, and Siyuan Pass. The Mt. Bagua Scenic Area encompasses 10 cities, towns, and townships, including Changhua County's Changhua City and Huatan Township and Nantou County's Nantou City and Mingjian Township, with a total area of about 22,000 hectares divided into three recreation systems: Mt. Bagua, Mt. Baiguo, and Songboling.	76,932	589	77,521	90年3月16日 Mar. 16, 2001

風景區名稱 Name	範圍 Geographic Scope	面積（公頃）Area (hectares)			管理處成立日期 Date of Establishment of Administration
		陸域 Land	水域 及海域	合計 Total	
阿里山 國家風景區 Alishan National Scenic Area	<p>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鄉之山區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。</p> <p>Situated in the hills and medium- to high-elevation mountains in the eastern half of Chiayi County. In the east it borders on the Yushan Mountain Range, in the north it connects with the Caoling area of Yunlin County, in the west it approaches the urban area of Chiayi City, and on the south it borders Sanmin Township in Kaohsiung County. It encompasses 17 Han Chinese villages in the mountainous areas of Meishan, Zhuqi, and Fanlu townships of Chiayi County, as well as five Han Chinese villages and eight indigenous villages in Alishan Township.</p>	41,520	0	41,520	90年7月23日 July 23, 2001
茂林國家風景區 Maolin National Scenic Area	<p>包括高雄縣桃源、六龜及茂林3鄉及屏東縣三地門、霧臺及瑪家等6個鄉鎮部分行政區域，全區為南北狹長、東高西低的縱谷地形，北部屬阿里山山麓與玉山山脈，中、南部為中央山脈。全區為荖濃溪、濁口溪及隘寮溪等水域貫穿全境，轄內原住民以排灣族、魯凱族、布農族及南鄒族等原住民族群為主。</p> <p>Encompasses Kaohsiung County's Taoyuan, Liugui, and Maolin townships, and part of six towns and townships in Pingdong County including Sandimen, Wutai, and Majia. The area stretches in a narrow strip of north-to-south valley terrain, high in the east and low in the west. The northern part consists of the foothills of Alishan and the Yushan Range, while the central and southern parts are in the Central Mountain Range. The Laonong River Zhuokou River, and Ailiao River, traverse the entire scenic area, whose indigenous tribes consist of the Paiwan, Rukai, Bunun, and Southern Tsou.</p>	59,800	0	59,800	90年10月2日 Sept. 21, 2001
北海岸 及觀音山 國家風景區 North Coast and Guanyinshan National Scenic Area	<p>包含北海岸區（含野柳風景特定區）及觀音山風景區，行政區域分屬臺北縣萬里、金山、石門、三芝、五股及八里等6鄉鎮。北海岸風景區陸域部分自萬里都市計畫界起，西迄三芝鄉與淡水鎮之鄉鎮界；海域部分自海岸線起至20公尺等深線，陸域面積6,085公頃，海域面積4,411公頃。觀音山風景區則均為陸域，東以龍形都市計畫範圍為界，西迄林口臺地邊緣界，北以八里都市計畫為界，南臨五股都市計畫範圍，陸域面積1,856公頃。</p> <p>Includes the North Coast Scenic Area (including the Yeliu Scenic Area) and the Guanyinshan Scenic Area, encompassing six townships and towns of Taipei County: Wanli, Jinshan, Shimen, Sanzhi, Wugu, and Bali. The land portion of the North Coast Scenic Area stretches from the border of the Wanli urban plan zone in the east to the boundary of Sanzhi Township and Danshui Town in the west; the sea portion reaches from the shoreline to the 20-meter depth line in the sea. The area consists of 6,085 hectares of land and 4,411 hectares of sea. The Guanyinshan Scenic Area is all land, bordered by the Longxing urban plan area in the east and the edge of the Linkou Plateau in the west, and reaching from the border of the Bali urban plan area in the north to the boundary of the Wugu urban plan area in the south. Its area is 1,856 hectares.</p>	7,940	4,411	12,351	91年7月22日 July 22, 2002

風景區名稱 Name	範圍 Geographic Scope	面積 (公頃) Area (hectares)			管理處成立日期 Date of Establishment of Administration
		陸域 Land	水域 及海域	合計 Total	
雲嘉南濱海國家 風景區 Southwest Coast National Scenic Area	北起雲林縣牛挑灣溪，南至臺南市鹽水溪，東以臺17線公路為界，向西延伸至海底等深線20公尺處。 Reaches from Niutiaowan River of Yunlin County in the north to the Yanshui River of Tainan City in the south, and from Provincial Highway 17 in the east to the 20-meter depth line in the sea to the west.	33,413	50,636	84,049	92年12月24日 Dec. 24, 2003
西拉雅國家風景區 Siraya National Scenic Area	位於臺南縣嘉南平原東部高山與平原交接處，北起臺南縣白河鎮及嘉義縣大埔鄉，南至臺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。 Situated where the Jianan Plain meets the high mountains in Tainan County, reaching from Tainan County's Baihe Town and Chiayi County's Dapu Township in the north to the southern boundary of Tainan County's Xinhua Town and the southwestern boundary of Zuozhen Township in the south, and from the eastern boundary of Dapu Township, Nanxi Township, and Nanhua Township in the east to Freeway 3 and the Wushangtou Scenic Area in the west.	88,070	3,380	91,450	94年11月26日 Nov. 26, 2005
總計 Total		507,646	178,736	686,382	

## 二、加強實地督導考核作業及成果

依據觀光局「國家級風景特定區經營管理與安全維護督導考核作業要點」，98年7月至9月召集相關單位及專家學者，實地督導考核13處國家風景區，依結論限期督導改善相關管理缺失，經評定以馬祖、茂林、花東縱谷國家風景區為98年度最優。其中馬祖管理處以環境整潔美化項目表現最優，茂林管理處以公共關係項目得分最高、花東縱谷管理處善用社會資源項目最獲督導委員讚賞。

## 2. Strengthening of On-site Supervision and Inspection

In accordance with the Tourism Bureau's "Guidelines for the Supervision and Inspection of Operations, Management, and Maintenance of Safety in National Scenic Areas", related agencies, experts, and scholars were called together to carry out on-site supervision and inspection of the 13 national scenic areas from July through September 2009. A review seminar was subsequently held, and the scenic areas were given deadlines to improve management deficiencies. The best evaluations in 2009 went to the Matsu, Maolin and East Rift Valley National Scenic Areas. The Matsu Administration had the best performance in the Environmental Cleaning and Landscaping category, Maolin Administration received the highest score for Public Relations, and the East Rift Valley administration was most praised by the supervisory inspectors for its Smart Use of Community Resources.

### 第三節 觀光資源政策及法案之推動

因應94年7月1日起正式施行之溫泉法，積極輔導業者依法改善相關措施並協助取得溫泉標章，以將溫泉導入永續經營正軌。相關措施如下：

- 一、協（補）助地方政府擬訂溫泉區管理計畫，目前已輔導13個縣市政府擬訂計畫，整建改善溫泉資源，截至目前為止，共計6縣市完成計畫核定公告程序。其中，臺北縣、嘉義縣、南投縣、臺中縣及新竹縣政府所提溫泉區管理計畫，分別於98年2月至8月間完成核定及公告程序。
- 二、建立溫泉檢驗單位審查認可機制，截至98年底已認可17家溫泉檢驗機關（構）、團體辦理溫泉泉質之檢驗。
- 三、於96年2月15日及97年11月28日，修正「溫泉取供事業經營許可辦法」及「溫泉標章申請使用辦法」，簡化溫泉取供事業申請經營許可及溫泉標章申辦之作業，以加速業者依法取得溫泉標章之時程。
- 四、輔導宜蘭縣礁溪「湯圍風呂」、苗栗縣「錦水溫泉飯店」、綠島「朝日溫泉」、臺北縣八里鄉「八仙樂園—大唐溫泉物語」、臺北縣萬里鄉「喜凱亞溫泉酒店」、臺北縣土城市「有馬溫泉MOTEL」、臺北市「北投溫泉公共浴室」、臺北市「瀧乃湯浴室」、臺北市「月光莊旅社」、花蓮縣「新光兆豐休閒農場」、臺北市北投「美代溫泉飯店」、臺東縣「知本老爺大酒店」、宜蘭縣「蘇澳觀光冷泉」、花蓮縣瑞穗「原鄉溫泉民宿」、臺北市「北投親水公園露天溫泉浴池」、花蓮縣「安通溫泉飯店」、臺北市北投「水美溫泉會館」、花蓮縣瑞穗「虎爺溫泉會館」、花蓮縣玉里「吉祥農莊民宿」、桃園縣中壢「南方莊園」等20家業者取得溫泉標章，並持續進行溫泉標章申辦輔導作業，宣導業者標示相關溫泉設施警告標示，以確保消費者泡湯安全。



### III. Promotion of Tourism Resource Policies and Bills

In response to the implementation of the "Hot Spring Act" on July 1, 2005, the Tourism Bureau has vigorously assisted operators in improving related facilities and in acquiring the hot-spring label so as to guide hot-spring operations onto the road of sustainability. The following measures have been undertaken in this effort:

1. Local governments were assisted (or subsidized) in formulating management plans for hot-spring areas. Thirteen county and city governments have received assistance in formulating plans and improving hot-spring resources so far and a total of six counties/cities have announced the delineation for their approved hot-spring areas. The "Hot-spring Area Management Plan" proposed by Taipei County, Chiayi County, Nantou County, Taichung County, and Hsinchu County have been approved, and the above governments announced the delineation for their hot-spring areas between February and August 2009, respectively.
2. A mechanism for the examination and approval of hot-spring inspection units was established, and by the end of 2008 14 inspection agencies and groups had been approved for handling the inspection of hot-spring water quality.
3. Revisions to the "Regulations Governing Permit Application by Hot-spring Supply Enterprises" and the "Regulations Governing Application for an Operating Permit by an Enterprise that Obtains and Provides Hot Spring Water" were promulgated in February 15, 2007 and November 28, 2008, respectively, simplifying application procedures and speeding up the acquisition of the hot-spring label according to the law.
4. Twenty operators were assisted in acquiring the hot—spring label: Tongweigou Hot Springs Park Bath Pools in Jiaoxi, Yilan County; King's Resort and Spa in Miaoli County; Zhaori Saltwater Hot Springs on Green Island; Formosa Water Park-Tang Sparty in Bali, Taipei County; Sea Gaia Spring Hotel in Wanli; Taipei County, Tucheng Yuma Hot Spring Motel in Taipei County; Beitou Hot Spring Public Bath in Taipei City; Long Nice Hot Springs in Taipei City; Yueguangzhuang Hotel in Taipei City; Shinkong Chao Feng Ranch & Resort in Hualien County; Beauty Age Spring Resort in Beitou, Taipei City; Royal Chihpen Hotel in Taidong County; Suao Cold Spring in Yilan County; Yuan Hsiang Hot Spring in Ruihui, Hualien County; The Beitou Garden Spa in Taipei City; An-Tong Hot Spring Hotel in Hualien County; Sweet Me Hotspring Resort in Beitou, Taipei City; Hoya Spa Hotel in Hualien County; Jixiang Farm in Yuli, Hualien County; and South Garden Hotels and Resorts in Taoyuan County. Assistance in applying for the hot-spring label was continued and operators were educated in posting warning signs at hot-spring facilities to assure the safety of hot-spring bathers.



# Travel Taiwan

# 旅行，台灣！







## Chapter 5

# Guidance and Administration of the Tourism Industry

## 第五章 觀光產業之輔導與管理



## 第一節 旅行業

### 一、經營現況

截至98年12月31日止，全國旅行社共計2,164家，其中綜合旅行社91家，甲種旅行社1,926家，乙種旅行社147家。

### 二、輔導旅行業提升競爭力

為紓解旅行業者面臨全球經濟不景氣之經營困境，輔導其渡過難關，並提升產業競爭力，於整合業者意見後，採取相關因應措施如下：

#### (一)組成「旅行業經營管理諮詢輔導小組」

為協助旅行業者提升經營管理能力及解決融資等相關問題，委由中小企業聯合輔導中心結合產、官、學界組成「旅行業經營管理諮詢輔導小組」，並設置免費諮詢電話（0800-219-777）提供旅行業融資諮詢及專案輔導。自97年11月至98年2月本案截止，共受理電話諮詢計56件、現場診斷計22件。

#### (二)提供優惠貸款及利息補貼措施

1. 旅行業貸款及利息補貼：98年11月11日修訂「旅行業貸款及利息補貼實施要點」，提供綜合旅行業新臺幣500萬元、甲種旅行社300萬元、乙種旅行社200萬元之相對信用保證貸款及利息補貼，經觀光局審查小組審查通過移送信保基金相對信用保證者，按實際貸款餘額補貼年利率百分之1.5，如貸款利率低於百分1.5，依其實際貸款利率補貼；旅行業自行依各承貸金融機構之核貸作業規定辦理貸款者，則按實際貸款餘額補貼年利率百分之4，貸款利率低於百分之4，依其實際貸款利率補貼。利息補貼期限依實際貸款期限，最長為2年，計有10家旅行業者提出利息補貼申請。
2. 獎勵觀光產業升級優惠貸款：提供綜合旅行業最高不超過新臺幣1,000萬元，甲、乙種旅行業最高不超過新臺幣500萬元之中長期營運週轉金優惠貸款。

## I. Travel Agencies

### 1. Status of Operations

On December 31, 2009, Taiwan had a total of 2,164 travel agencies, of which 91 were consolidated travel agencies, 1,926 were A-class travel agencies, and 147 were B-class travel agencies.

### 2. Assistance to Travel Agencies in Upgrading Competitiveness

In order to assist travel agencies in the face of the global economic recession, the Taiwan Tourism Bureau helped them to weather the troubled times, and upgrade their competitiveness. After integrating opinions and inputs from the business, the Taiwan Tourism Bureau took the following actions:

#### (1) Establishment of a “Travel Agency Management Consulting and Assistance Team”

To help travel agencies raise their management abilities and resolve cash flow problems, the Taiwan Small Business Integrated Assistance Center was commissioned to organize “Travel Agency Management Consulting and Assistance Team” involving the private, government, and academic sectors, and to set up a free consulting hotline (0800-219-777) to provide financial consulting and special—case assistance to travel agencies. As of February 28, 2009, the number of calls for phone consultation stood at 56 and face-to-face consultations numbered 22.

### 三、持續落實旅行業交易安全查核，維護消費者權益

為維護交易安全，保障旅客權益，依據「旅行業交易安全查核作業要點」成立「旅行業交易安全查核會報」，透過提案討論、資訊交流方式，取得預防交易安全之共識及方針，並依「實施旅行業交易安全查核作業流程」，針對營運異常之旅行業辦理實地檢查業務，防範旅行業倒閉事件之發生，主要辦理事項如下：

- (一) 邀集行政院消費者保護委員會、旅行業全聯會、品保協會及銀行公會、收單銀行、產險公會等單位，成立「旅行業交易安全查核會報」研商與交易安全相關事項。
- (二) 透過票據交換所取得旅行業退票即時資訊，主動發掘旅行業財務問題，立即派員進行安全查核。
- (三) 篩選及查訪有跳票或債信不良、大量低價促銷廣告、刷卡量爆增、代表人或員工異動頻繁等情形之旅行業，以期預先發現營業異常現象，降低危害交易安全事件之發生機率。
- (四) 輔導品保協會及臺北市旅行業公會成立媒體及網路廣告監看小組，有效掌握異常訊息。
- (五) 延聘旅行業財務查核專家提供專業查帳意見及會同檢查，以確實掌握查核對象之財務狀況。
- (六) 透過警察廣播電台宣導參團旅遊錦囊，並於該電台公益時段播出。
- (七) 整合觀光局網站內之「消保事項專區」，對外提供完整資訊及宣導。
- (八) 公告有法定公告事由之旅行業。

### 四、加強稽查旅行業務，維護旅遊市場競爭秩序

輔導旅行社依法經營旅行業務，除不定期赴旅行社瞭解業務執行情形外（98年共檢查95家旅行社），並加強對非法旅行業、無照導遊及領隊之取締，98年取締違法經營旅行業務計47件，稽查導遊315人次、領隊285人次。

### 五、輔導旅行業建立網路交易安全機制及推廣優良網站認證制度

督促以電腦網路經營旅行業務之旅行業者，其廣告行銷資訊應具體明確、採取保護旅客隱私權及資通安全措施、使用安全之付款機制、設立消費爭議之處理窗口。另委請中華民國網路消費者協會辦理旅行業優良網站評鑑認證（98年計有251家旅行業網站通過中華民國網路消費協會認證），保障旅遊消費者網路交易安全。

### 六、強化消費者保障權益資訊傳遞及教育宣導

- (一) 為落實消費者保護法有關協調處理消費爭議及提供消費者諮詢服務之規定，除提供消費者申訴調處服務外，並設有免費專線電話（0800-211-734），由專人負責接受消費者旅遊諮詢服務。98年受理旅遊糾紛案件共計255件，另輔導中華民國旅行業品質保障協會受理調處該會會員之旅遊糾紛申訴案件共260件。
- (二) 於「臺灣觀光資訊網」建置「消保事項專區」，公告合法旅行業者基本資料及投保保險資訊，並



## (2) Providing Preferential Loan and Interest Subsidies

- a. Interest subsidies: On November 11, 2009, the “Key Points on Subsidies for Interest Payments on Loans to Travel Agencies” was revised, to provide NT\$5 million to consolidated travel agencies, NT\$3 million to A-class travel agencies, and NT\$2 million to B-class travel agencies for loan guarantee and interest subsidies. Applicants that passed the Tourism Bureau’s review were referred to the Credit Guarantee Fund, subsidizing up to 1.5 percentage points of the per—annum interest rate on the real loan. If the applicant’s loan interest rate was lower than 1.5% per annum, then the subsidy was given in accordance with the actual interest rate. Applicants that met financial institutions’ criteria for loans were subsidized up to 4 percentage points on the remaining loan amount; if the applicant’s interest rate was lower than 4%, then the assistance was in accordance with the actual interest rate. The subsidy is provided for the duration of the loan, to a maximum of two years. Ten travel agencies have applied for this interest rate subsidy.
- b. Preferential Loans for Encouragement of the Tourism Industry: This program provides consolidated travel agencies with up to NT\$10 million in medium and long-term operating capital loans, and A-class and B-class travel agencies up to NT\$5 million in operating capital loans.

