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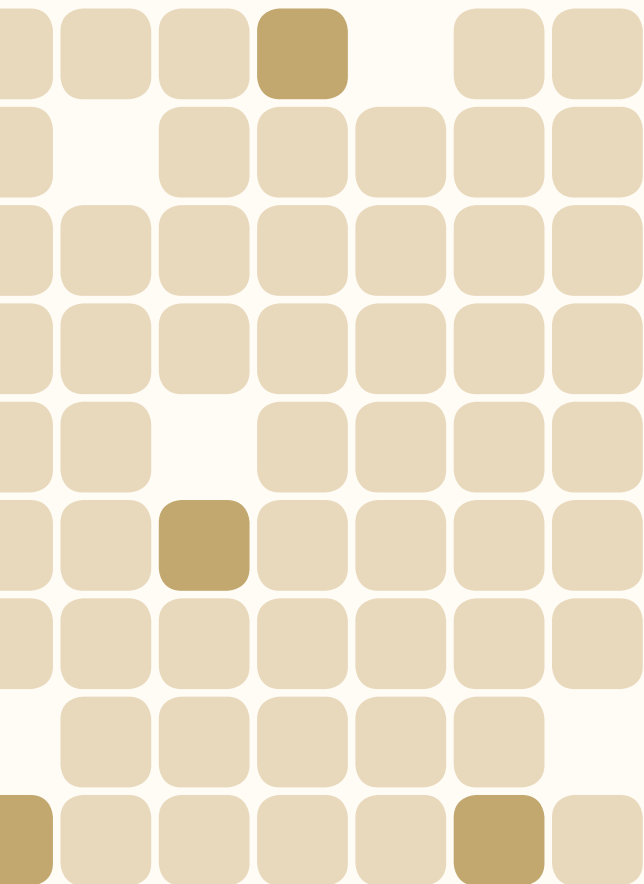
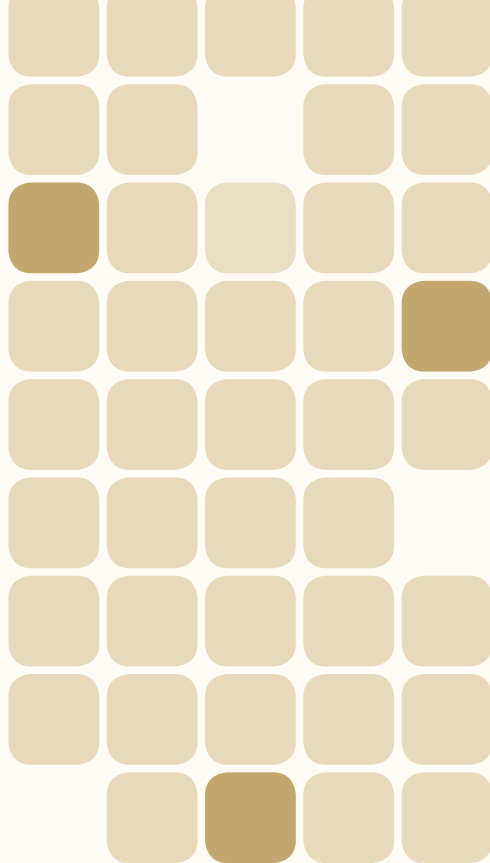
# 中華民國 101 年 觀光業務年報

ANNUAL REPORT ON TOURISM 2012  
TAIWAN, REPUBLIC OF CHINA

Taiwan  
THE HEART OF ASIA

交通部觀光局  
Tourism Bureau, MOTC





# 中華民國 101 年 觀光業務年報

Annual Report on Tourism 2012  
Taiwan, Republic of China

# 局長

# 序



跨越了建國百年風華，101年由於觀光業界每一位從業人員在各自崗位的努力付出，臺灣觀光璀璨光芒更勝以往。101年來臺旅客達到731萬人次的歷史新高，創造超過新臺幣3,400億元的觀光外匯收入，「Taiwan – the Heart of Asia」強化了臺灣觀光的品牌形象，也提高臺灣國際能見度，讓愈來愈多的國內外旅客體驗到臺灣的多元風采與旅遊臺灣的美好與感動，逐步打造臺灣成為亞洲之心。

## 「Time for Taiwan—旅行臺灣 就是現在」 臺灣觀光迭創佳績

延續「旅行臺灣·感動100」的熱度，101年觀光局向國際市場訴求「Time for Taiwan—旅行臺灣 就是現在」，聚焦美食、文化、樂活、生態、浪漫及購物等六大主軸，整合推出台灣燈會、美食展、自行車節、溫泉美食嘉年華四大節慶活動，同

時串連國家風景區及地方特色活動，以活動帶動觀光，創造產業關聯效果，101年除來臺旅客一舉衝破700萬大關，締造新高紀錄外，港澳也繼日本、大陸後，成為來臺旅遊規模突破百萬的主要客源市場之一，此外包括新加坡、馬來西亞等市場也創下來臺旅客新高，這正是臺灣秉持「多元開放、全球布局」推展觀光的最佳寫照。

我們以「質量併進」的核心思維發展觀光，在量的成長外，更積極優化觀光產業品質，透過品質旅遊、團餐PK、強化陸客市場品質管理，以及接軌國際的星級旅館評鑑及好客民宿遴選制度，奠定觀光產業質變的基礎；以便捷的台灣好行景點接駁服務及旅行臺灣APP，貼心為旅客設想旅程環節中的服務；「臺灣十大觀光小城」的遴選，不但引起全民參與，帶動全民旅遊新風潮，更促使地方政府重視城鄉觀光資源，提升友善旅遊環境，進而創造地方經濟效益。





# Foreword

After a landmark year for tourism during the R.O.C. centenary in 2011, buoyed by the hard work of industry members, even greater success was achieved in 2012. Inbound visitor arrivals reached a record 7.31 million, resulting in more than NT\$340 billion in tourism revenue. Our slogan, "Taiwan — the Heart of Asia" continued to boost Taiwan's tourism brand and international profile by encouraging more tourists, domestic and foreign, to experience Taiwan's diverse offerings. As they enjoyed the wonders of the island, they witnessed a transformation. Gradually, Taiwan was becoming the "Heart of Asia."

## **"Time for Taiwan" Brings Tourism to Even Greater Heights**

In 2011 the Tourism Bureau sparked excitement when it encouraged people to travel to Taiwan and experience the centenary. A year later it sent a new message. With the slogan "Time for Taiwan," the bureau announced to international markets that now is the time to visit. It focused on six themes — food, culture, LOHAS, ecology, romance, and shopping — to promote the Taiwan Lantern Festival, Taiwan Culinary Exhibition, Taiwan Cycling Festival, and Taiwan Hot Spring & Fine Cuisine Carnival. In addition to these four major national events, the bureau promoted special local activities in conjunction with national scenic areas, giving a boost to affiliated industries. Results were underscored by two

major milestones: surpassing 7 million inbound tourist arrivals, and surpassing 1 million inbound tourist arrivals from Hong Kong and Macau (following in the footsteps of Japan and Mainland China). Record numbers of visitors also arrived from Singapore, Malaysia and other countries, providing further evidence that Taiwan's dual strategy of opening diverse markets and building a global presence works.

In developing the tourism industry our core principle was to advance both quality and quantity, with the former taking precedence over the latter. We promoted excellent tours, held a competition among tour group caterers, strengthened quality control management for the Mainland China market, and brought the local hotel industry in line with international star rating systems. We even created a mechanism for choosing hospitable homestays. Our goal was to solidify the fundamental changes taking place in the local tourism industry. We established a convenient shuttle bus system to service Taiwan's major attractions and built a Taiwan app to assist travelers in devising itineraries. Another event to choose Taiwan's 10 best tourism towns had wide-ranging benefits. Besides arousing public participation and inspiring travel, it encouraged local governments to place greater importance on both urban and rural tourism. The event created a friendlier travel environment and fostered local economic gains.

# 局長序

## FOREWORD

### 追求優質與人道關懷 打造處處皆可觀光的臺灣

展望102年，我們以來臺旅客770萬人次為目標，將持續推動「觀光拔尖領航方案」及「經濟動能推升方案－優化觀光提升質量」之相關工作，落實「旅行臺灣 就是現在」各項行銷宣傳措施，積極開拓東南亞、穆斯林等新興市場、推廣國際郵輪市場、加強會展及獎勵旅遊、提高陸客自由行人次，以強化臺灣觀光體質，創造觀光價值。

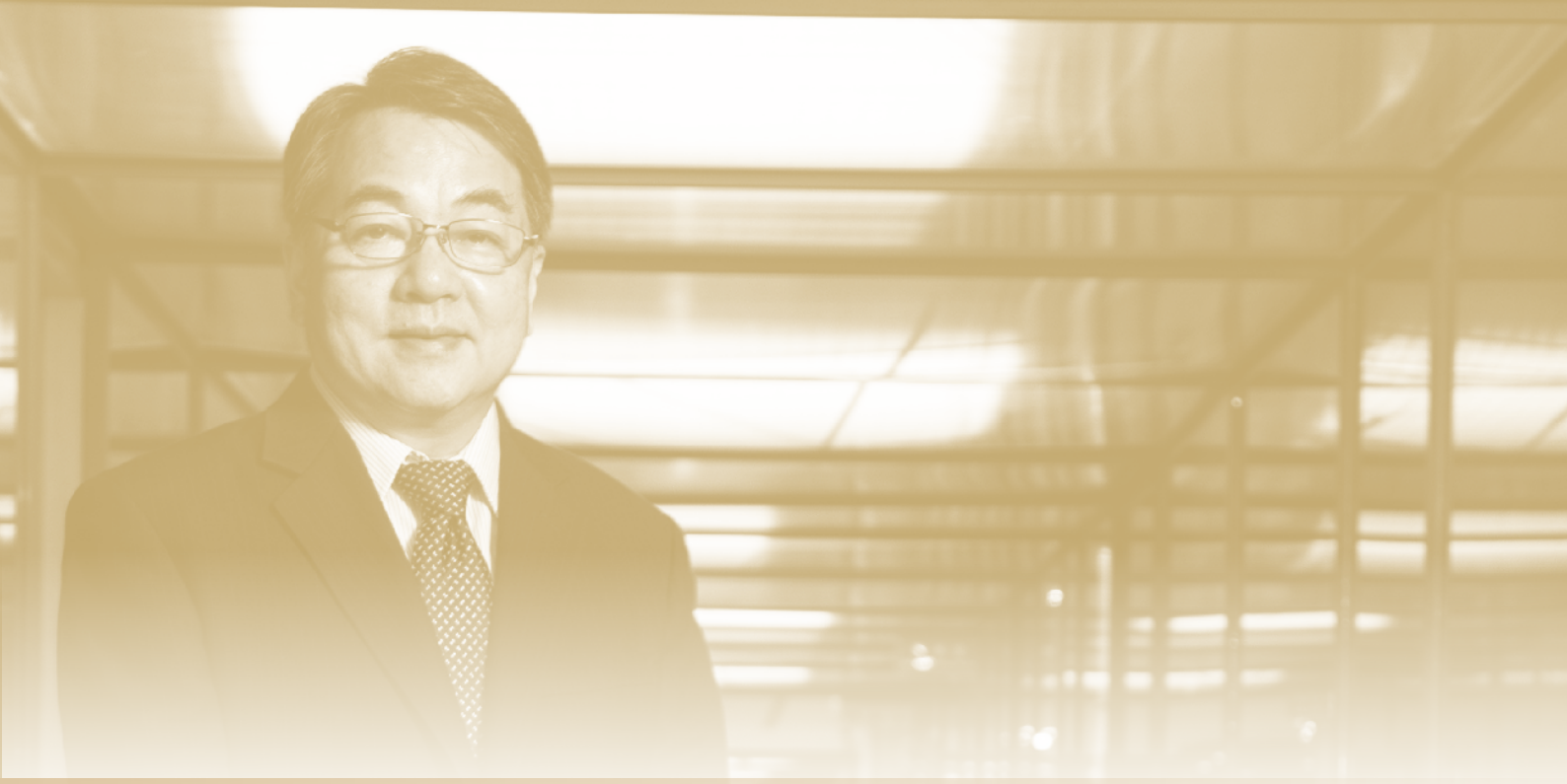
在臺灣的觀光收益與產值增加的同時，更要提升臺灣觀光的內涵及深化人道關懷，我們將持續建