## 3. Continued Auditing of Travel Transaction Security to Protect Consumers’ Rights

To maintain the security of transactions and protect the interests of travelers, the Tourism Bureau established the “Travel Transaction Security Auditing Committee” in accordance with the “Guidelines for the Auditing of Travel Transaction Security.” During committee meetings, agreements and directions on transaction security were reached timely on-site inspections of travel agencies with abnormal operations were conducted as required by the “Process for the Auditing of Travel Transaction Security” to prevent sudden bankruptcies of travel agents. The following major actions were carried out:

- (1) The Bureau brought together the Consumer Protection Commission of the Executive Yuan, Travel Agent Association, Travel Quality Assurance Association, Bankers Association, billing banks, Insurance Association and others for the joint establishment of a “Transaction Security Monitoring Committee” for discussion of transaction security—related matters.
- (2) Utilizing notifications from the Taiwan Clearing House on returned checks from travel agencies, the Bureau will take information immediately and used it for early identification of travel agencies with financial problems. Inspectors were then sent to the agencies for safety auditing.
- (3) Travel agencies that showed massive low-price advertising, explosive increases in card consumption, or frequent changes of responsible person or employees were screened and visited with the aim of making early discovery of abnormal operations and reducing the occurrence of incidents that threatened transaction security.
- (4) The Travel Quality Assurance Association and Taipei Association of Travel Agents were assisted in organizing a media and internet advertising monitoring committee charged with watching out for news of abnormal situations.
- (5) Professionals with expertise in auditing travel agencies were commissioned to participate in the inspection visits and make professional recommendations to provide accurate assessments of companies financial status.
- (6) “Group Travel Treasury” shorts were aired on the Police Radio System to provide tips about joining travel tours.
- (7) The “Consumer Protection Page” was incorporated in the Tourism Bureau’s Website to provide a complete range of news and publicity.
- (8) Names of travel agencies were announced as required by law.

## 4. Strengthened Auditing of Travel Agencies to Maintain Competitive Order in the Travel Market

Travel agencies were guided in operating in accordance with the law. In addition to unscheduled visits to travel agencies to understand their business conditions (95 agencies were investigated in 2009), enforcement was carried out against illegal travel agencies and unlicensed guides and tour managers. In 2009 there were a total of 47 cases of enforcement against illegally operating travel agencies, and 315 tour managers and 285 guides were investigated.

分為「旅遊消費」、「旅遊安全」、「具法定公告事由之旅行業」及「其他宣導事項」等4大項，俾確保旅遊交易安全，提供消費者充分與正確之旅行業資訊。

- (三) 為向民眾宣導正確參團旅遊觀念及旅遊安全事項，洽請警察廣播電台製作宣導廣播帶，內容分為「與旅行社交易應注意事項」及「其他權益保障事項」等2項主題，每1主題甄選8支宣導廣播作品(前3名及佳作5名)，於99年1月中旬起在該電台以插播方式播出，以向旅遊消費者提醒旅遊觀念及旅遊應注意事項，俾達保障旅遊消費者權益之目的。

## 七、建立大陸人民來臺觀光磋商機制平台，維護觀光團旅遊品質及旅客安全

- (一) 擬定品質稽查計畫，啟動事前審核、事中查核、事後考核機制

訂頒品質注意事項並擬定稽查計畫，事前審查團體行程是否符合品質要求(包括：團費、行程、導遊、車輛、旅館及購物店等)；事中派員隨團抽查問題旅行社所接待團體；事後調查旅客意見，考核接待品質並作為事前、事中查核之參據。

- (二) 兩岸行政互助共同監管旅遊品質

透過「臺灣海峽兩岸觀光旅遊協會」(臺旅會)與大陸「海峽兩岸旅遊交流協會」(海旅會)之磋商機制及溝通平臺，推動每人每夜60美元之最低接待標準，共同監管旅遊品質、維護市場秩序。

- (三) 進行源頭控管，訪查大陸廣告及報價

委託中華民國旅行業品質保障協會蒐集大陸地區旅遊廣告資訊，了解源頭報價及組團社間競價情形，篩選未符旅遊品質規範之團體，並透過「臺旅會」提供大陸「海旅會」查處。



## 5. Guidance of Travel Agencies in Establishing Internet Transaction Security Mechanisms and Promoting Internet Verification Systems

Travel agencies doing business on the internet were supervised to assure that their advertising was concrete and factual, that they adopted measures to protect the privacy of travelers and the security of information and communications, that they used a secure payment mechanism, and that they maintained a consumer dispute resolution window. The Net Consumers Association was asked to carry out assessment and certification of qualified online travel agencies (251 agencies received such certification in 2009) so as to protect online transaction security for traveling consumers.

## 6. Reinforcement of Consumer Protection Information and Educational Publicity

- (1) In conformity with the provisions of the Consumer Protection Law regarding the resolution of consumer disputes and the provision of information services to consumers, in addition to offering consumer complaint mediation the Tourism Bureau has also established a toll-free line (0800-211-734) manned by personnel exclusively to answer travel inquiries from consumers. The Bureau accepted 255 travel dispute cases in 2009, and assisted the Travel Quality Assurance Association in mediating 260 complaint cases for its members.
- (2) A "Consumer Protection Page" was set up on the Tourism Bureau's Taiwan Travel Information Website, with basic information on legal travel agencies and their insurance provisions. Information on the page is divided into four sections: "Travel Consumption", "Travel Safety", "Travel Agencies Involved in Legal Pronouncements", and "Announcements." The goal is to assure the security of travel transactions and provide consumers with a sufficient amount of accurate travel information.
- (3) To reinforce educational publicity for group travelers, the Tourism Bureau asked the Police Radio System to produce promotional tapes on two topics—"Things to Watch for when Dealing with Travel Agencies" and "Protection of Rights and Interests"—for broadcast beginning in mid-January 2010. Eight programs per topic (First, Second, and Third Place, and 5 Excellence Award) were selected to remind consumers of correct travel concepts and of things to watch for, and thus to protect the interests of travelers.

## 7. Cross-Strait Negotiations on Chinese Tourists in Taiwan, and Reinforcement of Travel Quality and Safety for Chinese Tour Groups

- (1) To ensure the quality of services provided to Mainland Chinese tourist groups, an auditing plan was drafted to activate a pre—inspection, interim—inspection and post— inspection mechanism. Pre-inspection of tour itineraries are conducted to make sure quality matches the need(including: tour charge, itinerary, tour guides, transportation, hotels, and shopping). Random audits of suspect receiving travel agencies are conducted during interim inspection; post inspections involve surveys of visitor comments on quality of service as a reference for pre and interim inspections.
- (2) Cross—strait cooperation on supervision of travel quality  

Through the negotiation mechanism and exchange platform of the Taiwan Strait Tourism Association (TSTA) and the Cross-Strait Tourism Exchange Association (CTEA), the US\$60 per—person, per—night minimum tour price was set and promoted, so as to jointly monitor travel quality and maintain market order.
- (3) Control at the source: inspecting advertisements and price quotations in China  

The Travel Quality Assurance Association was commissioned to collect travel advertising information in China to gain a better understanding of price quotations and the price wars that are taking place among travel agencies. A list of tour groups that failed to meet travel quality regulations was compiled and provided to the CTEA through the TSTA for investigation.
- (4) Real—time announcement of rewards and penalties for tour operators and of quality inspection information  

Real—time or regular postings of rewards and penalties for tour operators, and quality inspection information, are available on the "Chinese Tourists in Taiwan" section of the Tourism Bureau's Taiwan Travel Information Website, as well as on the TSTA website, keeping cross—Strait related agencies, operators, and the public update of the latest information.
- (5) Implementation of the "Travel Shopping Assurance System"

(四) 即時公布接待社獎懲及品質調查資訊

即時或定期於觀光局行政資訊網「大陸人士來臺」專區、「臺旅會」網站上公布接待社獎懲及品質調查資訊，提供兩岸相關單位、業者及民眾知悉。

(五) 落實「旅行購物保障制度」

賡續輔導中華民國旅行業品質保障協會推動旅行購物保障制度，落實購物保障商店品質查核、進退場、旅客退換貨及代償理賠等購物保障機制，迄98年12月31日止計240家商店加入購物保障商店。

## 第二節 觀光旅館業

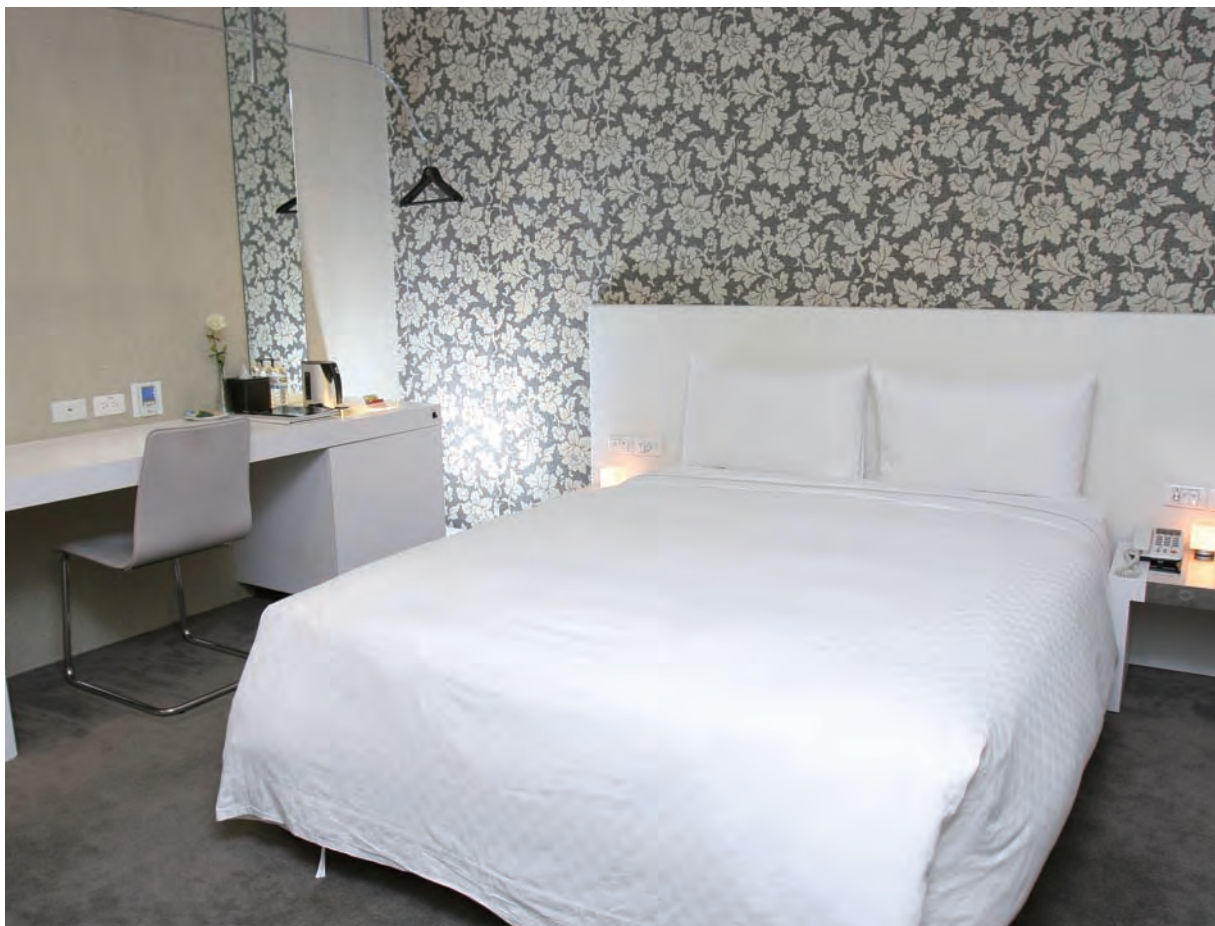
### 一、經營現況

(一) 截至98年12月底，臺灣地區觀光旅館共計95家，客房數22,395間。其中國際觀光旅館64家，客房數18,645間；一般觀光旅館31家，客房數3,750間。

(二) 98年申請核准籌設之觀光旅館計有7家，客房數為1,213間，總投資金額為新臺幣58億元；另經查驗合格並取得觀光旅館業營業執照者計有4家，增加之客房數計為728間。

二、98年3月3日至7月15日實施國際觀光旅館及直轄市以外一般觀光旅館定期檢查（計檢查78家觀光旅館），並督導觀光旅館業切實投保公共責任意外保險，俾降低業者經營風險及維護旅客住宿安全。

三、98年輔導觀光旅館業購置自動化、防治污染及提升企業數位資訊效能設備或技術申請抵減應納營利事業所得稅之申請案共計25件，金額總計為新臺幣26,130,914元。



The Tourism Bureau continued to assist the Travel Quality Assurance Association in implementing the travel shopping assurance system, the purchase protection mechanism, shopping quality assurance investigation, inspection of product functionality, and the return or exchange of goods and reimbursement and exchange of defective products. As of Dec.31, 2009 240 merchants had joined the purchase protection mechanism.

## II. Tourist Hotels

### 1. Current Status

- (1) At the end of 2009, Taiwan had 95 tourist hotels with a total of 22,395 rooms. International tourist hotels accounted for 64 hotels with 18,645 rooms, and tourist class hotels numbered 31 with 3,750 rooms.
  - (2) Applications for 7 new tourist hotels having a total of 1,213 rooms and calling for a total investment of NT\$5.8 billion were submitted in 2009. Four of the projects have passed inspection and been issued tourist hotel business licenses, increasing the total room count by 728.
2. Scheduled inspections of international tourist hotels and general tourist hotels outside cities directly administered by the Executive Yuan (a total of 78 tourist hotels) were carried out from March 3 to July 15, 2009, and the tourist hotels were supervised in taking out public liability insurance so as to lower the risk of operators and protect the safety of travelers.
  3. The Tourism Bureau assisted in 25 applications for tax offsets for the purchase equipment or technology for automation, pollution—prevention, or the upgrading of enterprise digital information capabilities. The amount involved totaled NT\$ 26,130,914.
  4. In 2009, 9 tourist hotels were subsidized as stipulated by the "Directions for Tourism Industry House Tax Subsidy for Typhoon Morakot Victims," with total subsidies amounting to NT\$11,100,014.
  5. As of December 31, 2009, 55 tourist hotels had issued Hotel Product (Service) Gift Certificates, in conformity with the regulations.
  6. To protect tourists' reservation rights and clarify the accountability relationship between tourist hotels, general hotels, and homestays, and consumers the "Standardized Contract for the Direct Reservation of Tourist Hotel Rooms, General Hotel Rooms and Home Stay Rooms by Individuals" was determined during the 171st meeting of the Consumer Protection Commission of Executive Yuan on November 16, 2009, and promulgated by the Ministry of Transportation and Communications on January 13, 2010.

## III. General Hotels, Homestays, and Youth Hostels

1. As of the end of December 2009, there were 3,257 general hotels in Taiwan, of which 2,671 were legal and 586 illegal. Under the principle of "central supervision with local implementation", the Tourism Bureau carried out 25 scheduled and unscheduled supervisory inspections during the year and local governments carried out 3,104 inspections. Ninety—three hotels were assisted in gaining legal registration.
2. In accordance with the "Statute for the Development of Tourism", the Tourism Bureau provided supervision to local governments in guiding homestay business registration and carried out related seminars with the aim of upgrading the quality of the facilities and the management concepts of their operators. A total of 2,910 homestays were legally registered at the end of 2009.
3. The Chinese Taipei (Taiwan) Youth Hostel Association was assisted in helping four of its member hostels to obtain YH certification, and three to obtain IBN certification.
4. Bidding and qualification procedures for the outstanding of hotel star rating accreditation to a private professional organization was completed, and assistance was provided for in holding seven accreditation explanatory sessions.
5. To promote the upgrading of quality in general hotels, 20 hotels were assisted in upgrading their overall hardware and software standards with design subsidies totaling NT\$17,299,281 in 2009. A total of 2,116 rooms were improved.
6. To help the tourism industry obtain low—interest loans to upgrade their overall hardware and software standards, 24 hotels

- 四、依「莫拉克颱風受災觀光產業房屋稅補貼作業須知」規定，98年補助9家觀光旅館房屋稅，總計補助金額11,100,014元。
- 五、截至98年12月31日止，發行商品（服務）禮券之觀光旅館業者計有55家，均依照規定辦理。
- 六、為保障旅客訂房之權益，並釐清觀光旅館業、旅館業及民宿經營與消費者訂房之權利義務關係，訂定「觀光旅館業、旅館業及民宿個別旅客直接訂房定型化契約範本」，於98年11月16日經行政院消費者保護委員會第171次委員會議審查通過，並由交通部於99年1月13日函頒實施。

### 第三節 旅館業、民宿及青年旅舍

- 一、截至98年12月底止，全國現有一般旅館3,257家，其中合法2,671家，非法586家，本於「中央督導，地方執行」之原則，實施定期、不定期督導25次，地方政府稽查次數計3,104家次，核准合法登記93家。
- 二、依據「發展觀光條例」規定，督導地方政府辦理民宿申請登記作業，並辦理相關研習，提升民宿經營者經營理念與品質，截至98年12月底止，合法登記者計2,910家。
- 三、輔導中華民國國際青年之家協會辦理國際青年旅館取得YH認證者計4家，取得IBN認證者3家。
- 四、完成星級旅館評鑑委託民間專業機構辦理之招標作業，並協助辦理7場評鑑作業說明會。
- 五、為推動一般旅館品質提升，98年度計補助20家旅館軟、硬體更新規劃設計費用新臺幣1,729萬9,281元，改善客房總數2,116間。
- 六、為協助觀光產業取得低利貸款進行軟、硬體更新改善，98年度計輔導24家觀光產業取得優惠貸款，貸款總金額新臺幣16億4,810萬元。其中6家觀光產業核予利息補貼，補貼金額平均每年約543萬餘元。
- 七、為提升旅館業人力素質及改善其整體服務水準，98年度協助16縣市政府及旅館商業同業公會辦理19場次「旅館業基層從業人員教育訓練」，參訓學員計2,650人。另辦理「一般旅館中階幹部教育訓練」，參訓學員計388人；「旅館業高階經理人訓練」，參訓學員計180人，有效提升旅館從業人員之服務水準。
- 八、訂定「受莫拉克颱風災害影響發生營運困難之觀光產業紓困辦法」，並據以訂定「莫拉克颱風受災觀光產業房屋稅補貼作業須知」、「莫拉克颱風受災觀光產業貸款及利息補貼作業須知」及「補貼金融機構辦理莫拉克颱風受災觀光產業擔保借款利息展延損失作業須知」等相關規定，以作為受莫拉克颱風災害影響發生營運困難之觀光產業申請房屋稅補貼、辦理紓困貸款及貸款利息補貼之依據。

### 第四節 觀光遊樂業

#### 一、現況

98年領有觀光遊樂業執照且營業中之業者總計24家，屬重大投資案之觀光遊樂業者計23家，非屬重大投資案之觀光遊樂業者1家，正式雇用員工約4,126人。

#### 二、設立審查

- （一）依觀光遊樂業管理規則辦理觀光遊樂業之興辦事業計畫之審查，98年度核准



were assisted in obtaining a total of NT\$16,481,000,000 in preferential loans in 2009. Interest subsidies were approved for six of the hotels, with the total subsidy averaging more than NT\$5.43 million annually.

7. Assistance was provided for 16 counties and cities in holding 19 "Introductory-Level Hotel Personnel Training" sessions designed to upgrade the quality of hotel personnel and to improve overall service standards. In total, 2,650 participants received training. In addition, "Mid-Level General Hotel Manager Training" was held for 388 trainees, and "High-Level Hotel Manager Training" was held for 180 trainees. All of the above were done so as to effectively improve hotel personnel service standards.
8. The "Measures for Bail Outing Tourism Operators with Operational Difficulties Caused by Typhoon Morakot" were established. The "Directions for Tourism Industry House Tax Subsidies for Typhoon Morakot Victims," "Directions for Tourism Industry Loans and Interest Subsidies for Typhoon Morakot Victims," and "Directions for Subsidies for Financial Institutions Providing Extensions on Interest Payments on Loans to Tourism Enterprises. Affected by Typhoon Morakot" were also established as the basis for the affected tourism operators to apply for housing tax subsidies, relief loans, and interest allowances.

## IV. Tourist Amusement Enterprises

### 1. Current Status

Taiwan had a total of 24 licensed tourist amusement enterprises in 2009, of which 23 were included in the category of "important investment projects" and one was outside that category. They had a total of 4,126 employees.

### 2. Examination of Project Establishment

- (1) In accordance with the provisions of the "Guidelines for the Examination of Applications for the Development of Recreation Area Facilities", two development projects were approved in 2009: the Wan Ruey Forest Paradise (1st revision) and Yamay Resort (2nd revision), covering a total of 235.8457 hectares and approximately NT\$53.129 million in investment. Four other applications were also accepted: Janfusun Fancy World (4th revision), Window on China Theme Park (2nd revision), Yiyuan Resort (1st revision), and Puli Chihkanding Recreational Area, with a total of 77.755 hectares and about NT\$1.279 billion in investment.
- (2) New tourist amusement facilities added in 2009 include Sun Moon Lake Ropeway at the Formosan Aboriginal Culture Village, Leofoo Village Theme Park's "Leofoo Resort," and "Doraemon Show Room" at Window on China Theme Park, costing a total of NT\$1.7billion in investment.

### 3. Operation and Management

- (1) To improve the quality of tourist amusement facilities, reinforcement of the mechanisms and regulations for self-inspection and regular and irregular area county (city) governmental inspections, and of supervision by the Tourism Bureau and supervisory agencies of the central government was carried out, in accordance with the provisions of the "Regulations Governing Amusement Park Enterprises" and "Guidelines for the Examination of Applications for the Development of Recreation Area Facilities".
- (2) Twelve series of inspections were carried out from July through September 2009, with 27 theme parks inspected, and 23 licensed amusement enterprises that conformed to the conditions of competition were assessed. Eleven enterprises were evaluated as "Outstanding": Janfusun Fancy World, Formosan Aboriginal Culture Village, Leofoo Village Theme Park, Farglory Ocean Park, Yamay Resort, Window on China Theme Park, Little Ding-Dong Science Park, Jianshanpi Jiangnan Resort, Sun Link Sea Forest Recreational Area, West Lake Resortopia, and Atayal Resort. Another seven were evaluated as "Excellent": Wan-Pi World Safari Zoo, Formosa Fun Coast, Bada Forest Theme Paradise, Shangrila Paradise, Yeliou Ocean World, Kentington Resort, and Dalukuan Land. Others were not rated.

### 4. Training

To help tourist amusement enterprises upgrade their operational management and quality, a Lecture on Incentives for Tourist Amusement Enterprises was held on March 19, 2009, a Lecture on Operational Management and Consumer Protection was held on May 6, 2009, Training for the Upgrading of Service Quality in the Tourist Amusement Industry was held on June 17-

之觀光遊樂業開發案計有萬瑞森林樂園(第1次變更)及月眉育樂世界(第2次變更)等2件，面積235.8457公頃，投資金額約新臺幣0.53億元；並受理劍湖山世界遊樂區(第4次變更)、小人國主題樂園(第2次變更)、怡園渡假村(第1次變更)及埔里赤崁頂遊樂區等4件，面積77.755公頃，投資金額約12.79億元。

(二) 98年計有九族文化村「日月潭纜車」、六福村主題遊樂園「六福莊生態渡假旅館」、小人國主題樂園「哆啦A夢館」等新增觀光遊樂設施，投資金額總計達17億元。

### 三、經營管理

(一) 為提升觀光遊樂業之觀光遊樂設施品質，依「觀光遊樂業管理規則」暨「觀光遊樂業經營管理與安全維護檢查暨督導考核競賽作業要點」規定，由業者加強自我檢修、轄管縣(市)政府定期、不定期檢查、及本局與中央相關權責主管機關之督導等管理機制及其他相關法規，全面性加強輔導管理。

(二) 於98年7至9月間，分12梯次辦理27家檢查；並就已取得觀光遊樂業執照且符合競賽條件之23家業者進行考核競賽。98年經評定特優等為劍湖山世界、九族文化村、六福村主題遊樂園、遠雄海洋公園、月眉育樂世界、小人國主題樂園、小叮噹科學遊樂區、尖山埤江南渡假村、杉林溪森林遊樂區、西湖渡假村及泰雅渡假村等11家。優等為頑皮世界、八仙海岸、8大森林樂園、香格里拉樂園、野柳海洋世界、小墾丁渡假村及大路觀主題樂園等7家，餘不列等。

### 四、從業人員訓練

為輔導觀光遊樂業加強經營管理及品質提升，辦理從業人員專業訓練，業於98年3月19日辦理觀光遊樂業獎勵優惠講習會、98年5月6日辦理觀光遊樂業經營管理與消費者保護講習、98年6月17-18日辦理觀光遊樂業提升優質服務訓練及98年10月27-28日辦理經營管理與提升產業競爭力講習等相關訓練計4場次。

### 五、整合性行銷

98年辦理觀光遊樂業寒、暑假整合行銷活動，業於98年1月15日辦理「2009FUN寒假遊樂園」活動記者會，活動期間98年1月15日至98年2月15日。98年6月28日辦理「2009 FUN暑假遊樂園-輕鬆玩樂high一夏活動」啟動記者會，活動期間98年6月28日至98年9月6日，並於暑假及連續假期前協助彙整發布行銷活動新聞稿。

### 六、獎勵優惠

(一) 在產業升級之輔導方面，配合觀光拔尖領航方案之執行計畫，業於98年9月29日訂定發布「交通部觀光局補助觀光遊樂業經營升級實施要點」，主要補助觀光遊樂業辦理人力品質提升、新增設施之規劃設計、既有遊客服務設施之修繕及行銷宣傳等事項，98年補助19家觀光遊樂業者，補助金額總計3,496萬1,346元。

(二) 輔導觀光遊樂業依「促進民間參與公共建設法」、「中長期資金運用作業須知」、「促進產業升級條例」及「獎勵觀光產業升級優惠貸款要點」等規定，申辦租稅優惠、融資等事宜。

(三) 輔導觀光遊樂業購置自動化、防治污染設備或技術，依「促進產業升級條例」申請抵減應納營利事業所得稅及相關投資抵減。

(四) 依「發展觀光條例」、「交通部適用發展觀光條例第四十五條或第四十六條規定審查作業要點」規定協助民間機構取得公有土地開發興建。

18, 2009, and Training for Operational Management and Enhancement of Industrial Competitiveness was held on October 27-28, 2009.

#### 5. Integrated Marketing

Integrated marketing activities were organized for the tourism theme park industry in 2009 with tie-ins to winter and summer vacations. A press conference was held on January 15, 2009 for the "2009 Fun Winter – Theme Parks" to promote the activity, which was held from January 15 to February 15, 2009. Another press conference was held on June 28, 2009 to launch the "2009 Fun Summer at Theme Parks—A Fun Relaxing High Summer" from June 28 to September 6, 2009. The Bureau also assisted with the compiling and issuing of press releases for these activities prior to the summer vacation and long holidays.



#### 6. Incentives

- (1) To provide assistance for industry upgrading, in cooperation with promotion of the Project Vanguard for Excellence in Tourism and in accordance with the "Guidelines for Tourism Bureau Subsidies for Upgrading Industries" as announced on September 29, 2009, subsidies were provided to upgrade the quality of tourist amusement workers, to plan and design new facilities, to renovate existing visitor service facilities, and to carry out other promotional activities. Nineteen tourist amusement enterprises received NT\$34,961,346 in subsidies in 2009.
- (2) Tourist amusement enterprises were assisted in applying for tax and financing incentives in accordance to the provisions of "Encouragement of Private Participation in Infrastructure Projects", "Medium— and Long—Term Capital Utilization Rules", "Statute for Upgrading Industries", and "Preferential Loan Guidelines for Encouragement of the Tourism Industry".
- (3) Tourist amusement enterprises were assisted in applying for tax credits and offsets for the procurement of automation and pollution-prevention equipment under the "Statute for Upgrading Industries".
- (4) Private organizations were helped to acquire government land for development in accordance with the "Statute for the Development of Tourism" and "Guidelines for MOTC Review Work under Article 45 or Article 46 of the Statute for Development of Tourism".

## V. Tourism Industry Education and Training

Tourism workers are given training to increase their professional know-how; reinforce operational, management, marketing, and service concepts; and bring about an overall upgrading of the quality of travel services.

### 1. Training of Tourism Personnel

- (1) To assure the quality of travel services and coordinate with the Ministry of Examination's 2009 "General Test for Professional and Technical Personnel — Tour Guides and Tour Managers," the Tourism Bureau organized pre-employment training for tour managers and tour guides from June 2008 through April 2009, in northern, central, southern, and eastern Taiwan. A total of 2,992 participants (1,504 in foreign languages, 1,488 in Chinese) had completed tour manager training, and 3,289 (536 in foreign languages and 2,753 in Chinese) had completed tour guide training by the end of 2009.
- (2) To develop managerial personnel for the travel industry, and to strengthen the regulatory knowledge and service concepts of travel-industry managers, the Certified Travel Councilor Association R.O.C. and local travel agents' associations were commissioned to carry out pre-employment managerial training in northern, central, and southern Taiwan and the offshore island of Kinmen. A total of 390 people had taken this training by the end of 2009.

## 第五節 觀光產業教育訓練及人才整備

培訓觀光產業人才，增進觀光從業人員專業知能，強化經營管理行銷及服務理念，以全面提升旅遊服務品質。

### 一、培訓觀光從業人員

- (一) 為確保旅遊服務品質，配合考選部98年「專門職業及技術人員普通考試領隊人員、導遊人員考試」，於98年6月至99年4月分別於北、中、南、東4區辦理領隊、導遊人員職前訓練；至98年12月止完成領隊人員訓練計2,992人（外語1,504人、華語1,488人），導遊人員訓練計3,289人（外語536人、華語2,753人）。
- (二) 為培育旅行業經營管理人才，加強旅行業主管人員法規知識及服務理念，委託中華民國旅行業經理人協會及各地區旅行商業同業公會辦理北、中、南3區及金門離島地區之旅行業經理人職前訓練，至97年12月底止，訓練人數共計390人。

### 二、增進觀光從業人員專業知能

- (一) 輔導中華民國觀光導遊協會依據現職導遊實務需求，每月辦理以觀光景點主題研習為主、實務導覽為輔之在職訓練，內容包括故宮文物、龍山寺、烏來溫泉文化、臺灣植物……等專題課程，以提升導遊人員之專業職能及服務品質，共計訓練1,196人次。
- (二) 輔導中華民國觀光領隊協會辦理領隊人員在職訓練，內容包括領隊帶團之旅遊安全、緊急事故預防與處理等系列課程，共計訓練213人次。
- (三) 辦理觀光旅館及一般旅館從業人員「訓練訓練員」、「中階幹部CHS 訓練」、「客務部經營與管理」、「餐飲管理」、「餐旅人力資源管理」等各項研習班，加強擔任訓練業務者之規劃及執行技巧、中階幹部所需之管理技巧、溝通能力、人力規劃或管理營運、操作技巧等專業知能，共計訓練387人次。

### 三、因應市場變化辦理導遊精進訓練

為培訓現職導遊優質導覽品質及配合陸客來臺觀光需求，辦理導遊人員精進訓練，課程包含「導遊菁英研習營」、「臺灣歷史與兩岸文化」、「郵輪訓練」、「粵語第二語言專長訓練」……等導覽解說實務與專業知識技能之訓練，以提升導遊解說能力及服務熱忱，共計訓練860人次。

另為因應開放大陸人士來臺觀光，就大陸觀光客較易接觸之購物店、餐飲、旅館及觀光旅遊業從業人員接待大陸旅客之服務技巧予以培訓，分別於98年9月28日、9月29日、9月30日、10月8日、10月9日、10月12日及11月17日辦理7個場次「觀光產業從業人員(觀光旅遊業、旅館業、購物店業及餐飲業)接待大陸旅客服務技巧講習」，共計429人參訓。

### 四、培育觀光產業菁英人才國際化

為培育觀光人才，提升我國接待外國旅客服務品質及觀光產業之國際競爭力，於98年10月14日完成訂定發布「交通部觀光局甄選觀光菁英赴國外訓練補助要點」並辦理甄選及逕送學員赴國外訓練相關事宜；另於國內培訓部分，輔導並補助財團法人商業發展研究院規劃「觀光產業關鍵人才培育計畫」，分別辦理個案教學體驗班及觀光產業價值活動分析系列座談會，計有旅行業中、高階主管120人次參加。

## 2. Improvement of the Professional Know-How of Tourism Personnel

- (1) Assistance was provided to the Tourist Guide Association, ROC, and Taipei Tour Guide Association to organize on—the—job training to fill individual needs. Monthly sessions were held on scenic areas and practical guide tourist training, the contents of which included: the National Palace Museum’s cultural and historical artifacts, LongShan Temple, Wulai Hot Spring Culture, Taiwan Flora, and other subjects designed to raise the professional skills and service quality of tour guides. A total of 1,196 people participated in this training.
- (2) The Tourist Guide Association was assisted in conducting on—the—job training in travel safety of guided tours, and the prevention and handling of emergency incidents. A total of 213 people participated.
- (3) "Train the Trainer", "CHS Training for Mid-level Managers", "Front Office Operations and Management", "Food and Beverage Management", and "Restaurant and Hotel Human Resource Management" seminars were held for employees of tourist and general hotels to strengthen the planning and implementation skills of persons in charge of training as well as the professional management skills, communication abilities, manpower planning, and operational know-how needed by mid-level managers. A total of 387 people completed the training.