構無障礙與無縫隙的旅遊環境，推動低碳旅遊，同時也將推動「臺灣觀光年曆」成為臺灣國際觀光活動與濃厚人情味的最佳代言，推出第一個屬於臺灣夏天的夏至節慶「臺灣夏至235」，以故事行銷手法，形塑臺灣觀光新亮點，展現臺灣觀光軟實力，打造處處皆可觀光的臺灣。

謹將101年觀光施政成果彙編成冊，敬請各界不吝指教。

交通部觀光局局長

謝謂君



## Building a Friendly Tourism Environment Open for Exploration

Looking ahead to 2013, we set a goal of surpassing 7.7 million inbound tourist arrivals. Getting there will take a lot of work. As well as continuing the "Project Vanguard for Excellence in Tourism" and the "Economic Power-Up Plan — Tourism Optimization Through Quality/Quantity Upgrading," we will implement marketing strategies contained in our "Time for Taiwan" plan. Market expansion will take us from Southeast Asia and Muslim nations to international cruises, while we boost our presence at exhibitions, offer travelers additional incentives, and encourage more Mainland Chinese to visit under the Free Independent Traveler program. By improving tourism quality in Taiwan, we will bring added value to the industry.

As we increase tourism revenue, it is important that we make tourism in Taiwan friendlier and

more meaningful. For ease of travel we will continue making handicap - friendly facilities and building seamless transit between tourist attractions. We will also promote low-carbon travel. Using the "Time for Celebration - Taiwan Tourism Events" calendar as a medium to show international tourist activities and the affable nature of Taiwan, we will promote events such as "Taiwan Fun on the Tropic of Cancer," the island's first Summer Solstice celebration. To market Taiwan we want to tell stories that reveal new tourism spotlights and show our soft power. The ultimate goal is to create an environment where every corner of the island is open for exploration.

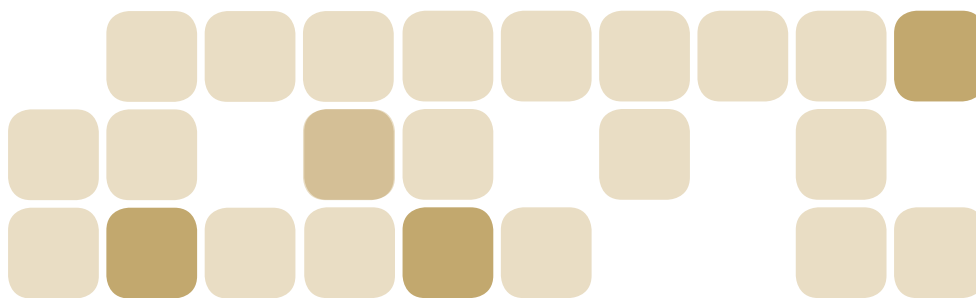
We present to you our administrative achievements of 2012 and look forward to serving you in the future.

Director-General, Tourism Bureau

*David W. Hsieh*

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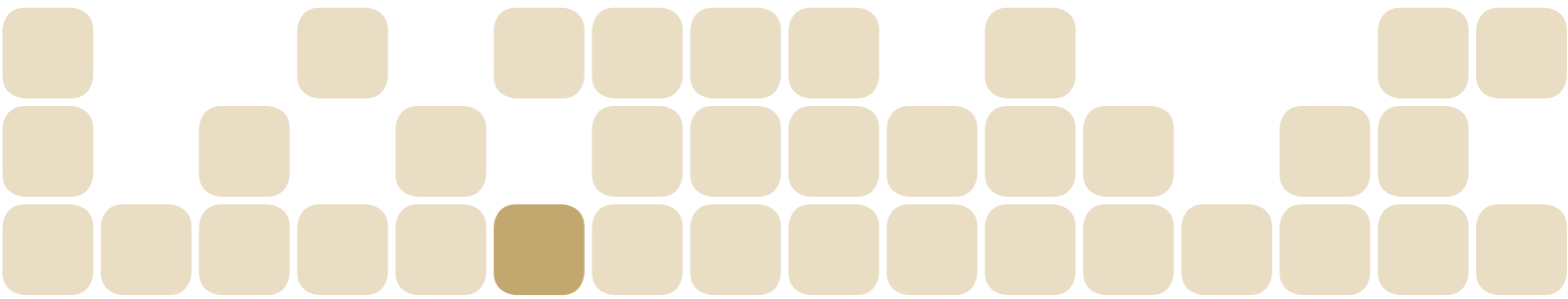
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# 摘要



## 101 年重要施政成果摘要

## Major Achievements of Tourism Administration in 2012



# 101 年重要施政成果摘要

## Major Achievements of Tourism Administration in 2012

### 壹、「旅行臺灣 就是現在」，來臺旅客再創新高

繼建國百年「旅行臺灣・感動100」後，觀光局為持續開創臺灣觀光市場的感動扉頁，將101-102年度的宣傳主軸定調為「Time for Taiwan—旅行臺灣 就是現在」，用貼近旅客的心來推動具開創性、可突顯臺灣特色、提升來臺旅遊友善度與滿意度的各項活動及措施。

在執行上以永續、品質、友善、生活、多元為核心理念。對內，增進臺灣區域經濟與觀光的均衡發展，優化國民生活與旅遊品質；對外，強化臺灣觀光品牌國際意象，深化國際旅客感動體驗，建構臺灣處處皆可觀光的旅遊環境。

在國際行銷的效益上，以「Taiwan—the Heart of Asia」（亞洲精華 心動臺灣）歡迎全球旅客體驗旅行臺灣的感動，以「Time for Taiwan」（旅行臺灣 就是現在）訴求臺灣觀光新時代的來臨，逐步打造臺灣成為「亞洲觀光之心（星）」為主要目標。

在推動的內容上以「Who（爭取客群）—臺灣歡迎您」、「When（旅遊時機）—週週有活動」、「What（加碼誘因）—天天享優惠」、「Why（非來不可）—處處有亮點」及「How（便利旅遊）—時時有感動」為架構，融合99-100年「旅行臺灣・

感動100」發展之臺灣觀光品牌——十大感動旅遊元素（當代文化、在地文化、原民部落、追星、宗教、生態、單車、登山健行、溫泉及創新），持續捲動百大感動旅遊路線，以「文化」、「浪漫」、「美食」、「購物」、「樂活」及「生態」等作為推廣行銷的6大聚焦主軸，並整合燈會、美食展、自行車節、溫泉美食嘉年華等4大節慶活動及將各國家風景區管理處、地方政府所舉辦的特色活動整合為國際性、全國性、地方性之系列活動，期創造國際宣傳點、線、面聚焦效益，並以不同的觀光面貌帶給國內外旅客最心動的旅遊服務與活動。

在「旅行臺灣 就是現在」的有效推動下，101年在臺灣觀光史上締造多項紀錄、成績亮眼。第一項歷史紀錄是101年全年來臺旅客再創新高，達到731萬1,470人次，較100年的608萬增加超過120萬人次，成長20.11%；第二項紀錄是港澳市場繼日本及大陸市場後，來臺旅客亦突破百萬大關，晉升百萬俱樂部成員之一；第三項紀錄是101年12月單月來臺旅客達70萬2,588人次，亦創下歷史單月新高。國際旅客在臺旅遊消費，觀光及周邊產業都受惠，101年已為臺灣創造超過新臺幣3,400億元的觀光外匯收入。



## I. "Time for Taiwan" Breaks Record of Inbound Visitor Arrivals

Following the centennial "Tour Taiwan" program, the Tourism Bureau continued to develop Taiwan's tourism market. It designated "Time for Taiwan" as the 2012-2013 promotional theme. With the needs of visitors in mind, the bureau promoted innovative activities and mechanisms that highlight Taiwan's special characteristics and make travel friendlier and more satisfying.

In terms of implementation, the core values were sustainability, quality, friendliness, living, and diversity. Internally, the government balanced development of Taiwan's local economy and tourism while improving the quality of travel and life for the Taiwanese public. Externally, to establish a travel environment where sightseeing is possible at every location in Taiwan, the Tourism Bureau reinforced the international image of Taiwan's travel branding and deepened the overall experience of international travelers to Taiwan.

In terms of international promotion, "Taiwan – the Heart of Asia" welcomed travelers the world over to experience Taiwan, and "Time for Taiwan" announced the arrival of a new age of tourism. The objective was to gradually make Taiwan the heart of tourism in Asia.