## 3. Advanced Training for Tour Guides in Response to Market Changes

To train tour guides and help them obtain high—quality skills and also to meet the needs of Mainland Chinese tourists visiting Taiwan, the Tourism Bureau provided advanced training courses, including "Tour Guide Elite Camp", "Taiwan History and Cross-Strait Culture", "Cruise Boat Training", and "Cantonese as a Second Language Professional Training". The training programs all focused on guiding, interpretation, and practical knowledge skills to raise tour guides' interpretation ability and service enthusiasm. A total of 860 people completed this training.

Additionally, in response to the opening of Taiwan to Mainland Chinese tourists, training for the reception of Mainland Chinese visitors was provided to front—line personnel having direct contact with tourists in shopping centers, restaurants, tourist hotels, and buses. Seven sessions on "Training of Tourism Industry Personnel (Tourist Amusement Enterprises, Tourist Hotels, Shopping Malls, and Restaurants) Service Manner and Skills in Greeting Mainland Chinese Visitors" were held on September 28, 29, and 30; October 8, 9, and 12; and November 17, 2009. In all, 429 people joined the training.

## 4. Cultivating the Internationalization of Tourism Elites

To incubate tourism talent enhance service quality in receiving foreign tourists, and boost competitiveness in international tourism, the "Guidelines for MOTC Allowances for the Selection of Elites for Training Abroad" were announced on October 14, 2009 and trainees were selected and sent abroad for training. For domestic training, the Commerce Development Research Institute was assisted and subsidized for the planning of the "Cultivation of Key Personnel in Tourism Project"; it provided case—study courses and analytical workshops on tourism industrial value, A total of 120 mid/high-level managers participated.





## Chapter 6

# Tourism Information and Safety Services

## 第六章 觀光資訊及安全服務

## 第一節 旅遊資訊服務

為適時提供全方位旅遊資訊服務，深入推介臺灣地區各觀光景點，並即時提供最新之旅遊資訊，98年度具體辦理情形如下：

- 一、輔導雲林縣政府及桃園縣政府依本局訂定之旅遊服務中心識別系統（CIS），建立斗六火車站旅遊服務中心及石門水庫遊客中心，提供專人之多語文旅遊諮詢及資訊服務。
- 二、結合臺灣鐵路管理局、民航局、高速公路局於尚未設置旅遊服務中心之交通節點設置交通旅遊資訊服務場站，免費提供旅遊文宣摺頁服務。
- 三、辦理9梯次旅遊服務中心服務人員基礎教育訓練及外語教育訓練，提升旅遊服務人員品質。
- 四、建立旅遊服務中心內部管理機制，辦理38處旅遊服務中心實地辦理督導考核作業，將督導考核紀錄函送各地方政府及相關單位責請立即改善，提升旅遊服務中心服務品質。
- 五、統計全國38處旅遊服務中心全年共提供100萬1,706人次諮詢服務，其中外國旅客計20萬9,945人次，佔總服務人次21.0%。
- 六、編印北、中、南、東臺灣中文觀光導覽地圖、臺灣觀光交通路網圖、臺灣觀光巴士旅遊產品摺頁與手冊，充實旅遊資訊。
- 七、提供國內外民眾無遠弗屆之即時觀光旅遊資訊，加強維護旅遊資訊網站（<http://taiwan.net.tw/>），並設置「臺灣觀光巴士」專屬網站（<http://www.taiwantourbus.com.tw/>）。
- 八、設置免付費旅遊諮詢服務熱線（0800-011-765），提供全國境內之國外旅客24小時中、英、日、韓文之交通、旅遊及緊急聯絡電話等相關資訊之專人諮詢服務，98年共服務3萬5,409人次，外籍旅客人數為1萬2,763人次，佔該年度總服務人次36%。

## I. Travel Information Services

The Tourism Bureau implemented the following measures in 2009 to provide a full spectrum of timely travel information, give in-depth introductions to tourist sites throughout Taiwan, and offer the most up-to-date travel news:

1. Assistance was provided to Yunlin and Taoyuan Counties in setting up travel information service centers in accordance with the corporate identity system (CIS) established by the Tourism Bureau. The Doulu Railway Station Travel Information Service Center and Shimen Reservoir Visitor Center were established to provide multi-lingual travel consultation and information services.
2. Travel information service kiosks providing free travel brochures were established at transportation hubs without travel service centers in conjunction with the Taiwan Railway Administration, Civil Aeronautics Administration, and Taiwan Area National Freeway Bureau.
3. Nine training programs on basic knowledge and foreign languages were held for travel service center personnel so as to upgrade their quality.
4. An internal management mechanism for travel service centers was established and personnel were sent to carry out supervisory monitoring of their operations. The monitoring records were sent to the local governments and other related agencies, with requests for immediate improvement so as to enhance the quality of service at the centers.
5. Thirty—eight travel service centers throughout Taiwan provided consultation to 1,001,706 travelers during the year. Foreign travelers accounted for 209,945 consultations, making up 21% of the total.
6. The Bureau published Chinese-language tourist maps of northern, central, southern, and eastern Taiwan; a Taiwan tourist transportation network map; and a Taiwan Tour Bus travel product brochure and manual.
7. Travelers from Taiwan and overseas were provided with an any time, any place travel information website (<http://taiwan.net.tw>) containing tourism administration information. The Taiwan Tour Bus website (<http://taiwantourbus.com.tw>) was also set up.

## 第二節 國際門戶第一線服務

為提供來臺旅客便捷服務，於桃園、高雄國際機場設置旅客服務中心，並於入境大廳設置服務台，配合班機入境時間提供旅客各項服務。高雄旅客中心服務台同仁全年輪值，以中、英、日等語言為旅客提供各項諮詢服務，服務項目包括：提供來臺旅客旅遊資訊、答詢機場入出境問題、班機航情、代洽旅館、交通工具及機場各單位之聯繫指引，協助接待受邀之來臺貴賓及團體、大陸地區人民來臺觀光通報及其他有關旅客服務事項；並配合促進外籍旅客來臺旅遊觀光宣傳推廣，執行接待及促銷活動；為強化日益蓬勃的遊輪觀光市場，亦配合郵輪停靠高雄港期間辦理迎賓接待活動，提供旅客郵政、外幣兌換、電信……等便利服務，普獲郵輪旅客讚賞。另設有觀光宣傳圖片燈箱、旅遊展示空間、旅遊資料陳列架，並備有導覽地圖、美食、購物等200餘種旅遊宣傳摺頁供旅客自由索取，以加強觀光宣導。且亦針對自助旅客設計遊程，並利用網路搜尋，提供旅客便捷完整之觀光資訊。為進一步提升服務品質，完整提供旅客觀光旅遊資料，於出境處設置自動影音播放系統，介紹國內各地旅遊景點，推展臺灣觀光新形象，拓展國際觀光客源。

98年度桃園國際機場旅客服務中心計服務旅客99萬1,308人次，提供旅遊資料229萬2,704份；高雄國際機場旅客服務中心計服務旅客15萬5,940人次，提供旅遊資料30萬9,114份；合計共服務旅客114萬7,248人次（較去年成長15.88%），提供旅遊資料260萬1,818份（較去年增加34.53%）。



## 第三節 強化臺灣觀光資訊網站整體行銷意象

臺灣觀光資訊網為臺灣觀光最重要的入口網站，自91年6月啟用至今，已建置有中文(正、簡)、英文、日文、韓文、德文等網站，98年全年瀏覽達473萬人次，已成為國際來臺觀光旅客獲取臺灣旅遊資訊及服務的主要管道。有鑑於法國來臺旅客逐年成長，並對法語系民眾行銷臺灣觀光，法文版網站於98年建置上線，同時為進一步吸引西語系旅客到臺灣旅遊，再規劃建置西班牙文網站，預計於99年底上線，以開發更廣大的觀光旅遊市場。另為讓外國民眾了解臺灣在哪裡，在英文版提供「Where is Taiwan」臺灣地圖動態 Flash，讓國外民眾從地理位置認識臺灣。

為提升網站整體觀光意象，臺灣觀光資訊網於98年4月重新改版上線，網站增加時下最流行的旅遊資訊分享功能，由名人親自撰寫旅行臺灣的故事，並針對觀光客最感興趣的旅遊資訊，由專業作家以觀光客角度，介紹臺灣高鐵之旅及臺灣各地小吃和美味料理、臺灣甜點等單元；在旅遊規劃方面，網站結合Google電子地圖，製作成地圖便利搜功能，民眾可透過電子地圖尋找景點、尋找住宿及美食等，並結合Google Map之行程規劃功能，提供民眾出發旅遊前在線上規劃旅遊路線。

另與行政院研考會合作之「創新e化觀光服務網」網站（<http://travel.taiwan.net.tw>）以強化與民眾互動功能為主，民眾可透過此網站自行規劃出符合自己需要之旅遊行程。為使民眾能快速取得全省地方活動訊息，網站目前彙整相關部會及地方政府之新聞及活動訊息於網站露出，以作為民眾取得休閒旅遊活動訊息之平台。

8. A toll-free tourist information hotline (0800-011-765) was set up to provide 24-hour transportation and tourism information as well as emergency contact assistance to foreign travelers throughout Taiwan in the Chinese, English, Japanese, and Korean languages. The hotline took a total of 35,409 calls during the year. Foreign travelers accounted for 12,763 of the calls, making up 36% of the total.

## II. Front-line Services at International Gateways

To provide convenient services to travelers arriving in Taiwan, the Tourism Bureau has set up Visitor Information Centers at Taoyuan and Kaohsiung international airports, with service counters in the greeters' lobbies to offer assistance of all kinds at times of arriving flights. The Kaohsiung service center is manned throughout the year by shifts of personnel who are able to provide information in Chinese, English, and Japanese. Services provided include travel information for arriving passengers; answers to questions about airport entry and exit; flight information; contact with hotels, transportation facilities, and airport units; assistance in greeting invited VIPs and groups; the reporting of tourists from mainland China; and other traveler-related services. Service personnel also carry out traveler reception and marketing activities in line with advertising and promotion campaigns. To strengthen the flourishing cruise-liner tourism market, and in coordination with liners that call at Kaohsiung Harbor, postal services, foreign exchange, telecommunications and other convenient services are provided and are warmly welcomed by cruise travelers. The Tourism Bureau has also set up photo light boxes, travel display areas, and display racks offering more than 200 types of free promotional brochures covering such subjects as maps, dining, and shopping. Itineraries have been designed for FIT travelers, with a complete range of convenient tourism information provided via the internet. To further upgrade service quality and make it easier for travelers to acquire tourist information, unmanned service counters have been installed in airport arrival areas to provide travelers with a complete range of information and Internet services. Automated audiovisual broadcasting systems have been installed in the departure areas of airports to introduce Taiwan's tourist attractions, promote a new image of Taiwan tourism, and expand sources of international tourists.

The Visitor Information Center at Taoyuan International Airport provided services to 991,308 travelers and gave out 2,292,704 pieces of tourism material in 2009. At the Kaohsiung International Airport's Visitor Information Center, the figures were 155,940 travelers and 309,114 pieces of material. The totals for both airports were 1,147,248 travelers (a growth of 15.88% over 2008) and 2,601,818 pieces of material (up 34.53%).

## III. Strengthening of the Taiwan Tourism Website Service Team to Promote the Overall Marketing Image of Taiwan

The Taiwan Tourism Information Website established by the Tourism Bureau in Chinese, English, Japanese, Korean, and German editions has become one of the main channels that international tourists use to obtain information about travel in Taiwan. From its inauguration in June 2002 to the end of 2009, the website's accumulated number of hits was 4.73 million. Facing the increasing growth of visitors from France, a French version of the website went online in 2009 to market Taiwan tourism to French-speaking populations. Moreover, to further attract Spanish-speaking visitors to Taiwan, a Spanish version of the website has been planned and will go online at the end of 2010. In addition, in order to give foreign visitors a better understanding of Taiwan from a geographical point of view, a flash version of "Where is Taiwan" provides a dynamic Taiwan map on the English version of the website.

The Taiwan Tourism Information Website was revised and updated in April 2009. Aside from the addition of the latest travel information, celebrities and notables were invited to write pieces on their Taiwan travels, and professional writers were engaged to introduce Taiwan, from a tourist's point of view, on topics such as travel via Taiwan High Speed Rail, local Taiwan snacks and delicacies, and Taiwanese desserts. The public can use this website to obtain information needed for planning itineraries online. Google Map functions are also integrated to help search for scenic spots, lodging and food.

The Tourism Bureau, on commission from the Research, Development and Evaluation Commission, instituted a special "Innovative e-Tourist Service Website" (<http://travel.taiwan.net.tw>) to strengthen the function of interaction with the public. The public can use this website to obtain more of the information needed to carry out the planning and design of itineraries tailored to individual needs. To help the public obtain news about activities and make plans for leisure itineraries quickly, central- and local-government news and information about activities are compiled and put online. Website functions have also been reinforced so as to better serve as a platform for information about travel activities.

## 第四節 旅遊安全及意外因應

為保障旅客旅遊安全，加強宣導消費者旅遊安全，分別辦理旅遊人身及交易安全相關強化措施。針對「人身安全」部分，協調各旅行業公會依「旅行業出國觀光團體國外緊急事故處理作業要點」之規定，輔導各經營出國觀光團體旅行業務之旅行社建立緊急事故處理體系，切實執行通報及處理外，並於本局網站建置「出國旅遊團體動態登錄」系統，供旅行業事先上網登錄出國旅行團體隨團領隊、團員及行程相關資料，俾利本局及我國相關駐外館處隨時瞭解我旅行團動態資料，適時採取維護旅行團安全及旅客權益措施。

為能立即有效救援災後受困的遊客，並即時通報相關單位協處理，依據「中央災害應變中心作業要點補充規定」，於中央或各部會成立災害應變中心，在遊客受困時即時通報，並責由觀光局於災時掌握國家公園、國家風景區、觀光景點等遊客動態資訊，提供災情最新狀況。國家風景區管理處除負責各管轄區內外，並負責彙整縣級風景區之災情資訊，隨時注意相關鄰近地區之災情並通報，通報內容包含遊客受困明細表（如地點、受困日期時間、原因、人數、因應措施等）、位置圖及照片等資料。

98年度持續辦理各國家風景區管理處年度經營管理與安全維護督導考核作業，分就提升遊客安全、設施維護管理、環境整潔美化、善用社會資源、提升服務品質、行銷推廣、公共關係、特殊項目等8大面向進行考核，並將缺點列案追蹤。持續要求各國家風景區管理處依「公共安全白皮書」實施計畫內之觀光地區遊樂設施安全管理所訂實施措施，確實執行連續假期等出現大量人潮之安全管理對策、加強遊客安全教育實施計畫及緊急救護計畫等業務。

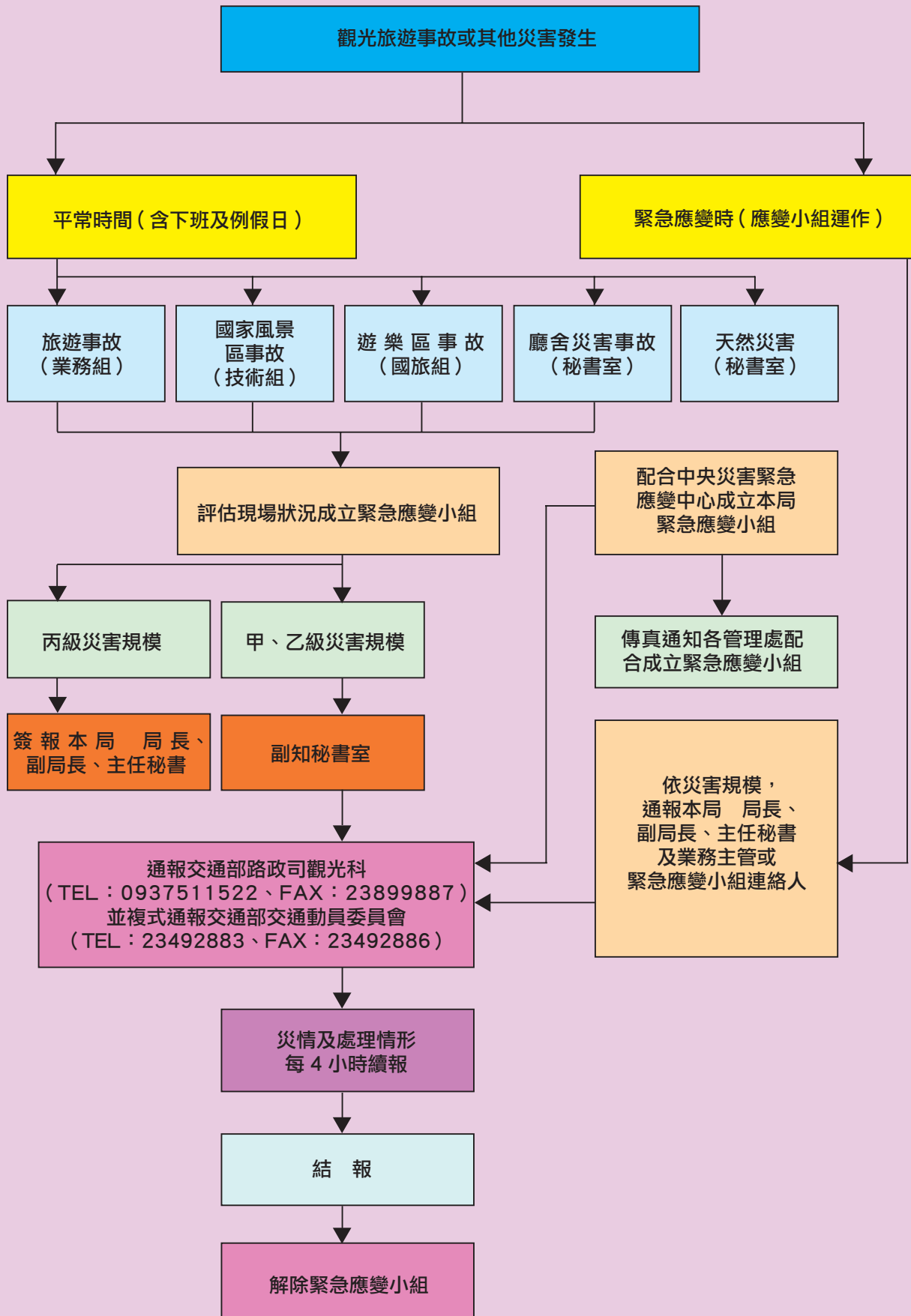
## IV. Travel Safety and Accident Response

To protect the safety of travelers, the Tourism Bureau strengthened educational publicity about personal and transaction safety for travelers. In regard to personal safety, the Tourism Bureau coordinated with travel agents' associations about the establishment, in accordance with the "Guidelines for the Handling of Overseas Emergency Situations that Occur to Groups Dispatched Abroad by Travel Agencies," of emergency accident handling systems and the thorough implementation of reporting and handling by travel agencies that engage in the outbound group tour business. The Bureau has also set up a Status Registration System for Outbound Tour Groups on its website so that travel agencies can register information on tour managers, lists of participants, and the itineraries of their groups prior to departure, giving the Bureau and Taiwan's overseas diplomatic and representative offices information about the status of tour groups at all times so that they can take action to protect the safety of the groups and the interests of their participants.

To assure that relief measures can be undertaken immediately whenever travelers are caught in post-disaster situations, and that reports can be sent immediately to related agencies asking for assistance, disaster response centers have been set up in the central government as well as the various ministries and commissions in accordance with the "Supplementary Operating Guidelines for Central Government Disaster Response Centers". The Tourism Bureau is charged with maintaining a firm grasp of up-to-date information about travelers in national parks, national scenic areas, and other tourist spots so that the latest disaster information can be provided. National scenic area administrations are responsible for collecting disaster information from county-level scenic areas as well as from the areas within their own jurisdictions, and to watch for and report all disasters from neighboring areas as well. The reports must include detailed lists of particulars about travelers in distress (location, date and time of accident, causes, number of persons involved, response measures, etc.), site maps, photos, and other related information.

The annual supervisory evaluations of national scenic area management and safety maintenance were continued in 2009, with evaluation covering eight major items: upgrading of traveler safety, management of facility maintenance, environmental cleanliness and beautification, appropriate use of social resources, upgrading of service quality, marketing and promotion, public relations, and special items. Deficiencies were listed for follow-up monitoring. The national scenic area administrations were asked to continue implementing measures included in the "Implementation Plan for the White Paper on Public Safety – Safety Management of Amusement Facilities in Tourist Areas" and to thoroughly carry out safety management measures to deal with mass travel during long holidays, the implementation plan for strengthened traveler safety education, and the emergency rescue plan.

### 交通部觀光局緊急事故處理流程圖



## Chapter 7

# Plans for 2010

## 第七章 展望2010年

### 第一節 持續推動「觀光拔尖領航方案」

馬總統於98年2月21日「當前總體經濟情勢及因應對策會議」指示，將「觀光旅遊」、「醫療照護」、「生物科技」、「綠色能源」、「文化創意」、「精緻農業」定位為6大關鍵新興產業，並請相關部會研提具體推動策略。觀光局遂積極與各界進行意見交換與觀念溝通，期透過資源面、市場面、產業面與人力面的檢視，以與現行觀光施政有區隔為前提，完成「觀光拔尖領航方案」之研擬，全案於98年4月9日行政院第3139次院會報告通過，並奉行政院98年8月24日院臺交字第0980049106號函核定。

臺灣位於世界地圖的中心，擁有樞紐地緣優勢，再加上政府推動兩岸大三通，讓臺灣在全球旅遊版圖的佈局更加完整。為掌握大三通兩岸航線增班的契機，結合規劃中的國際航空城及高鐵、國道等設施及便利性，以及發揮臺灣特殊自然、人文與社經資源優勢，觀光局積極規劃推動「觀光拔尖領航方案」，以發展國際觀光、提升國內旅遊品質、增加外匯收入為重點，積極打造臺灣成為「東亞觀光交流轉運中心」及「國際觀光重要旅遊目的地」。並期許2012年創造5,500億的觀光收入（觀光外匯收入為90億美元，約3,000億臺幣，佔GDP比重超過2%、國民旅遊增加為2,500億臺幣），帶動40萬直接、間接觀光就業人口，吸引2,000億民間投資，引進至少10個國際知名連鎖旅館品牌進駐臺灣。

本方案在規劃策略上，係運用深化老市場老產品、開發新市場新產品的作法，把原本已經有的觀光產品及市場做更精緻、深化、優質的規劃與行銷包裝，例如原本針對日本旅客設計的登山、追星、鐵道、溫泉美食、高爾夫旅遊等，可以進一步開發為懷舊之旅、生活美學等包含音樂、民俗與茶藝、精緻美食以及會展產業(MICE)等新產品；大陸環島旅遊則開發成為分區深度之旅、醫療保健、自行車、慢遊、溫泉、文化等休閒度假旅遊。期望透過本方案來深化、開發臺灣觀光產品及市場，使得來臺旅客人數可以更多、停留時間更久、在臺消費更多錢。

本方案更再次將臺灣觀光發展優勢及資源全面盤點，重新定位5大區域發展主軸：北部地區為「生活及文化的臺灣」，以藝文時尚設計、流行音樂、兩蔣文化為主軸；中部地區為「產業及時尚的臺灣」，以茶園、花卉、休閒農業、文化創意為主軸；南部地區為「歷史及海洋的臺灣」，以歷史、古蹟、海洋、生態為主軸；東部地區為「慢活及自然的臺灣」，以自行車、原住民、有機休閒、太平洋為主軸；離島為「特色島嶼的臺灣」，澎湖定位為國際渡假島嶼，金馬則以戰地風情、民俗文化、聚落景觀為主軸；臺灣全島（不分區）則在呈現「多元的臺灣」，以會展（獎勵旅遊）、美食、溫泉、醫療觀光為主軸。

本方案內容包括拔尖（發揮優勢）、築底（培養競爭力）、提升（附加價值）等3大行動方案：

一、「拔尖」是發揮臺灣能立足國際之觀光優勢。一方面推動「魅力旗艦」，採用「由上而下」(top-down)及「由下而上」(bottom-up)之雙軌執行機制，依臺灣各區域定位，發展5大區域觀光旗艦計畫、輔導地方政府及各國家風景管理處建構至少10處具國際魅力的獨特景點，以及完備旅遊接駁

## I. Promoting “Project Vanguard for Excellence in Tourism”

During the meeting on “The current overall economic situation and responsive strategies” on February 21, 2009, President Ma Ying-Jeou identified tourism, medical care, biotechnology, green energy, creative and cultural industries, and high-end agriculture as the six new focus industries, and asked related departments to research strategies to promote these six areas. In line with this initiative, the Taiwan Tourism Bureau actively conducted exchanges with related parties, and drafted the “Project Vanguard for Excellence in Tourism” in regard to the aspects of existing resources, market, industry and labor. The project was reported to the 3139th meeting of the Executive Yuan on April 9, 2009, and approved by the Executive Yuan in Yuan Tai Jiao Document No. 0980049106 on August 24, 2009.

Taiwan is located in the center of the world map, and it has the advantage of being a hub for direct transportation, postal, and telecommunications links with Mainland China. Taking full advantage of the opportunities presented by the expansion of air rights between the two sides of the Taiwan straits, and the development of the planned “aerotropolis”, Taiwan can integrate these advantages with convenience and well-designed facilities, together with unique natural scenery and cultural wealth, to implement the “Project Vanguard for Excellence in Tourism” and build Taiwan into an “East Asian transportation hub” and “major international tourist destination”. It is expected to create NT\$550 billion (US\$9 billion) in revenue from tourism in 2012 (including NT\$300 billion in foreign exchange, accounting for over 2% GDP, and NT\$250 billion in domestic tourism revenues) and directly or indirectly create about 400,000 jobs, attract NT\$200 billion in private investment, and bring at least 10 major international hotel chains into Taiwan.

The planning strategy of Project Vanguard is to deepen old markets/products and develop new markets/products, upgrade existing tourism markets/products and implement more effective planning and marketing. An example would be deepening of the mountain hiking, star gazing, railway, hot spring cuisine, golf, and educational tours designed for Japanese tourists to nostalgia tours, aesthetic lifestyle tours (music, living, folk customs, tea art), MICE and fine cuisine tours. Round-the-island tours for Mainland China will be developed into in-depth regional tours, medical and healthcare tours, biking tours, leisurely travel, hot spring tours, and culture tours. The objective of this plan is to increase tourist arrivals, extend length of stay, and boost per-capita daily expenditure.

The plan also re-examines regional resources and establishes five major themes for regional development. Northern Taiwan is “Living Taiwan”; the concepts are art and fashion design, popular music, and Two Chiangs culture. Central Taiwan is “Enterprising Taiwan”, based on tea plantation, flowers, recreational farming, and culture & creativity. Southern Taiwan is “Historical Taiwan”, based on the history of Taiwan, ancient city sites, ocean resources, and ecology. Eastern Taiwan is “Leisure Living Taiwan”, based on biking, aborigines, organic recreational farming, and Pacific Ocean scenery. The offshore islands are “Unique Islands Taiwan”; Penghu is positioned as an international resort islands, while Kinmen focuses on battlefield culture, folk culture, and village landscapes. Nationwide, the theme of “Diverse Taiwan” is expressed through MICE, cuisines, hot springs, and healthcare.

This plan is focused on developing Project Summit (building top-class spotlights in tourism), Project Keystone (re-laying the foundation for tourism), and Project Propeller (advancing service values in tourism):

1. “Project Vanguard” is focused on developing international tourism. On the one hand, a “top-down and bottom-up” mechanism was adopted to promote “flagship attractions” and develop flagship tourism plans for 5 major areas, help local governments create at least 10 unique scenic spots attractive to international tourists, and implement at least 10 locations with seamless travel information and shuttle services. On the other hand, “International Spotlight” was launched to deepen the content of tourism, in accordance with the 5 major areas by introducing unique, long-term fixed location products that attract international tourists and place Taiwan in the international spotlight.
2. “Project Keystone” cultivates competitiveness, by assisting in the transformation of the tourism industry and the cultivation of talent. “Industry re-building” is designed to reward improvements in business operations, bring major international hotel chains into Taiwan, develop local hotel brands, provide incentives to the tourism industry for obtaining professional certification (such as ISO, HACCP, and eco-labeling), and encourage overseas travel agencies to develop itineraries using Taiwan’s medical, agriculture, spa, cultural, and ecological resources. “Talent cultivation” will continue to strengthen vocational training and on-the-job training in Taiwan with, for the first time, collaborate with top international schools, in recommending outstanding tourism personnel and instructors for overseas training. Additionally, universities with departments of tourism in Taiwan are encouraged to offer EMBA in tourism or international seminars to enhance

與資訊服務，以營造國際觀光魅力旗艦景點及高品質的旅客服務；另一方面，推出「國際光點」，將深化臺灣觀光內涵，依五大區域特色定位，推出獨特性、長期定點定時、可吸引國際旅客之產品，創造國際光點話題，行銷臺灣。

二、「築底」是培養觀光產業競爭力，協助產業轉型再造及培育產業菁英。在「產業再造」方面，將獎勵觀光產業經營升級、引進國際連鎖旅館品牌、扶植本土品牌旅館、獎勵觀光產業取得專業認證（如ISO、HACCP、環保旅館標章等），並鼓勵海外旅行社包裝結合醫療、農業、SPA、文創及生態旅遊等創新產品；在「菁英養成」方面，除持續強化國內職前培訓與在職精進訓練之外，將首度和國際知名訓練機構合作，薦送優秀觀光從業人員及觀光系所教師出國受訓，並鼓勵國內觀光系所開設觀光產業EMBA課程或辦理國際專題研習營，以提升觀光產業國際競爭力。

三、「提升」則是加強國際市場開拓及帶動產業品質提升。除持續加強「市場開拓」工作，並規劃以更具彈性機制，延聘及培養優秀行銷、研發等國際觀光專業人才，積極拓展國際市場；另外，將加強「品質提升」，除持續落實旅遊業交易安全及品質查核外，將首度推動星級旅館評鑑及好客民宿遴選計畫，提供旅客品質有保障的旅遊服務，展現與國際接軌的強烈企圖心。

98年度已完成5處國際觀光魅力據點及10項台灣好行景點接駁旅遊服務計畫及2處國際光點產品之評選工作、啟動星級旅館評鑑作業、持續提供產業優惠貸款利息補貼、辦理旅行業中高階經理種子教師培訓課程、國際大師開講活動及加強市場開拓等作為；且7項應配合新(修)訂實施要點或獎補助要點業於98年10月全數核定公告。

99年度，「拔尖」行動方案將持續整合觀光資源，發揮臺灣立足國際的觀光優勢，委託專業團隊研擬北、中、南、東部及離島等5大區域旗艦計畫、推動第2階段5處國際觀光魅力據點評選工作、輔導21條台灣好行景點接駁路線開行；並針對國外旅行者制訂獎勵補助，鼓勵海外旅行社達成送客來臺目標。「築底」行動方案將提供產業優惠貸款利息補貼、輔導補助觀光產業升級及薦送觀光菁英至迪士尼學院等國際知名訓練機構或學校研習。「提升」行動方案則將持續推動星級旅館評鑑作業、好客民宿遴選計畫，期促進觀光產業競爭力與國際接軌，提升臺灣觀光品質形象。

## 第二節 規劃推動「旅行臺灣·感動100」

為延續「2008-2009旅行臺灣年」，於98年所創造來臺旅客達440萬人次及成長率達14.3%的成果，交通部觀光局於98年7月即構思接續旅行臺灣年之行銷計畫，並配合中華民國建國100年，及長期宣傳的「Taiwan, touch your heart」口號，定調99及100年觀光行銷主軸為「旅行臺灣·感動100」，期於99年挑戰來臺旅客520萬人次的新高。

本計畫以全民參與方式，以「催生與推廣百大旅遊路線」（聚點成線的感動）、「體驗臺灣原味的活動」（聚點成面的感動）、「貼心加值服務」作為計畫主軸，並扣連「觀光拔尖領航方案」之相關計畫內容，呈現臺灣最令國內外旅客感動的服務與活動。

百大旅遊感動路線的建構，主要介紹臺灣豐富的物種與多樣的美景，多元文化的在地融合及特有的人文風情，聚焦於當代文化、在地文化、原民部落、追星、宗教、生態、單車、登山健行（茶道）、溫泉及創新等10項旅遊主題。為方便國內外旅客作行前規劃，觀光局將建置中、英、日文版本之「旅行臺灣·感動100」，提供最符合民眾需求之旅遊資訊，並以2D電子地圖，供國內外旅客查詢各行程鄰近觀光景點、交通、住宿、伴手禮、主題樂園、美食、優惠資訊、各地特色創意活動等旅遊資訊，或反向住宿地點查詢周邊景點，並藉由建議行程串接遊程，提供行前規劃資訊，並有效帶動臺灣觀光旅遊風潮。

在旅遊過程中，旅客亦可透過二維條碼（QR CODE）導覽服務，以電腦、行動載具手機、GPS導航或網際網路系統，離線或連線專屬網站及取得導航座標，讀取觀光旅遊資訊並指引目的地、路線行程

industrial competitiveness internationally.