In terms of promotional content, the Tourism Bureau built the following framework: "Who – Taiwan Welcomes You," aimed at attracting visitors; "When – Events Weekly," aimed at expanding suitable times to visit; "What – Daily Deals," aimed at providing value-added incentives; "Why – Spotlights Everywhere," aimed at making Taiwan an irresistible destination; "How – Unforgettable Experiences All the Time," aimed at advertising the convenience of travel. The bureau combined this structure with the Taiwanese tourism

brand developed in 2010-2011, "Tour Taiwan," with its 10 unforgettable travel elements: current culture, local culture, aboriginal settlements, stargazing, religion, environment, bicycling, hiking, hot springs, and innovation. Major travel itineraries continued to be promoted, with culture, romance, food, shopping, LOHAS, and ecology as the six major themes. The bureau further combined these with the four major celebrations: the Taiwan Lantern Festival, the Taiwan Culinary Exhibition, the Taiwan Cycling Festival, and the Taiwan Hot Spring & Fine Cuisine Carnival. In addition, the bureau integrated special events organized by national scenic areas and local governments to form a series of international, national, and local events that could serve as a point of focus for international promotion. The diverse tourism options led to unforgettable service and activities for international travelers.

With the successful implementation of "Time for Taiwan," 2012 saw many new tourism records. Foremost was a new high in the number of inbound visitor arrivals, at 7,311,470, an increase of over 1,200,000 visits, or 20.11% growth, as compared to the total of 6,080,000 visits in 2011. The second record was a new high of over a million inbound visitor arrivals from Hong Kong and Macau, after Japan and Mainland China previously surpassed this milestone. The third record was for number of visits in a single month, reaching 702,588 in December. When international travelers spent on travel in Taiwan, tourism and related industries benefited. In 2012, this generated over NT\$340 billion in tourism receipts.



歡迎第 700 萬名國際旅客來臺  
Welcoming the 7 millionth foreign traveler to Taiwan

## 貳、優化觀光服務質量，推升經濟動能發展

配合行政院推動「經濟動能推升方案」，交通部觀光局於101年度全力推動「優化觀光提升質量」之相關工作，以建構質量並進的觀光藍圖，強化觀光產業國際競爭力，奠定觀光產業從量變到質變的基礎，實現105年臺灣成為千萬國際旅客觀光大國之目標。觀光局「優化觀光提升質量」之重點工作，朝兩個面向努力：

### 一、擴大觀光服務能量，強化既有及新興客源市場之廣度與深度

以「多元創新、全球布局」之核心思維，持續開拓東南亞5國（印度、印尼、泰國、越南、菲律賓）新富階級以及穆斯林市場等新興市場商機，並爭取簡化大陸商務客、自由行旅客來臺之申請手續，以吸引高價值客源來臺消費，並於101年4月28日新增陸客自由行第二波試點6個城市（廣州、南京、天津、杭州、重慶、成都），另於101年8月28日啟動濟南、西安、福州、深圳4個試點城市及新增11個城市前來金馬澎「小三通」自由行；另一方面，深耕目標市場，持續推動「旅行臺灣 就是現在（Time for Taiwan）行銷推廣計畫」，營造出「天天有活動，處處有感動」的氛圍，以吸引國際旅客專程來臺旅遊。

為加強行銷力道，充分發揮臺灣觀光優勢資源，觀光局整合各部會、地方政府、觀光局及所屬管理處具觀光潛力的活動，編製「臺灣觀光年曆」，於101年12月11日發布總計42個國際性活動，於12月28日辦理成果發表記者會，並透過活動資訊的建置、新興科技的應用，及創意行銷的手法，結合活動周邊配套的食、住、行、購，進階呈現觀光活動跨時間、跨區域的動態，爭取國內外旅客多停留、多消費，進而帶動觀光及關聯產業的發

展，擴大觀光服務輸出，帶動經濟活絡、增加就業機會，打造「臺灣觀光年曆」成為臺灣國際級活動的代言品牌。

### 二、優化觀光產業品質，奠定觀光產業從量變到質變轉型之基礎

在來臺旅客大幅成長的同時，也要重視旅遊品質的提升，因此，觀光局持續透過輔導獎勵，提升產業經營體質及專業素質，以強化觀光服務品質，創造產業附加價值，吸引高端消費旅客一來再來。主要推動方向如下：

（一）推動品質旅遊，如鼓勵業者包裝優質行程、加強調查公布合理旅遊價格，並提升旅行團團餐品質，推出「臺灣團餐大車拚」活動，評選「超值餐」、「精緻餐」及「風華餐」各類前10名團餐餐廳，於101年12月18日辦理成果發表會。並強化陸客市場品質管理，包括訂定陸客團合理行程安排（環島以8天7夜為原則，行車里程每日250公里為限）、遊覽車工時上限（每日以10小時為限）、駕駛資格取得管理及訓練、強化駕照定期審驗制度、加強車身結構安全、禁止遊覽車使用翻



「臺灣觀光年曆」品牌發表  
Introduction of the "Time for Celebration — Taiwan Tourism Events" calendar



## II. Improved Tourism Services Promote Economic Development

In co-operation with the Executive Yuan's "Economic Power-up Plan," the Tourism Bureau began implementing tasks related to the improvement of tourism in 2012 to create a new blueprint for advances in both quantity and quality. This strengthened international competitiveness, set the foundation for the tourism industry, and put Taiwan on course to realize the goal of 10 million annual inbound tourist arrivals by 2016. In terms of improving tourism quality and quantity, there were two main directions:

### 1. Strengthening the Breadth and Depth of Existing and Emerging Customer Sources

With the central philosophy of diversified innovation and global strategy, the Tourism Bureau developed new market opportunities among Muslims and newly affluent classes in five Southeast Asian countries: Indonesia, India, Thailand, Vietnam and the Philippines. In addition, the bureau pushed to simplify application procedures for business and Free Independent Travelers from Mainland China to attract high value customers to spend in Taiwan. On April 28, 2012, six new cities were added in a second wave of Free Independent Travelers trial sites: Guangzhou, Nanjing, Tianjin, Hangzhou, Chongqing and Chengdu. Four additional trial cities were included on August 28, 2012: Jinan, Xi'an, Fuzhou and Shenzhen. Additionally, 11 new cities were added to the eligibility list for "three small links" travel to Kinmen, Matsu and Penghu. To thoroughly exploit the potential of target markets, the

"Time for Taiwan" promotional plan was implemented to create the impression that unforgettable experiences and activities are available everywhere, every day, to entice international travelers to Taiwan.

To reinforce marketing strength and fully exploit Taiwan's advantageous tourism resources, the bureau integrated activities with tourist potential organized by other government bodies, local governments, and national scenic area administrations under the bureau has for the "Time for Celebration — Taiwan Tourism Events" calendar. As of December 11, 2012, the bureau has announced 42 international events and held an achievements press conference on December 28. Through the organization of data, application of new technology, and creative marketing techniques, the bureau integrates food, accommodation, travel and shopping with calendar activities. By presenting tourism activities at different times and regions the bureau entices travelers to linger and shop, thereby invigorating development in tourism and related industries, expanding tourism service output and employment opportunities. These benefits make the "Time for Celebration — Taiwan Tourism Events" calendar a representative brand for Taiwan's international events.

### 2. Setting the Foundation for Moving from Quantity to Quality

As the number of incoming visitors rose, improving the quality of travel became a point of focus. Therefore, the Tourism Bureau, through guidance and incentives, improved the industry's management and professional character to raise tourism service quality, create added value, and attract return visits from high-end travelers. Main points of focus were:

- (1) Promoted quality travel. For instance, the Tourism Bureau encouraged operators to provide good quality packaged tours, enhanced surveys of tour prices, and raised the quality of tour group meals. The bureau held a competition of Taiwan tour group meals to find the best value, most refined, and most characteristic restaurants, with the 10 best in each category announced on December 18, 2012. Management of the Mainland Chinese



「臺灣團餐大車拼」- 成果發表會 - 頒獎

The Tourism Bureau held an awards ceremony to honor caterers of tour group meals

修輪胎、增加老舊車輛檢驗次數、建置防災資訊預警通告、公告全國大客車禁行及行駛應特別注意路段及時段等。另加強熱門景點分流管制、推動陸客團入住星級旅館等，持續精進管理作為。

(二) 推動「海外旅行社創新產品包裝販售送客獎勵計畫」，101年共核定222件申請案，吸引385,543位國際旅客來臺。另觀光局（臺旅會）上海辦事分處於101年11月15日揭

牌，積極在大陸行銷「住宿有保障」、「餐食有保障」、「觀光有保障」、「乘車有保障」、「無購物壓力」、「無自費活動」等6大保障措施，強調赴臺旅遊高品質行程。

(三) 提升旅宿業競爭力，落實國際接軌的管理標準與評鑑機制，如星級旅館評鑑、好客民宿遴選等，至101年累計星級旅館達222家，好客民宿達499家。

## 參、臺灣十大觀光小城，臺灣觀光再添新亮點

辦理「臺灣十大觀光小城遴選暨行銷」案之主要目的為鼓勵地方政府檢視、整理轄區內城鄉觀光資源，提升友善旅遊環境，藉由行銷推廣「臺灣十大觀光小城」，活絡地方經濟，促進地方政府轄區內觀光小城（鄉鎮、區）之發展。

「臺灣十大觀光小城遴選」最初由各縣市政府提報39個鄉鎮區參選，經初審選出17個觀光小城，其後為讓全民為自己喜歡的小城加油，複選加入民眾票選活動（透過網路、手機APP及明信片），鼓勵民眾至入圍觀光小城旅遊，並於觀光小城票選網

站或用明信片投下心目中的觀光小城。在地方的催票下，總計民眾投票519萬0,133票（其中明信片259萬2,903票，網路259萬7,230票），而委員評分部分，針對「環境美化維護」、「友善觀光環境之配套措施」、「主題特色表現」、「友善國際觀光客之環境」及「縣市政府輔導情形」等5大重點為評分項目，透過實地現勘、縣市政府簡報答詢及書面補充資料給予評分。入選的十大觀光小城依首字筆劃順序為「大甲區媽祖文化」（臺中大甲）、「大溪總統鎮」（桃園大溪）、「臺北市北投風華小



金門金城鎮後浦小鎮迎城隍  
Revelers paraded through Houpu Village, in Kinmen's Jincheng, for a town god ceremony



美濃手工紙傘工藝技術  
Handcrafted parasols in Meinong District



tourist market was also reinforced. This included defining reasonable arrangements for tour groups (round-the-island trips based on eight days and seven nights, daily mileage capped at 250 km); maximum tour bus driver working hours (10 hours per day); management of drivers' licensing and training; regular inspection of licenses; enforcing vehicle mechanical safety; banning refurbished tires on tour buses; increasing inspections on older vehicles; constructing emergency warning notifications; and highlighting areas and times where tour buses should exercise caution. In addition, the bureau enhanced traffic control at popular destinations and encouraged Mainland Chinese tourists to stay at star-rated hotels.