3. “Project Propeller” advances international market cultivation and promotes quality improvement. Besides continued enhancements in market development, a more flexible mechanism will be implemented for recruiting and cultivating outstanding experts in marketing and research development to actively develop the international tourist market. Further, to enhance “quality improvement”, in addition to the implementation of travel industry transaction security and quality assessment, star-rating hotel appraisal and homestay certification will be initiated to provide quality-assured travel services, and manifest Taiwan's determination to connect with international standards.



Efforts carried out in 2009 include: the selection of “flagship attractions” for 5 international tourist destinations, 10 scenic spots with seamless travel information and shuttle services, and 5 international spotlight products; the initiation of hotel star-rating appraisal; continued provision of interest subsidies for the industry; offering of seed-teacher training for mid-and high-level travel agency managers; holding of an international tourism masterclass seminar series; and reinforcement of market development. Seven new (or revised) guidelines on implementation or subsidies were promulgated by October 2009.

In 2010, “Project Summit” will continue to integrate tourism resources and elaborate on Taiwan's tourism advantages, by commissioning professional teams to draft the flagship tourism plan for 5 major areas, implement the second phase of the selection process for 5 international tourist attractions, and provide guidance for the completion of 10 locations with seamless travel information and shuttle services. Incentives will also be provided to overseas travel agencies to encourage tourism to Taiwan. “Project Keystone” will provide the tourism industry with interest subsidies, offer guidance on industrial upgrading, and send outstanding tourism workers to prestigious international training institutions or schools such as Disney for training. “Project Propeller” will continue to promote hotel star-rating appraisal and homestay certification to enhance the tourism industry's competitiveness and help it to connect internationally, thus elevating Taiwan's tourism quality and image.

## II. Promoting “Tour Taiwan and Experience the Centennial”

As a result of the “Tour Taiwan Years 2008-2009” program, a total of 4,400,000 international travelers visited Taiwan in 2009, a growth of 14.3%. The Tourism Bureau started right away in July 2009 with marketing plans in continuation of Tour Taiwan Years. In combination with the centennial of the Republic of China, and the long-range promotion of “Taiwan, touch your heart”, the theme for tourism marketing in 2010 and 2011 will be “Tour Taiwan and Experience the Centennial”. The goal is to attract 4,800,000 international travelers to Taiwan in 2010, and to have more than 5,000,000 travelers perhaps even 5,200,000 in 2011.

The plan calls for national participation to extend services and activities in Taiwan that will touch the hearts of domestic and foreign visitors. The themes “Development and Promotion of Top 100 Travel Routes”, “Experience Taiwan Activities”, and “Extra Service Value” will be linked to “Project Vanguard for Excellence in Tourism”.

The establishment of Top 100 Travel Routes will introduce Taiwan's rich ecology and diverse scenery, incorporating local cultures and Taiwan's unique characteristics. By integrating the efforts of both the government and private sectors, tasks will be divided into the three phases of “Selection”, “Adding Value”, and “Sharing”, focusing on 10 major themes: contemporary culture, local culture, aborigine tribes, star chasing, religion, ecology, biking, hiking (tea art), hot springs, and innovation. To make it easier for domestic and foreign travelers to obtain advance information for itinerary planning, the Tourism Bureau will offer “Tour Taiwan and Experience the Centennial” information in Chinese, English, and Japanese, and will provide 2D electronic maps covering travel information, such as nearby scenic spots, transportation, lodging, souvenirs, theme parks, dining, discount information and local specialties and activities. The maps may also be worked backward to check for scenic sites and nearby lodging. This will allow travelers to make use of suggested routes to connect to trip itineraries, thereby effectively promoting a Taiwan tourism fad.

Tourists will also be able to use the QR code for guide services on their trips. They will be able to use any computer, mobile device/phone, GPRS navigation, or Internet system to access online/offline dedicated websites, and obtain navigational

規劃；另於國內及國際機場、主要火車站等處之旅遊服務中心，亦建置智慧型多功能之動態交通與旅遊資訊電子看板，提供旅遊資訊服務。

此外，在外籍旅客出入頻繁之交通場站（如高鐵車站、火車站）、交通節點（如巴士站、轉運站）、觀光景點、展覽館、國際會議中心或風景區內，藉由設置完善簡易引導及辨識系統，引導旅客透過公用電話機快速撥打鍵（如1968等類似簡碼），即可免費連接至旅遊諮詢服務熱線（0800-011-765）。而簡易型多語言網路查詢機台，同樣可補強旅客在未有相關通訊載具時，作為查詢與規劃之用。

為強化「臺灣原味的感動」，觀光局更將以深具臺灣特色之四大主題系列活動為經，年度創意活動為緯，創造無所不是「臺灣好好玩、感動百分百」的體驗環境。四大主題系列活動為臺灣燈會、國際自行車賽、臺灣美食展、臺灣溫泉美食嘉年華：臺灣燈會揭幕係推廣我國重要傳統民俗節慶活動晉升國際舞台，且同步提升當地觀光能見度及地區發展；自行車系列活動則透過國際級的賽事路線規劃與國際接軌，將自行車賽與臺灣觀光結合，讓國際選手及國際媒體瞭解臺灣的人文風光；美食系列活動將以臺灣多元之美味佳餚，形塑「臺灣美食」為觀光優質之品牌代表，並設置美食專區官網以進行整體行銷；溫泉系列活動則結合臺灣溫泉及美食等遊憩資源，宣傳臺灣溫泉、美食及特色旅遊景點，豐富臺灣溫泉區觀光遊程體驗。

年度創意活動99年則以「幸福旅宿」，邀請旅館業者與民宿主人與旅客共同書寫住宿期間感動的故事，以臺灣特有人情味營造出「家的幸福感動」；「臺灣YES」透過夜市小吃P.K賽等活動方式，讓國外旅客感受臺灣庶民經濟美食文化的魅力；「臺灣挑TEA」以茶為主題結合文化等元素，規劃「臺灣茶道之旅」，藉此向外籍旅客推廣臺灣茶飲，創造新的感動。

這一系列的活動，皆為創造無所不是「臺灣好好玩、感動百分百」的體驗環境，並結合建國100年各項慶祝活動，擴大行銷至國際旅遊市場，豐富國際旅客來臺旅遊行程深度，亦將規劃多項方案，輔導旅遊業者依據不同目標市場的需求，擷取感動旅遊路線組合，推出各式套裝旅遊產品，共同創造「旅行臺灣·感動100」的經驗。



coordinates, travel information, and directions, or do route planning. Intelligent electronic billboards offering dynamic transportation and travel information are set up at visitor information centers at international and domestic airports and as well as railway stations to provide seamless travel information.

Additionally, complete and easy guide signs and recognition systems are established at places frequented by foreign travelers, such as transport stations (high speed rail stations, railway stations, etc.), transport hubs (bus stops, transit stations, etc.), scenic spots, exhibition halls, international convention centers, and scenic areas. Travelers may also use speed dial (simple numbers such as 1968) via public phones for free to connect to the travel information hotline (0800-011765). A multilingual Internet directory assistance service is also available as an alternative for travelers who require further inquiry and planning assistance.

To strengthen the “Taiwan Original Touch”, the Tourism Bureau created the all-inclusive “Taiwan Fun, Experience the Centennial” based on the four major themes of Taiwan and backed by annual innovative activities. The four major themes are the Taiwan Lantern Festival, International Cycling Competition, Taiwan Culinary Exhibition, and Taiwan Hot Spring and Fine-Cuisine Carnival. The Taiwan Lantern Festival elevates an important traditional folk festival onto the international platform, improving local tourism visibility and area development. The International Cycling Competition integrates biking with Taiwan tourism, which gears Taiwan up to international standards, to offer international media and competitors an understanding of Taiwan’s culture. The Taiwan Culinary Exhibition takes Taiwan’s delicious foods and turns them into representatives of Taiwanese delicacies. An official website dedicated to cuisine has been set up for marketing purposes. The Taiwan Hot Spring and Fine-Cuisine Carnival combines Taiwan hot springs and fine cuisines into the promotion of scenic spots, so as to enrich the travel experience in Taiwan’s hot-springs areas.

The annual innovative theme for 2010 is “Happiness in Lodging”. Under this theme, both hotel operators and travelers to relate touching stories that occur during the guest stays, thus using Taiwan’s special hospitality to create a “homelike happiness.” “Taiwan Yes” is conducted through competition among night market vendors, so as to give foreign travelers a taste of affordable “street-economy” delicacies; “Taiwan Tea” is based on a tea, theme that combines cultural elements with the planning of Taiwan Tea Art Tours, so as to promote Taiwan tea to foreign travelers and create a new “touch your heart” feel.

The above activities all aim to create the all-inclusive “Taiwan Fun, Experience the Centennial” environment. The activities also have a tie-in to the celebration activities for the centennial of the Republic of Taiwan, extending promotion to the international travel market and enriching and deepening the itineraries of international travelers in Taiwan. Guidance is also provided to travel agencies for the planning of packages to meet the needs of different target groups, selecting “touch your heart” travel routes to launch different tour packages that will create a “Tour Taiwan and Experience the Centennial” adventure.



# 附錄



## Tour Taiwan

2008-2009 旅行台灣年

大事紀要  
觀光行政機關組織系統表  
交通部觀光局國家風景區管理處  
交通部觀光局駐外單位  
圖片索引

Major Events in 2009  
Organizational System of Taiwan Administration  
National Scenic Area Administration  
Overseas Branch Offices  
Photo Index

大事紀要  
Major Events in 2009

日期 Date	活動 Activity
1月1日 Jan. 1	辦理台北101金融大樓跨年牆面廣告 Organized Taipei 101 Financial Building New Year's Eve Count Down TV Wall advertisement
1月15日至2月15日 Jan. 15-Feb. 15	辦理2009 FUN寒假、消費券遊樂園活動 Organized the 2009 Fun Winter, Consumer Vouchers for Theme Park Rides
1月17日 Jan. 17	修正放寬「大陸地區人民來臺從事觀光活動許可辦法」：修正重點為降低組團人數為5人；在臺停留期延長為5天；繳納保證金降為100萬元等 Amended and relaxed the "Regulations Governing the Approval of People of the Mainland Area Visiting Taiwan for Purposes of Tourism": key points in the revised provisions lowered the minimum number in a tour group to 5 persons, extended the length-of-stay in Taiwan to 5 days, and reduced the guarantee bond to NT\$1 million
2月6日 Feb. 6	2009年觀光慶祝大會，啟動「2009旅行臺灣年」 2009 Tourism Festival Celebration kicked off "Tour Taiwan Year 2009"
2月4日至9日 Feb. 4-9	參加菲律賓國際旅展(TTE) Participated in the Philippine Travel Tour Expo (TTE)
2月9日至22日 Feb. 9-22	於宜蘭運動公園舉辦2009年臺灣燈會 Held the 2009 Taiwan Lantern Festival at the Yilan Sports Park
2月11日至15日 Feb. 11-15	參加印度國際旅展(OTM) Participated in India's Outbound Travel Mart (OTM)
2月15日 Feb. 15	辦理飛輪海國際歌友會 Organized the Fahrenheit Global Fan Club Meeting
2月15日至18日 Feb. 15-18	參加澳洲墨爾本亞太獎勵旅遊暨會議展(AIME) Participated in the Asia Pacific Incentives & Meeting Expo (AIME) in Melbourne, Australia
2月23日至3月2日 Feb. 23-Mar. 2	參加泰國國際旅展(TTAA) Participated in the Thai International Travel Fair (TTAA)
2月24日至3月2日 Feb. 24-Mar. 2	參加春季新加坡國際旅展(NATAS) Participated in the Singapore International Spring Travel Fair (NATAS)

日期 Date	活動 Activity
2月26日 Feb. 26	<p>第12屆海峽兩岸旅行業聯誼會首度移師臺灣舉行，大陸國家旅遊局長暨海旅會會長邵琪偉率領大陸30個省市、458位旅遊界代表參加，進行兩岸旅行業人士交流與討論</p> <p>Hosted the 12th Cross-Strait Travel Industry Forum in Taiwan for the first time. Shao Qiwei, chairman of China's National Tourism Administration and chairman of the Cross-Strait Tourism Exchange, led delegates from 30 Chinese provinces and 458 members from the Mainland travel industry to participate in the exchange and talk with local Taiwanese counterparts</p>
3月2日至9日 Mar. 2-9	<p>參加大阪國際旅展(TOUR EXPO)暨辦理關西地區觀光推廣活動</p> <p>Participated in the Okinawa International Tour Exhibition (TOUR EXPO) and organized promotional activities in the Kansai region</p>
3月8日至17日 Mar. 8-17	<p>參加柏林國際旅展(ITB)暨辦理觀光推廣活動</p> <p>Participated in ITB Berlin and organized tourism promotion activities</p>
3月10日至16日 Mar. 10-16	<p>參加春季馬來西亞國際旅展(NATAS)</p> <p>Participated in the Malaysian International Spring Travel Mart (MATTA)</p>
3月16日 Mar. 16	<p>第二屆臺日觀光高峰論壇</p> <p>2nd Taiwan and Japan Tourism Summit</p>
3月19日至23日 Mar. 19-23	<p>辦理澳門地區觀光推廣活動</p> <p>Organized tourism promotion activities in Macao</p>
3月30日至4月5日 Mar. 30-Apr. 5	<p>海峽兩岸旅遊交流協會(海旅會)范貴山副秘書長率大陸地區新加入之113家組團社及海旅會共計225人，來臺體驗臺灣區域創新遊程</p> <p>Fan Guishan, chief secretary of the Cross Strait Tourism Exchange Association, led an exploratory delegation of 113 new recruits totaling 225 members from the CSTEA to Taiwan to create new tour itineraries</p>
4月3日 Apr. 3	<p>辦理第100萬名來臺幸運旅客迎賓活動</p> <p>Organized welcome reception for the one millionth lucky tourist arriving in Taiwan</p>
4月9日 Apr. 9	<p>行政院第3139次院會通過「觀光拔尖領航方案」，透過資源面、市場面及產業與人力面的檢視，依區域定位研擬「拔尖」、「築底」、「提升」三大行動方案</p> <p>During its 3139th meeting the Executive Yuan passed the "Project Vanguard for Excellence in Tourism", and formulated three action plans: "Project Summit", "Project Keystone", and "Project Propeller", based on regional positioning in accordance with the resource, market, industrial, and manpower facets</p>
4月9日至12日 Apr. 9-12	<p>參加上海世界旅遊資源博覽會(WTF)暨辦理觀光推廣活動</p> <p>Participated in the World Travel Fair (WTF) in Shanghai and organized tourism promotion activities</p>

日期 Date	活動 Activity
4月18日至21日 Apr. 18-21	參加亞太旅遊協會PATA理事會、年會 Attended the Pacific Asia Travel Association (PATA) board of directors meeting and AGM
4月19日 Apr. 19	辦理2009經穴按摩體驗活動 Organized the 2009 Acupressure Massage Experience
5月3日至10日 May. 3-10	辦理北美地區觀光推廣活動 Organized tourism promotion activities in North America
5月8日至11日 May. 8-11	辦理印尼地區觀光推廣活動 Organized tourism promotion activities in Indonesia
5月9日 May. 9	啟動東部自行車道路網 Set up the East Coast Bikeway Network
5月14日至21日 May. 14-21	參加2009年中國北方旅遊交易會 China Northern Travel Fair 2009
5月22日 May. 22	辦理愛戀臺灣101求婚活動 Organized the “Love 101” marriage proposal activities
5月24日至29日 May. 24-29	參加德國法蘭克福國際獎勵旅遊與會議展 (IMEX) Participated in the International Incentives & Meeting Exhibition (IMEX) in Frankfurt
6月2日至9日 Jun. 2-9	參加韓國國際旅展(KOTFA)暨辦理觀光推廣活動 Participated in the Korean World Travel Fair (KOFTA) and organized tourism promotion activities
6月8日至15日 Jun. 8-15	參加香港國際旅展(ITE)暨辦理觀光推廣活動 Participated in the International Travel Expo Hong Kong (ITE) and organized tourism promotion activities
6月11日至15日 Jun. 11-15	參加日本北海道夏季慶典Yosakoi Soran街舞活動暨辦理觀光推廣活動 Participated in the Anoutsu Yosakoi Soran Festival in Mieken and organized tourism promotion activities
6月20日 Jun. 20	辦理第200萬名來臺幸運旅客迎賓活動 Organized welcome reception for the two millionth lucky tourist arriving in Taiwan
6月24日 Jun. 24	啟用臺灣觀光故事館 Inaugurated Taiwan Storyland
6月28日至9月6日 Jun. 28-Sept. 6	舉辦2009 FUN暑假遊樂園活動 Organized the 2009 Fun Summer at Theme Parks activities
6月29日至7月4日 Jun. 29-July. 4	2009年大陸地區臺灣觀光說明會 2009 Taiwan tourism seminars in the mainland region

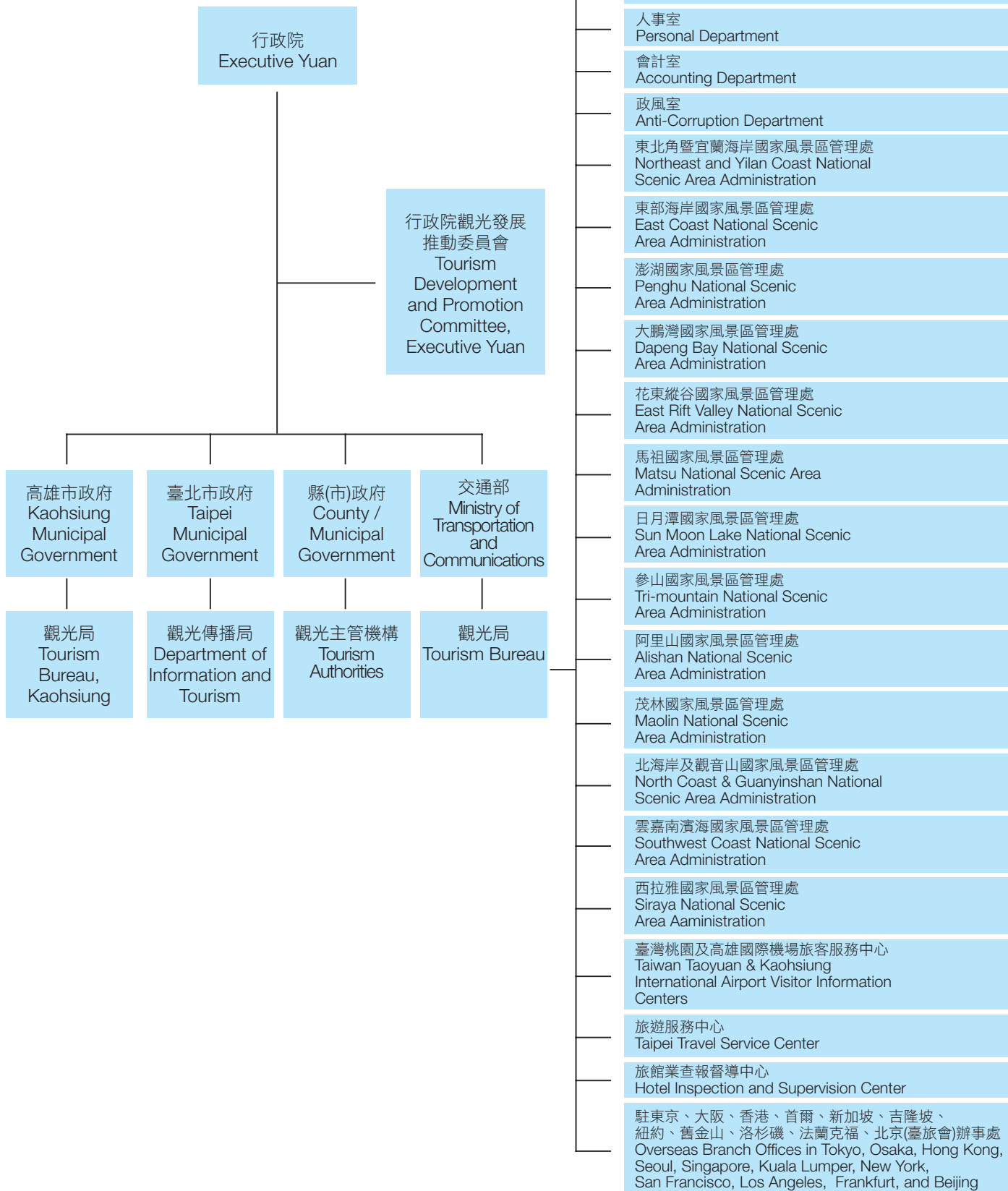
日期 Date	活動 Activity
6月至11月 Jun. 11	辦理旅遊達人遊臺灣活動 Organized The Best Trip in the World – Taiwan Explorers Wanted Activity
7月1日至6日 July. 1-6	參加馬來西亞檳城國際旅展(MATTA) Participated in MATTA Fair 2009 in Penang
7月17日 July. 17	臺灣海峽兩岸觀光旅遊協會(臺旅會)與海峽兩岸旅遊交流協會(海旅會)雙方召開大陸居民赴臺旅遊開放1週年圓桌會議 Convened the bilateral roundtable meeting between the Taiwan Strait Tourism Association and the Cross Strait Tourism Exchange Association on the first anniversary of opening Taiwan to mainland Chinese tourists
7月27日至10月26日 July. 27-Oct. 26	921地震滿10週年，辦理921真(震)情99觀光巴士參訪活動 Organized 99 tour buses to reconstruction sites and scenic spots in commemoration of the 10th anniversary of the Sep.21 Earthquake
7月30日至8月3日 July. 30-Aug. 3	參加泰國地區觀光推廣活動 Participated in tourism promotion activities in Thailand
8月2日至8日 Aug. 2-8	參加日本東北祭典暨辦理觀光推廣活動 Participated in ritual activities in Northeastern Japan and organized tourism promotion activities
8月8日 Aug. 8	莫拉克颱風造成臺灣多處觀光景點災損，茂林國家風景區管理處亦遭沖毀，整體觀光損失金額預估約達105億元。本部觀光局提出「觀光產業重建規劃構想」報告，包含協助風景區聯外道路儘速暢通，恢復觀光景點風貌，輔導產業復甦等措施 Typhoon Morakot devastated many of Taiwan's scenic spots, and headquarters destroyed the Maolin National Scenic Area Administration and headquarters. Losses caused to tourism estimated at around NT\$10.5 billion. In light of this, the Tourism Bureau proposed the Rebuilding Tourism Industry Plan, which included measures to speed the opening of roads linking scenic areas to the outside, restoration of scenic sites, and assistance for industrial recovery
8月14日 Aug. 14	舉辦飛輪海「臺灣之旅」活動 Organized "Fahrenheit – Wish to See You in Taiwan" event
8月18日 Aug. 18	辦理「來臺灣呷美食」活動 Organized the "Outdoor Banquets in Taiwan" activity
8月20日至23日 Aug. 20-23	辦理臺灣美食展 Organized Taiwan Culinary Exhibition
8月25日至9月1日 Aug. 25-Sept. 1	參加秋季新加坡國際旅展(NATAS) Participated in Autumn NATAS Travel 2009
8月26日 Aug. 26	辦理臺灣觀光論壇 Organized Taiwan tourism forum

日期 Date	活動 Activity
9月1日至7日 Sept. 1-7	參加秋季馬來西亞國際旅展(NATAS) Participated in MATTA travel fair in Malaysia
9月6日至11日 Sept. 6-11	辦理紐澳地區觀光推廣活動 Organized tourism promotion activities in Australia and New Zealand
9月9日至15日 Sept. 9-15	參加釜山國際旅展(BITF)暨辦理觀光推廣活動 Participated in BITF in Busan, South Korea and organized tourism promotion activities
9月10日 Sept. 10	參加第24屆臺韓觀光交流會議(TVA/KATA) Participated in the 24th Taiwan-South Korea Tourism Conference (TVA/KATA)
9月15日 Sept. 15	發布「交通部觀光局補助觀光遊樂業經營升級實施要點」 Announced "Guidelines for Tourism Bureau Subsidies for Upgrading Industries"
9月15日至21日 Sept. 15-21	參加東京世界旅遊博覽會(JATA)暨辦理關東地區觀光推廣活動 Participated in the JATA World Travel Fair (JATA) in Tokyo and organized tourism promotion activities in the Kanto area
9月16日 Sept. 16	辦理第300萬名來臺幸運旅客迎賓活動 Organized welcome reception for the three millionth lucky tourist arriving in Taiwan
9月19日至27日 Sept. 19-27	參加世界青年學生旅遊會議(WYSTC) Participated in the World Youth and Student Travel Conference (WYSTC)
9月22日至25日 Sept. 22-25	參加亞太旅遊協會PATA理事會、旅遊交易會 Participated in the PATA board of directors meeting and trade mart
9月28日至10月2日 Sept. 28-Oct. 2	辦理2009臺灣騎跡自行車環臺活動 Organized Let's Bike Taiwan – 2009 activities
9月至11月 Sept.-Nov.	辦理「美麗臺灣·發現之旅」系列活動 Organized "Beautiful Taiwan – Discover Tour" activities
10月5日至10日 Oct. 5-10	參加泰國曼谷亞洲獎勵旅遊暨會議展(IT&CMA) Participated in the Incentive Travel & Conventions, Meetings Asia (IT&CMA) in Bangkok Thailand
10月5日至11月23日 Oct. 5-Nov. 23	辦理星級旅館評鑑制度說明會 Organized information seminars on the hotel star-rating scheme
10月7日至13日 Oct. 7-13	參加福岡亞洲太平洋祭暨辦理九州地區觀光推廣活動 Participated in the Asia Pacific Festival Fukuoka, and organized tourism promotional activities in Kyushu

日期 Date	活動 Activity
10月8日至12日 Oct. 8-12	參加日本三重縣安濃津慶典Yosakoi Soran街舞活動暨辦理觀光推廣活動 Participated in the Anoutsu Yosakoi Soran Festival in Mieken, Japan, and organized tourism promotion activities
10月17日 Oct. 17	辦理2009臺灣溫泉美食嘉年華 Organized 2009 Taiwan Hot Spring and Cuisine Carnival
10月20日 Oct. 20	臺灣海峽兩岸觀光旅遊協會(臺旅會)及海峽兩岸旅遊交流協會(海旅會)雙方在第三地協商後,於98年10月20日同時互提設立「旅遊辦事機構」之申請 Taiwan Strait Tourism Association and the Cross Strait Tourism Exchange Association proposed to each other to open counterpart tourism offices
10月30日 Oct. 30	發布「莫拉克颱風受災觀光產業貸款及利息補貼作業須知」及「補貼金融機構辦理莫拉克颱風受災觀光產業擔保借款利息展延損失作業須知」、「莫拉克颱風受災觀光產業房屋稅補貼作業須知」 Announced "Directions for Tourism Industry House Tax Subsidies for Typhoon Morakot Victims", "Directions for Tourism Industry Loans and Interest Subsidies for Typhoon Morakot Victims" and "Directions for Subsidies for Financial Institutions Providing Extensions of Interest payments on Loans to Tourism Enterprises Victimized by Typhoon Morakot"
10月30日至11月2日 Oct. 30-Nov. 2	2009台北國際旅展(ITF) Organized 2009 Taipei International Travel Fair (ITF)
11月7日至15日 Nov. 7-15	參加英國倫敦國際旅展(WTM)暨辦理觀光推廣活動 Participated in the World Travel Market Excel London (WTM), and organized tourism promotional activities
11月18日至21日 Nov. 18-21	參加2009中國國際旅遊交易會(CITM) Participated in the China International Travel Mart 2009
11月29日至12月5日 Nov. 29-Dec. 5	參加西班牙巴塞隆納歐洲獎勵旅遊暨會議展(EIBTM) Participated in the European Incentive Business Travel & Meeting Exhibition (EIBTM) in Barcelona, Spain
12月5日 Dec. 5	辦理第400萬名來臺幸運旅客迎賓活動 Organized welcome reception for the four millionth lucky tourist arriving in Taiwan
12月5日至6日 Dec. 5-6	辦理第7屆舞之祭in臺灣 Organized Seventh Festival of Dance in Taiwan
12月21日 Dec. 21	辦理臺灣-馬來西亞雙邊會談暨業者年終座談會 Organized Taiwan - Malaysia Bilateral Talks and Operators' Year's End Seminar
12月24日至2010年1月22日 Dec. 24- Jan. 22, 2010	紐約時代廣場播放臺灣觀光促銷廣告 Advertisements placed in New York City's Times Square promoting Taiwan tourism

# 觀光行政機關組織系統表

## Organizational System of Tourism Administration





交通部觀光局國家風景區管理處  
National Scenic Area Administrations

交通部觀光局東北角暨宜蘭海岸國家風景區管理處  
Northeast and Yilan Coast National Scenic  
Area Administration

22841臺北縣貢寮鄉福隆村興隆街36號  
No. 36, Xinglong St., Fulong Village Gongliao  
Township, Taipei County 22841, Taiwan (R.O.C.)  
<http://www.necoast-nsa.gov.tw/>  
Tel: (02) 2499-1115

交通部觀光局東部海岸國家風景區管理處  
East Coast National Scenic Area  
Administration

96144臺東縣成功鎮信義里新村路25號  
No. 25, Xineun Rd., Chenggong Town, Taitung  
County 96144, Taiwan (R.O.C.)  
<http://www.eastcoast-nsa.gov.tw/>  
Tel: (089) 841-520

交通部觀光局澎湖國家風景區管理處  
Penghu National Scenic Area Administration

88054澎湖縣馬公市光華里171號  
No. 171 Guanghua Li, Magung, Penghu Country  
88054, Taiwan (R.O.C.)  
<http://www.penghu-nsa.gov.tw/>  
Tel: (06) 921-6521

交通部觀光局大鵬灣國家風景區管理處  
Dapeng Bay National Scenic Area  
Administration

92851屏東縣東港鎮大鵬里大潭路169號  
No. 169, Datan Rd., Donggang Town, Pingtung  
County 92851, Taiwan (R.O.C.)  
<http://www.tbnsa.gov.tw/>  
Tel: (08) 833-8100

交通部觀光局花東縱谷國家風景區管理處  
East Rift Valley National Scenic Area  
Administration

97844花蓮縣瑞穗鄉鶴岡村17鄰興鶴路2段168號  
No. 168, Xinghe Rd, Sec. #2, 17 Lin, Hegang  
Village, Ruisui Township, Hualien County 97844  
Taiwan (R.O.C.)  
<http://www.erv-nsa.gov.tw/>  
Tel: (03) 887-5306

交通部觀光局馬祖國家風景區管理處  
Matsu National Scenic Area Administration

20942連江縣南竿鄉仁愛村6鄰95-1號  
No. 95-1, Ren-ai Village, Nangan Township,  
Lienchiang County 20942, Taiwan (R.O.C.)  
<http://www.matsu-nsa.gov.tw/>  
Tel: (0836) 25-631