- (2) An incentive scheme for foreign travel agencies to create new package tour products to bring

travelers to Taiwan processed 222 applications in 2012 and attracted 385,543 international visitors. Furthermore, the Taiwan Strait Tourism Association's Shanghai office opened on November 15, 2012, and began to actively promote six protections for tourists: safe accommodation, safe food, safe tourism, safe transportation, no compulsory shopping, and no self-funded activities, all of which emphasized high quality itineraries in Taiwanese tours.

- (3) Raised hostelry industry competitiveness by alignment with international management standards and evaluation mechanisms, including hotel star-ratings and the Taiwan Host selection program. By year-end 2012, a total of 222 hotels obtained star-ratings and 499 hotels were rated as welcoming.

### III. "Top 10 Taiwan Tourism Towns" Creates a New Tourism Spotlight

The main purposes of holding the "Top 10 Taiwan Tourism Towns" competition was to encourage local governments to examine and organize tourism resources within their jurisdictions, create a travel-friendly environment, invigorate the local economy and encourage the development of selected locations by promoting the top 10 tourism towns.

Initially 39 municipalities were nominated to compete in the top 10 tourism town selection. Judges

narrowed these down to 17 towns open for public voting. In the second round, voting took place via the web, mobile phone app, or postcards. The public was encouraged to visit these locations and use the website or postcards of the towns to vote for their choice. A total of 5,190,133 votes were cast (2,592,903 through postcards, and 2,597,230 on the web). Committee members awarded points based on five criteria: maintenance of environmental beauty, friendliness of the tourism environment, expression of characteristic themes, friendliness to foreign tourists, and status of municipal government guidance. Points were based on site visits, reports by municipal governments, and supplementary information presented in documents. The top 10 tourism towns that were chosen, in order of Chinese character strokes, were: Dajia, Taichung, for its Matsu culture; Dasi, Taoyuan, which was a popular holiday getaway for two presidents; Beitou, Taipei, for its small town character; Anping, Tainan, Taiwan's namesake; Jincheng, Kinmen, a nostalgic town; Meinong, Kaohsiung, for its deep beauty; Lukang, Changhua, for its craft, food, and history; Jiji, Nantou, for its scenic trains; Ruifang, New Taipei City, for its gold mines; and Jiaoxi, Yilan, for hot spring and LOHAS. In addition, Sanyi, Miaoli, was selected as most characteristic; and Ruisui, Hualien as the cleanest



礁溪湯圍溝公園  
Tangweigou Park, Jiaosi

鎮」（臺北北投）、「安平－臺灣之名源自安平」（臺南安平）、「金城鎮後浦古樸小鎮」（金門金城）、「美濃區－美濃美意情濃」（高雄美濃）、「鹿港鎮工藝、美食、古蹟」（彰化鹿港）、「集集鎮－火車印象·踩風集集」（南投集集）、「瑞芳區水金九地區礦山祕境」（新北瑞芳）、「礁溪溫泉養生樂活小城」（宜蘭礁溪）等10個區鄉鎮。另「最具地方特色小城」為「三義木雕藝術城」（苗栗三義）、「最整潔乾淨觀光小城」為「瑞穗溫泉休閒」（花蓮瑞穗）、「最具國際觀光潛力小城」為「臺北市信義時尚之城」（臺北信義）；此外馬祖北竿戰地之鄉（連江北竿）、生態保育琉球鄉（屏東琉球）、澎湖縣馬公民俗小鎮（澎湖馬公）、熱氣球的故鄉－鹿野（臺東鹿野）均為觀光潛力小城。

在行銷方面於101年4月11日辦理臺灣十大觀光小城行銷發表會，6月間與臺北101合作辦理觀光小城展，及於101年7月4日辦理「觀光小城~永續經營與發展」研習會。獲各縣市首長承諾入選小城將全力發展並永續經營。



「臺灣十大觀光小城」行銷發表會  
Announcement of the "Top 10 Tourism Towns"

## 肆、雙邊會議奠基石，國際交流展新局

一直以來，臺灣與東亞周邊國家互為重要的海外旅遊目的地之一，彼此的觀光旅遊人次也屢創新高；有鑑於臺、日、韓、越以及大陸互為重要觀光夥伴，為了深化彼此的交流內涵以厚植友好關係，101年度更強化與各國拓展觀光市場合作的交流與諮詢，辦理多場的雙邊會議，除了對多項交流議題達成共識之外，並開展了國際交流的新局面。

### 一、臺日觀光高峰論壇

101年7月6日「第5屆臺日觀光高峰論壇」在花蓮縣舉行，因應臺日開放天空時代的來臨，議題鎖定「如何擴大交流」及「創新旅遊產品」，除延長「臺日觀光促進年」至2013年，雙方共識將加強運用航線擴大交流，並藉由推廣活動及網路促進資訊

流通與旅遊商品互薦，以及推廣教育旅行，2012年雙方互訪人次數299萬2,615人次，接近此雙邊論壇先前訂定的互訪300萬人次目標，帶領臺日觀光合作展開新頁。

### 二、臺韓觀光交流會

101年5月24日「第27屆臺韓觀光交流會」在高雄市辦理，會中達成共識利用松山金浦航線、高鐵，開發深度旅遊；運用包機促進地方觀光交流；開發以自行車包裝的節能樂活產品，並促進文創產業融入旅遊商品，強化韓語文宣；以及促成雙方政府結合民間一起推動「臺韓互訪年」，期望達到100萬人次之互訪目標。



and most orderly. The town with the most international tourism potential was Xinyi, Taipei. Beigang, Lienchiang County, on Matsu; Liuqiu, in Pingtung; as well as Makong, on Penghu; and Luye, in Taitung, were all selected as towns with tourist potential.

To market Taiwan's top 10 tourism towns, the Tourism Bureau held a promotional press conference

on April 11, 2012, and in June it held a tourist town exhibition in conjunction with Taipei 101. On July 4, 2012, a workshop on sustainable development and management of tourist towns was held. Mayors and magistrates of localities in which selected towns are located committed themselves to development and sustainable management.



臺日觀光高峰論壇  
The Taiwan and Japan Tourism Summit

## IV. Foundation for Bilateral Meetings to Set a New Outlook for International Exchange

Taiwan and neighboring countries in Southeast Asia have always been important tourist destinations for one another. Visitors traveling between Southeast Asian countries have also broken successive records. Given that Taiwan, Japan, Korea, Vietnam, and Mainland China are important tourism partners, in order to deepen exchanges and friendly relations, bilateral meetings were held in 2012 to consult on expanding tourism market cooperation. Other than reaching consensus on many topics, a new outlook for international exchanges was set.

### 1. Taiwan and Japan Tourism Summit

On July 6, 2012, the 5th Taiwan and Japan Tourism Summit was held in Hualien. As new open-sky policies were coming into effect, the focus was on how to expand exchange and create new travel products. Other than extending the Japan-Taiwan Tourism Exchange Year to 2013, the consensus was that flights would be used to expand exchange. Through promotional activities, online information exchange, mutual recommendation of travel products,

and promoting educational travel, travel between the countries in 2012 reached 2,992,615 trips. This was close to the goal of 3 million set at the previous summit and marked a new page of Taiwanese and Japanese tourism cooperation.

### 2. Taiwan-South Korea Tourism Conference

On May 24, 2012, the 27th Taiwan-South Korea Tourism Conference was held in Kaohsiung. The conference reached the following consensus: the Songshan to Gimpo route and the high-speed rail should be used to develop in-depth travel itineraries; chartered flights should be used to advance local tourism exchanges; energy-saving LOHAS products based on cycling should be developed; the integration of cultural and creative industries into travel products should be encouraged; promotional material in Korean should be improved. Furthermore, the Taiwanese and Korean governments and the public will promote the year of Taiwan-South Korea exchange, with the aim of reaching 1,000,000 trips between countries.

### 三、臺越觀光合作

101年5月9日駐越南臺北經濟文化辦事處與越南駐臺北經濟文化辦事處於越南河內簽署「臺越觀光合作瞭解備忘錄」，同年11月21日「第1屆臺越觀光合作會議」在臺北舉辦，雙方達成共識加強雙方觀光資訊交流、媒體與旅遊業者互訪及相互參加國際旅展，並訂102年9月於越南舉辦「第2屆臺越觀光合作會議」，穩健發展臺越觀光雙邊關係。



臺越觀光合作會議  
The Taiwan-Vietnam tourism cooperation meeting

### 四、兩岸圓桌會議

第4屆兩岸圓桌交流會議101年8月8日在臺灣舉辦，陸方由海峽兩岸旅遊交流協會邵琪偉會長率大陸各省市旅遊局代表來臺，探討觀光產業增進合作、發展郵輪旅遊與旅遊保險等議題，繼續向兩岸旅遊共創雙贏的大目標前進。



兩岸圓桌會議  
The cross-strait tourism exchange roundtable meeting

## 伍、擴大陸客來臺自由行，互惠兩岸觀光

開放大陸觀光客來臺自由行自100年6月28日啟動，首批開放北京、上海、廈門等3個先期試點城市，經觀光局積極會同相關主管機關檢討簡化申辦程序，協調放寬陸客來臺旅遊限制，並透過小兩會積極磋商，雙方同意第2批10個開放城市分兩階段啟動實施，101年4月28日啟動天津、重慶、南京、廣州、杭州、成都6個城市，另濟南、西安、福州及深圳4個城市於8月28日啟動；每日配額上限亦由500人調整為1,000人，至101年12月31日止累計入境達22萬1,429人次。另大陸居民「小三通」自由行部分，除原已開放福建的9個城市外，再增加浙江、

廣東及江西等11個城市，共擴大大陸4個省20個城市居民可赴金馬澎地區「小三通」自由行。

隨著大陸試點城市相繼增加開放，未來來臺自由行旅客人次可望穩定成長，不僅有助於提升旅館等觀光產業的發展，經濟效益將深入各觀光產業階層；此外，101年臺灣旅客赴大陸人次超過313.9萬人次，大陸地區人民來臺亦有258.6萬人次，在兩岸旅遊交流積極發展下，已共同創造可觀的經濟效益；相信未來在雙方共同攜手合作下，觀光交流會更加蓬勃發展，將有更多促進兩岸和平發展的具體成果。



### 3. Taiwan-Vietnam Tourism Cooperation

On May 9, 2012, the Taipei Economic and Cultural Office in Vietnam and the Vietnam Economic and Cultural Office in Taipei signed a memorandum of understanding on Taiwan-Vietnam tourism cooperation. On November 21, 2012, the first Taiwan-Vietnam tourism cooperation meeting was held in Taipei. A consensus to reinforce tourism information exchange, arrange mutual visits by media and tourism industry operators, and mutual attendance at international travel fairs was reached. A second Taiwan-Vietnam tourism cooperation meeting was scheduled for September 2013, to be held in Vietnam, to cement the bilateral tourism relationship.

### 4. Cross-Strait Tourism Exchange Round-table Meeting

On August 8, 2012, the 4th cross-strait tourism exchange roundtable meeting was held in Taiwan. Shao Qi-Wei, head of the Taiwan Strait Tourism Association, led representatives from the tourism bureaus of various provinces to Taiwan to discuss topics regarding further cooperation, including cruise tours and travel insurance. The meeting progressed toward the greater goal of creating a win-win situation for cross-strait tourism.

## V. Expand Free Independent Travel to Benefit Cross-Strait Tourism

Free Independent Travel by Mainland Chinese tourists in Taiwan began on June 28, 2011. Initially, travelers were welcomed from Beijing, Shanghai and Xiamen, the three early stage trial cities. The Tourism Bureau proactively discussed the simplification of application procedures with relevant government bodies

and the easing of limitations on Free Independent Travelers. After negotiations, a bilateral agreement was reached whereby residents from 10 more cities would qualify for the scheme in two stages. On April 28, 2012, Tianjin, Chongqing, Nanjing, Guangzhou, Hangzhou and Chengdu were qualified. On August 28, 2012, Jinan, Xi'an, Fuzhou and Shenzhen were qualified. The daily maximum of Free Independent Travelers was raised from 500 to 1,000. As of December 31, 2012, a total of 221,429 visitors have entered Taiwan under the scheme. For the "three small links" Free Independent Travel, in addition to the original nine qualifying cities, a further 11 have been added, including cities in Zhejiang, Guangdong and Jiangxi. The scheme now covers 20 cities in four provinces, where residents can use the "three small links" (mini three link) to enjoy Free Independent Travel in Kinmen, Matsu and Penghu.

As more cities are added, the number of Free Independent Travelers to Taiwan will continue to increase. The development of the hostelry and tourism industry will benefit as the economic boon penetrates every level. Furthermore, Taiwanese travelers made more than 3,139,000 visits to Mainland China in 2012, while Chinese visitors made 2,586,000 visits to Taiwan. Proactive development of cross-strait travel exchanges has already created significant economic benefit. With further cooperation, greater prosperity is expected, bringing further real contributions to peaceful cross-strait development.



1. 廣州自由行首發活動
1. A ceremony to mark the launch of Free Independent Travel for residents of Guangzhou
2. 上海辦事處揭牌暨開幕酒會
2. A reception and sign-unveiling ceremony to mark the opening of the Shanghai office

## 陸、雙軌整建觀光景點，提升服務能量

臺灣的地方觀光事業發展有賴於在地特色的發掘、地方共識的凝聚與自主的營造，藉由一系列「由下而上」的競爭型提案來激盪地方政府與在地居民對於觀光發展的期待與願景的勾勒，進而營造出標竿的魅力據點以及環境的整備。

### 一、競爭型國際觀光魅力據點示範計畫

本計畫係以「由下而上」的方式，透過競爭型計畫協助縣市政府發揮創意、善用地優勢特色資源，整備相關軟硬體設施，發展能吸引國際觀光客之據點。目前已協助完成第一階段示範計畫：新北市「水金九地區國際觀光魅力據點發展整合計畫」、臺北市「孔廟歷史城區觀光再生計畫」、臺中市「綠園道都會綠帶再生」、彰化縣「工藝薈萃、追求極致，鹿港魅力再現」及屏東縣「國境之南·地景再生」，並持續督導第二階段新竹、苗栗、南投、臺東、澎湖縣市示範計畫之施工整備、行銷及活動推廣，預計103年可完成。

其中98年示範計畫在101年完成後，與99年（未完成前）相較遊客人次與觀光效益分別如下：新北市水金九魅力據點成長50萬人次、觀光效益新臺幣6億7,950萬；臺北市孔廟歷史城區15萬人次、新臺幣2億0,385萬元；臺中市綠園道35萬人次、新臺幣4億7,565萬元；彰化縣鹿港魅力再現60萬人次、新臺幣8億1,540萬元；屏東縣國境之南95萬人次、新臺幣12億9,105萬元。

### 二、整備觀光遊憩設施建設計畫

本計畫針對地方風景區、觀光地區或旅遊帶之觀光遊憩設施，進行必要之設施服務水準及周邊整體環境品質提升工作，101年度合計投資新臺幣6千

500萬元，補助地方政府執行84件風景區公共設施整建及興建工程。



臺北市孔廟歷史城區觀光再生計畫  
Urban regeneration changed the tourist area surrounding Taipei Confucius Temple



新北市九份昇平戲院  
Shengping Theater, in Jiufen, New Taipei City



## VI. A Two-Track Approach for Improving Tourism Attractions and Services

Developing the local tourism industry requires tapping into local characteristics. A necessary ingredient is a local consensus that motivates residents to take action and develop tourism resources. Such concepts are part of the Tourism Bureau's bottom-up approach, which relies on competitive proposals to spark action from local governments and residents while determining their expectations and visions for tourism development. They can then build benchmark attractions and the environment needed to support them.

### 1. A Model Plan to Develop International Tourist Attractions

This model plan used a bottom-up approach, relying on competitive plans to assist city and county governments in expressing their creative abilities.

Locales constructed the infrastructure and services that supported their unique tourism advantages, building attractions that brought in international visitors. The Tourism Bureau completed the first stage of this model plan and lent assistance to the following projects: New Taipei City, turning the Shujinjiu region into an international tourist attraction; Taipei, regenerating the tourist area surrounding Taipei Confucius Temple; Taichung, regenerating an urban green area; Changhua, revisiting the beauty of Lukang through its crafts and historic landmarks; and Pingtung, restoring the landscape of the southern tip of Taiwan. Meanwhile, the bureau continues to oversee the second stage of this model plan, with construction, marketing and activity promotion taking place in Hsinchu, Miaoli, Nantou, Taitung and Penghu. Completion was scheduled for 2014.

Improvements were seen in tourism numbers from 2010, a year after introduction of the model plan, to 2012, when several associated plans were completed. Growth in annual tourist visits and revenue between 2010 and 2012 are as follows: Shujinjiu region, New Taipei City, 500,000 visits, NT\$679,500,000 revenue; the historic district surrounding Taipei Confucius Temple, Taipei, 150,000 visits, NT\$203,850,000; urban green areas, Taichung, 350,000 visits, NT\$475,650,000; the Lukang area, Changhua County, 600,000 visits, NT\$815,400,000; and the southern tip of Taiwan, Pingtung County, 950,000 visits, NT\$1,291,050,000.

### 2. A Development Plan to Bolster Tourism Facilities

This plan improved the facilities and services at local scenic areas, tourist areas, and travel bands, raising the quality of surrounding environments. In 2012, NT\$650 million worth of investments were poured into subsidizing local governments for 84 refurbishment or building projects involving infrastructure in local scenic areas.



屏東縣城垣周邊風貌改造  
Refurbishment of areas around old city walls in Pingtung County

### 三、區域觀光旗艦計畫

本計畫係以「由上而下」(top-down)的執行策略，委託專業團隊，並邀請國際觀光專業人士協助擬定北部、中部、南部、東部、離島等5大區域之觀光發展主軸後，據以指導並補助地方政府進行觀光環境之整備工作。101年度合計投資新臺幣7仟萬元，補助地方政府執行67件區域觀光環境整備工作。



彰化縣鹿港 - 桂花巷藝術村  
Osmanthus Alley Artist Village in Lugang, Changhua County

## 柒、推動無縫旅遊服務，建立友善觀光口碑

觀光局致力推廣優質觀光行程，提供無縫接軌的旅遊服務，包括用友善與體貼的心來為觀光客設想旅程中的各個環節，使其有便捷與舒適的服務。另近年來在責任旅遊的風潮下，對於環境的友善以及綠色行程的體驗也是本局積極努力營造的目標。

### 一、推動無縫隙旅遊服務

#### (一) 旅遊服務中心

1. 依旅遊服務中心識別系統(CIS)，輔導地方政府設置旅遊服務中心，如 101 年於桃園火車站及恆春轉運站各新增 1 處旅遊服務中心，擴大服務網絡，營造友善且便利之旅遊環境。
2. 持續辦理服務人員教育訓練、旅服中心督導考核評比，及輔導地方政府維持旅服中心之營運管理及服務品質。

#### (二) 台灣觀巴

1. 101年輔導11家業者開行26條套裝旅遊路線(43種行程)，全臺特色美景如宜蘭、東北角、野柳、鶯歌、臺中、鹿港、日月潭、澎湖、高雄、墾丁、太魯閣，均有業者提供旅遊服務。
2. 為聚焦產品服務特色，於 101 年將旅遊產品更名為「台灣觀巴」，並規劃全新識別標誌，透過齊一車輛車體彩繪、提升外語導覽解說及建置友善集合識別等積極作為，進一步充實產品內涵，透過品牌再次自我定位，實際提升服務品質。
3. 101 年 7 月及 10 月並與業者針對父親節及重陽節規劃推出「我愛 88·我搭台灣觀巴！」及「樂活銀髮 GO 幸福」等宣傳推廣活動，藉由多元行銷方案，吸引民眾踴躍搭乘。

### 3. A Regional Flagship Tourism Plan

This plan used a top-down approach, commissioning professional teams, who received support from international tourism experts, in setting tourism development themes for the northern, central, southern, and eastern regions of Taiwan along with the outlying islands. Their ideas guided the distribution of NT\$700 million in subsidies from the Tourism Bureau, which were offered to local governments in 2012 to conduct 67 projects for improving regional tourism environments.