交通部觀光局日月潭國家風景區管理處 Sun Moon Lake National Scenic Area Administration	55548南投縣魚池鄉水社村中山路163號 No. 163, Zhongshan Rd., Yuchi Township, Nantou County 55548, Taiwan (R.O.C.) <a href="http://www.sunmoonlake.gov.tw/">http://www.sunmoonlake.gov.tw/</a> Tel: (049) 285-5668
交通部觀光局參山國家風景管理處 Tri-Mountain National Scenic Area Administration	41341臺中縣霧峰鄉中正路738號 No. 738, Zhongzheng Rd., Wufeng Township, Taichung County 41341, Taiwan (R.O.C.) <a href="http://www.trimt-nsa.gov.tw/">http://www.trimt-nsa.gov.tw/</a> Tel: (04) 2331-2678
交通部觀光局阿里山國家風景區管理處 Alishan National Scenic Area Administration	60246嘉義縣番路鄉觸口村觸口3-16號 No. 3-16, Chukoc, Fanlu Village, Chiayi County 60246, Taiwan (R.O.C.) <a href="http://www.ali.org.tw/">http://www.ali.org.tw/</a> Tel: (05) 259-3900
交通部觀光局茂林國家風景區管理處 Maolin National Scenic Area Administration	90142 屏東縣三地門賽嘉村賽嘉巷120號 No. 120, Saijia Lane, Saijia Village, Sandimen Township, Pingtung County 90142, Taiwan (R.O.C.) <a href="http://www.maolin-nsa.gov.tw/">http://www.maolin-nsa.gov.tw/</a> Tel: (07) 799-2221
交通部觀光局北海岸及觀音山國家風景區管理處 North Coast & Guanyinshan National Scenic Area Administration	25341臺北縣石門鄉德茂村下員坑33-6號 No. 33-6, Xiayuankeng, Demao Village, Shimen Township, Taipei County 25341, Taiwan (R.O.C.) <a href="http://www.northguan-nsa.gov.tw/">http://www.northguan-nsa.gov.tw/</a> Tel: (02) 863-55100
交通部觀光局雲嘉南濱海國家風景區管理處 Southwest Coast National Scenic Area Administration	72742臺南縣北門鄉北門村舊埕119號 No. 119, Jiucheng, Beimen Village, Beimen Township, Tainan County 72742, Taiwan (R.O.C.) <a href="http://www.swcoast-nsa.gov.tw/">http://www.swcoast-nsa.gov.tw/</a> Tel: (06) 786-1000
交通部觀光局西拉雅國家風景區管理處 Siraya National Scenic Area Administration	73257臺南縣白河鎮仙草里仙草1-1號 No1-1, Xiancao, Xiancao Village, Baihe Township, Tainan County 73257, Taiwan (R.O.C.) <a href="http://www.siraya-nsa.gov.tw/">http://www.siraya-nsa.gov.tw/</a> Tel: (06) 684-0337



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## 圖片索引 Photo Index

- P10 旅行台灣歡迎錦囊記者會  
Press Conference on “Tour Taiwan Kit”
- P11 (左) 台灣觀光論壇  
(Left) Taiwan Tourism Forum  
(右) 日月潭纜車  
(Right) Sun Moon Lake Ropeway
- P12 (上) 大陸來台旅客  
(Top) Visitor from mainland China  
(下) 台灣觀光故事館啟用茶會  
(Bottom) Inaugurating Conference of Taiwan Storyland
- P13 i center旅遊服務中心  
Visitor Information Center
- P14 (左) 陸客踩線團  
(Left) Exploratory visit by mainland China  
(右) 茂林紫蝶幽谷—雙年賞蝶開幕  
(Right) Maolin Purple Butterfly Valley—Biennial Butterfly-Watching Festival
- P15 大鵬灣於莫克拉颱風災後整建完成  
Dapeng Bay recovered after Typhoon Morakot
- P16 (中) 星級旅館評鑑計劃  
(Middle) Hotel Star Rating Plan  
(下) 東部自行車路網示範計畫啟動儀式  
(Bottom) Inaugurating Northern Taiwan Bikeway Network Demonstration Plan
- P18 旅遊達人遊台灣  
Taiwan Explorers
- P19 星級旅館評鑑說明會  
Hotel Star Rating Seminar
- P20 「旅行台灣・感動100」立牌  
The stand of “Tour Taiwan and Experience Centennial”
- P22 阿里山春茶  
The Tea of Alishan
- P23 (上) 木棉花道  
(Top) Kapok Road  
(中) 台南縣花海  
(Middle) Flowers Scenery in Tainan County  
(下) 曾文水庫  
(Bottom) Tseng Wen Reservoir
- P24 (上) 墾丁  
(Top) Kenting  
(下) 八八坑道  
(Bottom) Tunnel 88
- P26 荷里活廣場台灣旅遊節  
Taiwan Travel Festival in Plaza Hollywood
- P27 (上) 2009新加坡旅展  
(Top) 2009 Singapore Travel Exhibition  
(下) 2009釜山旅展及觀光推廣活動  
(Bottom) 2009 Busan Travel Exhibition and Promotion Activity
- P28 (左) 上海旅遊博覽會  
(Left) Travel Fair in Shanghai  
(右) 北京圓桌會議  
(Right) Round-table Conference in Beijing
- P29 台灣旅遊書封面  
The cover of Taiwan Travel books
- P30 日月潭  
Sun Moon Lake
- P33 阿里山森林遊樂區櫻花火車  
The “Sakura Train” in Alishan National Forest Recreation Area
- P40 阿里山日出  
The sunrise in Alishan
- P41 (左) 香港旺角地鐵站宣傳海報  
Advertisement at Mong Kok subway station in Hong Kong  
(右) 日韓代言人—飛輪海  
(Right) Spokesperson in Japan and South Korea—Fahrenheit
- P42 (左) 台灣穆斯林旅遊手冊  
(Left) The Taiwan Muslims travel handbook  
(右) 新興四國廣告稿  
(Right) Advertisement for 4 new countries
- P44 (左) 日本雜誌封面廣告  
(Left) Advertisement on the Japan magazine cover  
(右) 日本雜誌廣告  
(Right) Advertisement on the Japan magazine
- P45 101韓文版平面廣告  
Advertisement of Taipei 101 in Korean
- P48 2009溫哥華捷運車廂廣告  
2009 Advertisement in the Vancouver subway cab
- P49 (左) 婚紗摺頁廣告  
(Left) Brochure on salon photography and honeymoon tours  
(中) Economist廣告  
(Middle) Advertisement in the Economist  
(右) FRA機場廣告  
(Right) Advertisement at the FRA airport

- P50 (左) 瘋台灣系列節目  
(Left) The TV program “Fun Taiwan” in Discovery  
(右) 紐約時代廣場旅行台灣廣告  
(Right) Advertisements of “Travel Taiwan” in Time square, New York
- P52 (左) 小籠包  
(Left) Steamed dumpling  
(中) 食在台灣  
(Middle) Delicious food in Taiwan  
(右) 台南度小月  
(Right) Dandan noodles in Tainan
- P53 (左) 愛戀101鑽石版廣告  
(Left) Advertisement of Love 101  
(右) 旅遊達人  
(Right) Taiwan Explorers
- P54 (左) 台灣好食光車鼓陣表演  
(Left) The performance of Dining Al Fresco  
(右)「台灣騎跡」－鐵馬自由行  
(Right) ” Let’ s Bike Taiwan” activity
- P55 2009 印度旅展  
2009 Travel Fair in India
- P56 (左) 台灣觀光旅遊－蘇州說明會  
(Left) ” The Taiwan Tourism Travel Seminar” in Suzhou  
(右) 上海旅遊博覽會攤位  
(Right) Booth at the Shanghai Travel Exhibition
- P58 昆明旅展  
The Travel Fair in Kunming
- P59 (左) 第400萬名旅客來台歡迎活動  
(Left) The celebration of four millionth visitors to arrive in Taiwan  
(右) 柏林旅展台灣展館中業者洽談情況  
(Right) Attendees talking inside the Taiwan Hall at the IBT Berlin
- P60 倫敦旅展中國民大戲班的特技表演  
The performance of People Art in London Travel Fair
- P61 日本三重縣安濃津Yosakoi Soran街舞  
The Yosakoi Soran dance in Mie Anotsu, Japan
- P62 德基水庫  
Deji Reservoir
- P63 (上) 台灣茶  
(Top) Taiwan Tea  
(中) 武陵農場櫻花  
(Middle) Wuling Farm  
(下) 鳳梨酥  
(Bottom) Pineapple shortcake
- P64 平溪天燈  
Pingxi Sky Lantern
- P65 (左) 萬里飛行傘  
Paragliding in Wanli  
(右) 2009鯤鯓王平安鹽祭民俗藝陣-八家表演  
(Right) A traditional dance performance at the 2009 Kunshen King Salt of Peace Festival Ba Jia Jiang (Eight Generals)
- P66 2009 日本街舞團於台灣燈會主燈表演  
2009 Taiwan Lantern Festival
- P67 (左) 2009台灣溫泉美食嘉年華啟動儀式暨台東溫泉祭  
(Left) The inception of 2009 Taiwan Hot Spring and Cuisine Carnival and Taidong Hot Spring Festival  
(右) i center旅客服務中心  
(Right) i center Visitor Information Center
- P68 (左) 觀光巴士護照封面  
(Left) Cover of Taiwan Tour Bus Passport  
(右) 觀光巴士雙頁廣告  
(Right) Double page ad in Taiwan Tour Bus
- P69 觀光巴士網站首頁  
The homepage of Taiwan Tour Bus
- P70 (左) FUN暑假遊樂園記者會  
(Left)FUN summer-Theme Park Press Conference  
(右) 福隆沙雕藝術季  
(Right) Sand Sculpture Festival
- P71 (左)騎遇東北角－福隆單車季活動  
(Left) Riding in the Northeast—The Fulong Biking activity  
(右)平埔西拉雅原鄉體驗  
(Right)Experience Siraya at PingPu
- P72 日月潭  
Sun Moon Lake
- P74 (左) 野柳女王頭  
(Left) The “Queen’ s Head” in Yehliu  
(右) 黑面琵鷺  
(Right) Black-faced Spoonbill
- P76 雲嘉南地區冬季豐富鳥況  
Winter bird activities in the Yunlin, Chiayi and Tainan region
- P77 馬祖建設成果  
Construction results in Matsu
- P78 (左) 輕艇水球競賽  
(Left) Canoe Polo Competition  
(右) 2009龍舟競賽  
(Right) 2009 Dragon Boat Competition
- P79 風帆活動  
Sailing activities
- P80 (中) 澎湖觀光產業推廣中心委託民間參與營運  
(Middle) Private participation and operation of the Penghu Tourism Industry Promotion Center  
(下) 綠島朝日溫泉ROT案簽約  
(Bottom) Contract signing of the Green Island Zhaori Saltwater Hot Springs Park ROT Project
- P81 (上) 澎湖觀光產業推廣中心委託民間參與營運ROT案  
(Top) Private participation in the Penghu Tourism Industry Promotion Center and Operation ROT Project

	(下) 日月潭向山觀光旅館BOT案簽約計畫 (Bottom) Sun Moon Lake Xiangshan Hotel BOT Project	P97	小琉球露營區會議室 Xiaolinqui Eco Campground conference room
P82	南方澳遊客服務中心動土儀式 Construction ceremony of the Nanfangao Visitor Information Center	P98	(左) 瑞穗自行車道 (Left) Rueishui bike path (右) 鯉魚潭活動平台設施工程 (Right) Construction of the event platform at Liyu Lake
P84	(中左) 東北角迎接曙光跨年活動 (Middle – left) Usher-in the First Morning Light at the Northeast Coast activity (中右) 福隆沙雕藝術季 (Middle – right) Sand Sculpture Festival (下左) 東北角芒花季 (Left – Right) Silver Grass Festival on the Northeast Coast (下右) 外澳海堤景觀美化 (Bottom – right) Landscape beautification at Waiao seawall	P100	Never Stop 永不放棄—洄瀾極限挑戰 Never Stop – Challenge Your Life at Huilan
p85	舊草嶺隧道南口景觀美化 Landscape beautification at the south entrance of the Old Caoling Tunnel	P101	玉富自行車道 Yufu bike path
P86	三仙台迎曙光 Usher-in the First Morning Light at Sansiantai	P102	98年千人躺 A thousand people lay down activity in Taidong
P87	加路蘭手創市集 Jialulan Handcraft Market	P103	鐵人三項競賽 Triathlon competition
P88	(上) 吉貝西崁山服務設施 (Top) Services and facilities at Xikanshan (Jibei) (下) 菜園海洋牧場 (Bottom) Caiyuan Ocean Farm	P104	昇天祭 Ascends to Heaven activity
P90	七美小臺灣涼亭景觀 Qimei Little Taiwan Observation Deck and Arbor	P105	賞鷗 Seagull watching
P91	吉貝浮碼頭 Jibei Floating Dock	P106	(左) 賞鷗活動 (Left) Seagull watching activity (右) 馬祖燕鷗 (Right) Tern observation at Matsu
P92	漁翁島銅像遊憩區 Yuwengdao Bronze Stature Recreation Area	P107	昇天祭 Ascends to Heaven activity
P93	澎湖背包王行銷活動 The promotion activity – “King of Backpackers in Penghu”	P108	日月潭 Sun Moon Lake
P94	萬輪轉動大鵬灣活動 The biking activity – Cycling around Dapeng Bay	P110	(上) 2009國際扶輪日月潭環湖馬拉松活動 (Top) 2009 Rotary Marathon Racing around the Sun Moon Lake (下) 台灣大哥大日月潭花火音樂會— 國臺交弦樂四重奏 (Bottom) Taiwan Mobile National Day Fireworks and Music Concert – Philharmonic Movement Concert
P95	東港迎王祭台北記者會 The Press conference of Donggang King Boat Ceremony in Taipei conference room	P111	日月潭跨年祈福晚會煙火施放 2009 Sun Moon Lake Year’ s End Party to Pray for Blessings
P96	琉球三角廣場整建 Improvement project at Liuqiu San-Jiao Square	P112	峨眉湖步道橋 Emei Lake trail-bridge
		P113	南庄康濟吊橋 Kangji suspension bridge at Nanzhuang
		P114	(左上) 八卦山脈單車活動 (Left – top) Cycling activities on Bagua Mountain (右上) 2009鷹揚八卦-全民健行賞鷹活動 (Right – top) 2009 Eagles over Bagua – National Eagle- Watching (下) 2009台灣美食展—參山美饌 (Bottom) 2009 Taiwan Culinary Exhibition – Tri-Mountain Gourmet Legendary Exhibition

- P116 阿里山神木下婚禮  
Love in Alishan Joint Wedding under the Witness of Alishan Devine Tree
- P118 飛行傘  
Paragliding
- P119 新威景觀大橋  
Xinwei Bridge
- P120 茂林紫蝶幽谷-雙年賞蝶活動  
Maolin Purple Butterfly Valley – Biennial Butterfly Watching Festival
- P121 高屏山麓重建向前走—鼓願  
Walk Forward Kaohsiung and Pingtung Foothill Reconstruction – Drum Wish
- P122 北海岸海景自行車道  
North Coast ocean view bike bath
- P124 (上) 北海岸婚紗留倩影  
(Top) North Coast Wedding Photography  
(下) 北海岸聽海音樂節  
(Bottom) North Coast Ocean Music Festival
- P125 北觀老梅綠色海岸  
Laomei Green Reef at Beiguan
- P126 (上) 黑面琵鷺  
(Top) Black-faced Spoonbill  
(下) 2009鯤鯨王平安鹽祭官將首精彩演出  
(Bottom) Exciting Guan-Shou-Jiang (ghost custodians) performance at the 2009 Kunshen King Salt of Peace Festival Peace Festival
- P127 布袋遊客中心  
Budai Tourist Service Center
- P128 七股鹽田  
Qigu salt field
- P130 草山月世界  
Tsaoshan Moonscape Scenic Area
- P131 紅葉公園  
Red Leaf Ecological Park
- P132 2009台灣溫泉美食嘉年華  
2009 Taiwan Hot Spring and Cuisine Carnival
- P133 (上) 西拉雅芒果體驗  
(Top) Experience Siraya Mangoes  
(下左) 愛無國界牽手西拉雅LOGO設計  
(Bottom – left) Logo design for Love Siraya – Connecting Hands for Siraya  
(下右) eye上西拉雅封面  
(Bottom – right) Eye Love Siraya cover
- P138 喜凱亞露天風呂  
The hot spring pool in Sea Gaia Spring Hotel
- P139 (左) 溫泉標章  
(Left) Hot Spring Certificate  
(右) 喜凱亞—客房湯屋  
(Right) Rooms with hot spring pool in the Sea Gaia Spring Hotel
- P140 淡水漁人碼頭  
Fisher Wharf in Danshi
- P141 (上) 九份  
(Top) Jioufen  
(中) 金瓜石瀑布  
(Middle) Jinguashin Waterfall  
(下) 新竹尖石鄉楓樹  
(Bottom) The maples in Jiashin, Hsinchu
- P142 六福村  
Leofoo Village
- P144 旅行社查核  
Auditing of travel agencies
- P146 旅遊業查核  
Auditing of travel industry
- P148 馥華大觀商旅  
Hotel Purity
- P150 花蓮遠雄海洋公園  
Farglory Ocran Park in Hualian
- P153 月眉育樂世界  
Yumay Recreation World
- P155 觀光旅遊業獎勵優惠講習會  
Lecture on Incentives for Tourist Amusement Enterprises
- P156 i center旅遊服務中心  
i center Visitor Information Center
- P158 旅客諮詢服務  
Visitor inquiry services
- P161 交通部緊急事故處理流程圖  
The Emergency Flowchart of Tourism Bureau
- P165 旅行台灣年  
Tour Taiwan Years
- P166 旅行台灣年代言人—飛輪海  
Spokespersons of Tour Taiwan Years—Fahrenheit
- P167 鐵馬自由行  
Bike tour