臺中市綠園道都會綠帶再生  
Urban regeneration in a green area of Taichung

## VII. Seamless Travel for a Friendly Tourism Environment

As part of its commitment to high-quality tourism, the Tourism Bureau promoted seamless travel. The bureau also carefully considered each element of the travel experience, so it could ensure convenient and comfortable services. In recent years, responsible travel has emerged as a growing trend, leading the bureau to work toward developing environmentally friendly travel and green itineraries.

### 1. Seamless Travel Services

#### (1) Visitor Information Centers

- a. In 2012, the Tourism Bureau used the corporate identity systems of its visitor information centers to assist local governments in establishing centers in Taoyuan Train Station and Hengchun Bus Station. Expansion of the service network produced a friendlier, more convenient travel environment.
- b. The Tourism Bureau continued training service staff; guiding, evaluating and comparing visitor information centers; and assisting local governments in maintaining operational, management and service quality of visitor information centers.

#### (2) Taiwan Tour Bus

- a. In 2012, the Tourism Bureau assisted 11 travel industry operators in establishing 26 packaged tours in scenic areas across Taiwan (43 types of itineraries). Operators provided services in Yilan, the Northeast Coast, Yehliu, Yingge, Taichung,

Lugang, Sun Moon Lake, Penghu, Kaohsiung, Kenting and Taroko Gorge.

- b. To focus on the service provided, in 2012 the Tourism Bureau abbreviated the Taiwan Tour Bus Chinese name and designed new branding and signs. Further improvements included unifying the exterior design on each of the buses, improving the quality of foreign language tours, and building friendly meeting points. By doing the re-branding in-house, the bureau gave the buses deeper meaning and raised service quality.
- c. In July and October of 2012, the Tourism Bureau cooperated with travel industry operators to hold special activities for Father's Day and Double Ninth Festival. Extensive promotion of these events led many people to ride the bus.

#### (3) Taiwan Tourist Shuttle Service

- a. The Tourism Bureau selected 22 routes for the Taiwan Tourist Shuttle in 2012. These achieved a ridership of 1.8 million, attributed to higher brand loyalty fostered by improvements in two main areas: better services and better ticket packages. To achieve the former, the bureau integrated GPS guide services onto 11 routes and introduced a model reservation system for select times on three long-distance routes. For the latter, the bureau introduced over 50 ticket package promotions (including nine regional packages), to give travelers a range of convenient, and economic travel choices.



### （三）「台灣好行」（景點接駁）旅遊服務

1. 101 年評選出之 22 條路線，總計服務逾 180 萬人次，主要推動重點為「建立品牌忠誠度」，包含「服務提供再進化」及「套票內涵再提升」兩大工作，經過 1 年的努力，陸續輔導 11 條路線建置 GPS 導覽解說服務，3 條長途路線部分班次提供示範性訂位機制，並包裝 50 餘款優惠套票（含 9 款區域型套票），提供旅客經濟便利的旅遊選擇。
2. 為持續鼓勵旅客利用公共運輸旅遊臺灣，亦規劃辦理「台灣好行・票亮遊臺灣」記者會、「台灣好行代言人粉絲見面會」及「台灣好行粉絲募集」等活動，並藉由各類文宣（摺頁、海報、人形立牌）印發，製播短片於各大交通場站（臺鐵、臺北捷運、國光客運及松山機場等）露出，及透過報紙及電臺廣播等媒宣，行銷「台灣好行」旅運服務。

### （四）雲端應用服務

建置觀光資訊資料庫，並蒐集全臺（縣市政府、各部會及所屬國家風景區管理處）景點、住宿、餐飲、活動資訊，提供完整之觀光GIS基礎資料，未來並將提供業者進行加值應用，發布給所需之使用者，創造觀光發展及全新的產品與服務。

### （五）電子看板

於國內及國際機場、主要火車站及景點等處之旅遊服務中心，共計55處提供智慧型多功能之動態交通與旅遊資訊電子看板，並提供國內外觀光客瀏覽當地旅遊及活動資訊，內容除顯示當地之旅遊資訊及熱門活動資訊外，亦提供商家優惠資訊（如飯店、餐廳等），讓觀光客在主要交通場站之旅服中心即可快速瀏覽當地相關的觀光資訊，進一步提供更貼心的服務品質及增加深度旅遊意願。



旅行臺灣 APP  
The Tour Taiwan travel app

### （六）旅行臺灣 APP

推出「旅行臺灣APP」，提供超過1萬6,000筆之適地性定位服務（Location Based Service），包括觀光景點、住宿、餐飲、旅服中心、警察局、醫院、停車場、加油站、火車站及其他運輸場站等旅遊隨身資訊，並可隨時查詢觀光活動，外出旅遊免

## 二、配合節能減碳政策推動「低碳觀光島」

因應全球節能減碳趨勢，政府積極落實各項節能減碳政策，行政院經濟建設委員會於99年1月7日召開「低碳城市」旗艦計畫研商會議指示：有關推動生態觀光島部分，由交通部擔任主辦機關，並選定綠島、小琉球為生態觀光島示範地點，由環境綠化、低碳建築、節約能源、綠色運輸、資源循環、再生能源、低碳生活等七大面向，研擬「推動低碳觀光島—綠島、小琉球生態觀光島示範計畫中程個案計畫」，協助屏東縣、臺東縣2府共同推動，期藉由建立綠色運輸系統，打造低碳、環保的生活圈，建構綠能觀光旅遊環境。



台灣好行·票亮遊臺灣海報

A poster promotes the Taiwan Tourist Shuttle as a great way to travel

b. To encourage the use of public transit, the Tourism Bureau held a special press conference for the Taiwan Tourist Shuttle, an event to give fans a chance to meet spokespeople of the service, and a campaign to gather fans. It promoted Taiwan Tourist Shuttle using brochures, posters, placards, and a short video shown at major transit stations (at Taiwan Railways stations, Taipei Metro stations, King Bus stations, and Songshan Airport). The bureau also advertised Taiwan Tourist Shuttle service in newspapers, on the radio and in other media.

#### (4) Cloud Service

The Tourism Bureau built a tourism information database by gathering information on attractions, accommodations, restaurants and activities from local governments, agencies and each of the national scenic area administrations. The information is available to all interested parties. Businesses use it to facilitate the creation of new value-added products and services, and it will become the basis of a complete tourism geographic information system.

#### (5) LED Displays

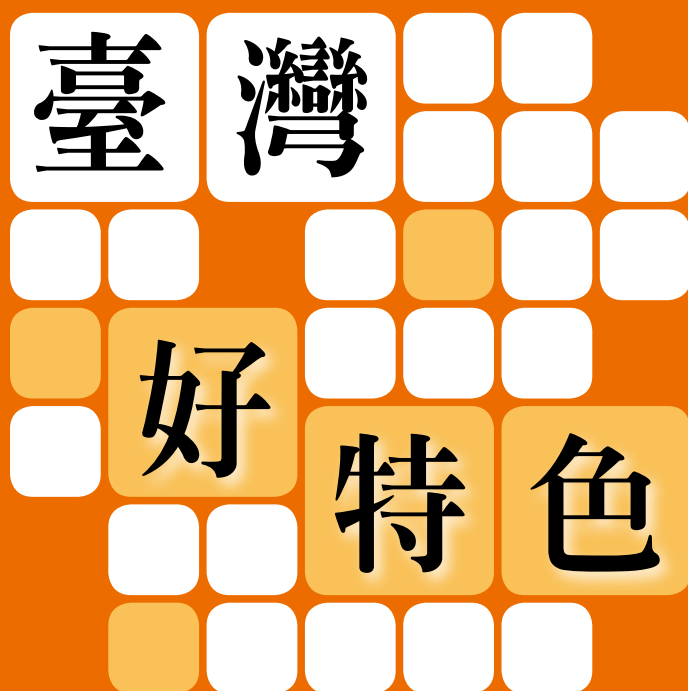
At 55 visitor information centers in airports, major train stations and tourist attractions, the Tourism Bureau has installed smart LED displays that offer transportation and travel information. Besides covering local travel and popular activities, there is information on discounts (such as at hotels and restaurants). While at visitor information centers of major transit points tourists can observe these displays to quickly gain valuable information. As an added benefit, this service encourages travelers to explore visited areas in greater depth.

#### (6) Tour Taiwan Travel App

The Tourism Bureau also developed the Tour Taiwan travel app, which provides more than 16,000 pieces of location-based service data, ranging from attractions, accommodation, restaurants, visitor information centers, police stations, hospitals, parking lots, gas stations, train stations, and other transit points. Users can even check for tourism-related activities. The service significantly reduces the frustrations that sometimes can be a part of travel.

## 2. Promoting Taiwan as an Island for Low Carbon Tourism

The government has responded to global environmental trends by introducing policies to save energy and reduce carbon emissions. On January 7, 2010, in a symposium on low carbon cities, the Council for Economic Planning and Development gave a directive calling for the Ministry of Transportation to serve as the lead government agency in promoting Taiwan as an eco-tourism island. It designated Green Island and Liuqiu as model destinations for eco-tourism, with development to be achieved through a mid-term plan focused on seven main areas: planting vegetation, low carbon construction, energy savings, green transportation, recycling, renewable energy, and low carbon lifestyles. The council also called on the ministry to assist the Pingtung and Taitung county governments in implementation. By building a green transportation system the ministry will create a low carbon, environmentally friendly living area, and in the process produce a travel environment where tourists can take advantage of green energy.



## Taiwan's Special Characteristics









## 第一章

# 觀光市場現況

## Chapter 1 Tourism Market

### 第一節 全球旅遊市場

#### 一、全球觀光業概況

根據世界觀光組織（UNWTO）發布之資料顯示，2012年全球國際旅客人次達歷史新高，突破10億，達到10.35億人次，約較2011年成長4%。就各區域市場而言，亞太地區表現最為亮麗，2012年國際旅客成長7%，其中東南亞成長9%東北亞成長6%；美洲成長4%，其中以中美洲成長6%表現最優；非洲亦成長6%。

UNWTO預測，2013年全球國際旅客人數呈現小幅成長，預估成長3%~4%。預估各區域成長率為：亞太地區(5%~6%)；美洲(3%~4%)；非洲(4%~6%)；歐洲(2%~3%)；中東(0%~5%)。

#### 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）

2012年日本出國人數累積估計數為1,849萬人次，較2011年成長8.8%；同期入境日本之旅客累積估計數約為836萬8,100人次，與2011年

比較成長34.6%，赴日主要客源國家（地區）人次依序為韓國（204萬4,249人次）、中國大陸（142萬9,855人次）、臺灣（146萬6,688人次）、美國（71萬7,372人次）、及香港（48萬1,704人次）；以成長率分析，主要客源國皆為正成長，其中臺灣為成長47.6%。

（二）香港觀光市場（資料來源：香港旅遊發展局）

2012年香港居民出境人數為8,527萬6,018人次，與2011年比較成長0.5%。在入境旅客方面，2012年赴港旅客為4,861萬5,113人次，與2011年比較成長16.0%，扣除來自中國大陸旅客（3,491萬1,395人次）則為1,370萬3,718人次，負成長0.8%。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（3,491萬1,395人次）、臺灣（208萬8,745人次）及日本（125萬4,602人次）；以成長率分析，以中國大陸（24.2%）最高，其次為菲律賓（7.6%）及南韓（5.6%），臺灣為負成長2.8%。

## Section 1 Global Tourism Market

### I. The Global Tourism Industry

According to the latest data provided by the World Tourism Organization (UNWTO), international tourist arrivals were a record 1,035,000,000 in 2012, surpassing the 1 billion mark and growing by 4% compared to 2011. By region, the Asia-Pacific performed best, with 7% growth in international tourist arrivals. This includes 9% growth in Southeast Asia and 6% in Northeast Asia. The Americas saw 4% growth, with Central America highest at 6%. Africa also grew by 6%.

According to UNWTO forecast, international tourism will grow slightly in 2013 by about 3-4%. By region, predicted growth rates are: 5-6% in the Asia-Pacific, 3-4% in the Americas, 4-6% in Africa, 2-3% in Europe, and 0-5% in the Middle East.

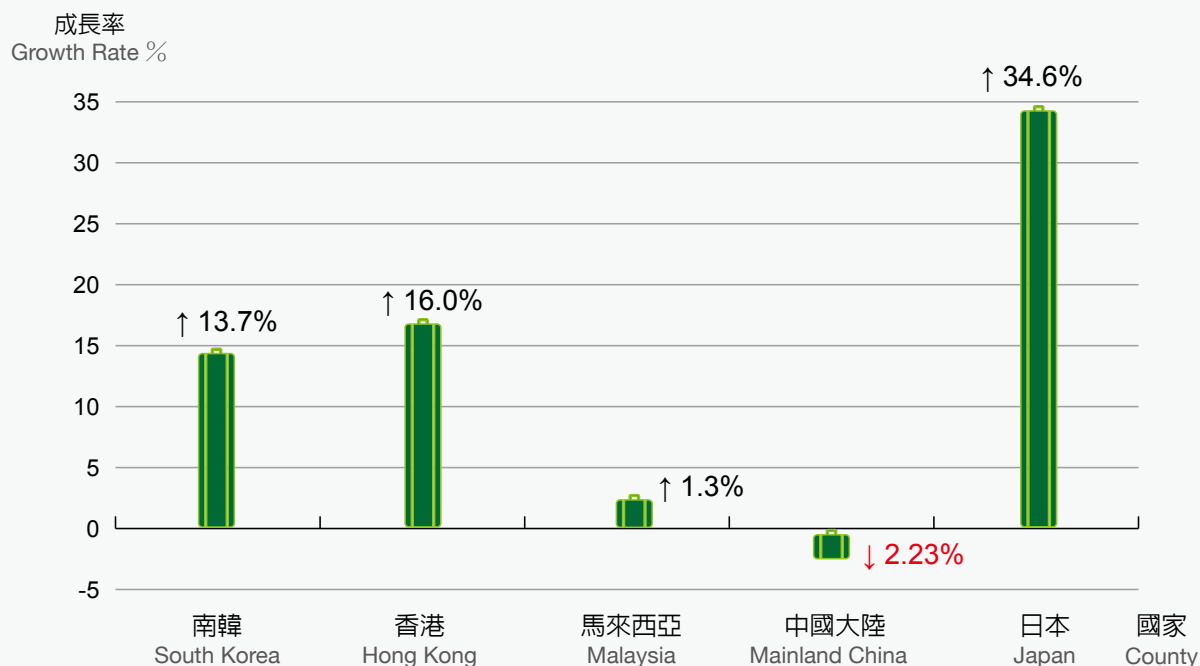
### II. Asian Tourism Market

(I) Japan (Source: Japan National Tourist Organization)

Outbound travelers from Japan in 2012 were estimated at 18,490,000, up 8.8% compared to 2011. The number of inbound visitors for the same period was 8,368,100, up 34.6% over 2011. Major sources of Japan-bound tourists were South Korea (2,044,249), Mainland China (1,429,855), Taiwan (1,466,688), the United States (717,372), and Hong Kong (481,704). Analysis of the growth rate of these countries showed across the board increases, with a rise of 47.6% from Taiwan.

101 年亞洲主要觀光市場入境旅客成長率統計圖

Graph Depicting Growth Rates in Tourist Arrivals from Major Asian Tourism Markets in 2012





### （三）南韓觀光市場（資料來源：韓國觀光公社）

2012年入境南韓旅客為1,114萬28人次，與2011年比較成長13.7%。主要客源國家（地區）依序為日本（351萬8,792人次）、中國大陸（283萬6,892人次）及美國（69萬7,866人次），臺灣為54萬8,233人次，排名第4名；以成長率分析，以烏茲別克斯坦36.1%成長最多、其次為哈薩克（31.1%）及香港（28.2%），臺灣為28.0%。

### （四）馬來西亞觀光市場（資料來源：馬來西亞觀光局）

2012年赴馬來西亞旅客為2,503萬2,708人次，較2011年成長1.3%。赴馬來西亞主要客源國家（地區）依序為新加坡（1,301萬4,268人

次）、印尼（238萬2,606人次）及汶萊（125萬8,070人次），臺灣為24萬2,519人次；以成長率觀察，以伊拉克（61.7%）最高，其次為尼泊爾（50.6%）及菲律賓（40.5%），臺灣為3.7%。

### （五）中國大陸觀光市場（資料來源：中國旅遊網）

2012年到訪中國大陸旅客計1億3,240萬5,300人次，較2011年負成長2.23%；外籍旅客2,719萬1,600人次，成長0.29%。就國別（地區）分析，以香港7,871萬3,000人次居首位，其次為澳門（2,116萬600人次）及臺灣（534萬200人次）；以成長率而言，以越南12.99%最高，其次為菲律賓（7.57%）及澳大利亞（6.63%），臺灣為1.47%。

## 第二節 來臺旅遊市場

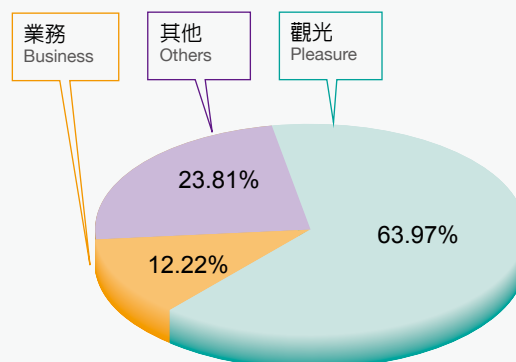
101年來臺旅客共計731萬1,470人次，與100年比較成長20.11%；其中外籍旅客計383萬1,635人次，較100年增加24萬2,908人次（6.77%），華僑旅客計347萬9,835人次，較100年增加98萬1,078人次（39.26%）。全年以中國大陸市場成長44.96%最高，港澳（24.26%）及紐西蘭（13.76%）市場則分占第2及第3位。

主要來臺市場以中國大陸為第一大客源市場（2,586,428人次，占35.37%），與100年比較成長44.96%；其次為日本143萬2,315人次（占19.59%，成長10.62%）、港澳地區101萬6,356人次（占13.90%，成長10.75%）、美國41萬1,416人次（占5.63%，負成長0.29%）、馬來西亞34萬1,032人次（占4.66%，成長10.76%）、新加坡32萬7,253人次（占4.48%，成長9.23%）及韓國25萬9,089人次（占3.54%，成長6.66%）。

以來臺目的分析，「觀光」目的467萬7,330人次最多，占市場目的別百分比6成4，為63.97%，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89萬3,767人次，占12.22%；來臺旅客中有51.14%為男性，年齡則以30-39歲者最多，占20.57%，平均停留夜數為6.87夜。

101 年來臺旅客目的分析圖

2012 Inbound Visitor Arrivals in Taiwan  
by Purpose of Visit



(II) Hong Kong (Source: Hong Kong Tourism Board)

Hong Kong residents made 85,276,018 trips abroad in 2012, an increase of 0.5% over 2011. A total of 48,615,113 travelers arrived in Hong Kong in 2012, 16.0% more than in 2011. Excluding those from Mainland China (34,911,395), arrivals fell by 0.8% to 13,703,718. By country (or area) of residence, the most important sources of visitors were Mainland China (34,911,395), Taiwan (2,088,745), and Japan (1,254,602). In terms of market growth, Mainland China topped the list of source countries (24.2%), followed by the Philippines (7.6%), and South Korea (5.6%). Travelers from Taiwan decreased by 2.8%.

(III) South Korea (Source: Korea Tourism Organization)

In 2012 Korea received 11,140,028 visitors, an increase of 13.7% over 2011. The major source countries (or areas) were Japan (3,518,792), Mainland China (2,836,892) and the United States (697,866). Taiwan was fourth at 548,233. In terms of market growth, Uzbekistan topped the list of source countries (36.1%), followed by Kazakhstan (31.1%) and Hong Kong (28.2%). Growth from Taiwan was 28.0%.

(IV) Malaysia (Source: Malaysia Tourism Promotion Board)

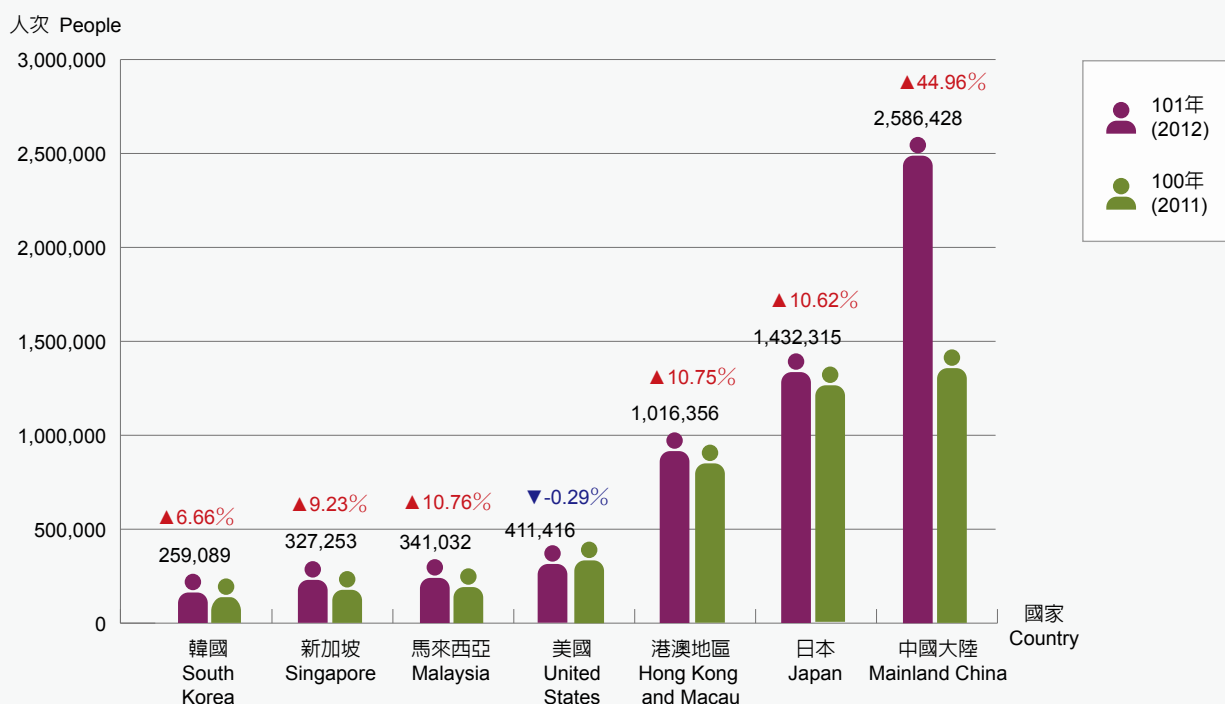
In 2012, Malaysia received 25,032,708 visitors, an increase of 1.3% over 2011. The major source countries (or areas) were Singapore (13,014,268), Indonesia (2,382,606), and Brunei (1,258,070). Arrivals from Taiwan totaled 242,519. In terms of market growth, Iraq topped the list of source countries (61.7%), followed by Nepal (50.6%), and the Philippines (40.5%). Growth from Taiwan was 3.7%.

(V) Mainland China (Source: www.51yala.com)

In 2012, Mainland China received 132,405,300 visitors, a decrease of 2.23% from 2011. Tourists of foreign nationality accounted for 27,191,600 of the arrivals, an increase of 0.29%. The major source countries (or areas) were Hong Kong (78,713,000), Macau (21,166,000 arrivals), and Taiwan (5,340,200 arrivals). In terms of market growth, Vietnam topped the list of source countries (12.99%), followed by the Philippines (7.57%) and Australia (6.63%). Growth from Taiwan was 1.47%.

101 年來臺旅客客源市場人次及成長率統計圖

2012 Inbound Visitor Arrivals in Taiwan by Country of Origin



另依據本局「中華民國101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「參加旅行社規劃的行程，由旅行社包辦」(40%)、「自行來臺，抵達後未曾請本地旅行社安排旅遊活動者」(占36%)及「請旅行社安排住宿(及代訂機票)」(20%)為主；「風光景色」、「菜餚」與「臺灣民情風俗和文化」為吸引旅客來臺觀光主因，而「購物」及「逛夜市」為旅客在臺最主要活動；旅客在臺主要遊覽景點排名以「夜市」(每百人有78人次)居首位，其次依序為「臺北101」(每百人有62人次)、「故宮博物院」(每百人有53人次)、「中正紀念堂」(每百人有39人次)及「日月潭」(每百人有37人次)等，而「九份」、「太魯閣、天祥」、「日月潭」、及「阿里山」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95%；對「旅行社及導遊服務」整體滿意度為95%；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84%；對「民宿」滿意度為81%、「青年旅館、活動中心」滿意度為82%。

由主要市場分析，旅客來臺整體經驗滿意度除韓國旅客(滿意度為85%)外，其餘各市場滿意度均達92%以上；以大陸旅客最高(滿意度98%)，紐澳旅客次之(滿意度98%)，歐洲旅客再次之(滿意度97%)。

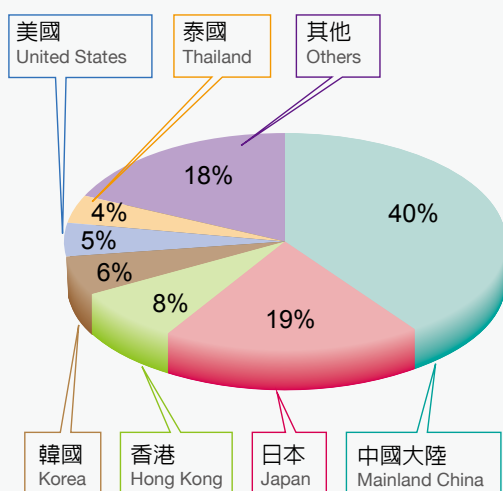
依此次來臺經驗，旅客對臺灣最深刻的印象依序為「人情味濃厚」(每百人有54人次)、「逛夜市」(每百人有41人次)、「美味菜餚」(每百人有39人次)、景點(每百人有29人次)及「海岸風光」(每百人有27人次)等。

101年來臺旅客每人每日平均消費234.31美元(負成長9.12%)，在臺消費細項依序為購物費(占36%)、旅館內消費(占32%)、旅館外餐飲費(占13%)、在臺境內交通費(占10%)、娛樂費(占8%)及雜費(占1%)；推估全年觀光外匯收入達117.69億美元(成長6.36%)。

101年觀光局積極推動「旅行臺灣·就是現在」及「觀光拔尖領航方案」，並在「多元行銷·布局全球」策略及靈活觀光行銷手法下，吸引各國旅客來臺旅遊消費，觀光外匯再創歷史新高。

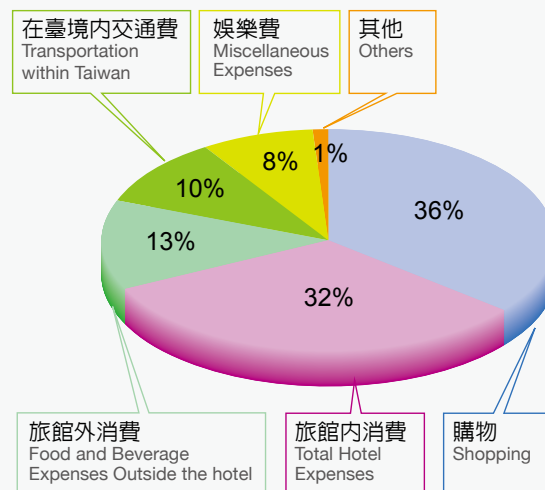
101年國人出國到訪之國家

Countries Taiwanese Nationals Visited in 2012



101年來臺旅客消費細項

Breakdown of Average Spending by Travelers in Taiwan 2012





## Section 2 Taiwan's Inbound Tourism Market

In 2012, Taiwan received 7,311,470 visitors, an increase of 20.11% over 2011. Tourists of foreign nationality accounted for 3,831,635 arrivals, an increase of 242,908 (6.77%) over 2011. Overseas Chinese tourists were 3,479,835, an increase of 981,078 (39.26%) over 2011. In terms of market growth, Mainland China topped the list of sources (44.96%), followed by Hong Kong and Macau (24.26%), and New Zealand (13.76%).

The source country with the most incoming travelers was Mainland China (2,586,428, or 35.37% of the market), which grew by 44.96% compared to 2011. It was followed by Japan at 1,432,315 (19.59% and growth of 10.62%), Hong Kong and Macau at 1,016,356 (13.90% and growth of 10.75%), the United States at 411,416 (5.63% and a decline of 0.29%), Malaysia at 341,032 (4.66% and growth of 10.76%), Singapore at 327,253 (4.48% and growth of 9.23%), and South Korea at 259,089 (3.54% and growth of 6.66%).

Pleasure was cited as the main reason for visiting Taiwan, accounting for 4,677,330 of arrivals, or 63.97% of the total, the highest percentage in the previous decade. Next was business, accounting for 893,767 of arrivals, or 12.22% of the total. Visitors were 51.14% male, and the largest age group was between 30 and 39, accounting for 20.57% of the total. The average length of stay was 6.87 nights.

According to the "2012 Annual Survey Report on Tourism Expenditures and Trends in Taiwan," inbound visitors mainly came to Taiwan via tours arranged through a travel agency (40%), self-guided tours without any arrangement by a Taiwanese travel agency after arrival (36%), and booking hotel and airplane tickets through travel agencies (20%). Primary draws for inbound visitors were sightseeing, food, and Taiwanese customs and culture, while the main activities these visitors participated in were shopping and visiting night markets. Among the major scenic spots in Taiwan, night markets were the most frequented (78 times for every 100 visitors), followed by Taipei 101 (62 times for every 100 visitors), National Palace Museum (53 times for every 100 visitors), Chiang Kai-shek Memorial Hall (39 times for every 100 visitors), and Sun Moon Lake (37

times for every 100 visitors). The favorite scenic spots among inbound visitors were Jiufen, Taroko Gorge and Tiensiang, Sun Moon Lake, and Alishan (all enjoyed by over 20% of visitors).

The overall satisfaction rate of inbound visitors to Taiwan was 95%. Among different categories, satisfaction was 95% toward the services of travel agencies and tour guides, 84% toward hotel accommodations (including international tourist hotels, tourist hotels and general hotels), 81% toward guesthouses, and 82% toward youth hostels and activity centers.

Among the major tourism markets, the satisfaction rating of South Korean travelers was 85%; other markets were all over 92%. Satisfaction among Mainland Chinese visitors was highest (at 98%), followed by New Zealand and Australian travelers (also at 98%) and European travelers (97%).

Based on the current experience of traveling in Taiwan, visitors were most impressed with local friendliness and hospitality (50 out of every 100 visitors), night markets (41 out of every 100 visitors), food (39 out of every 100 visitors), tourism attractions (29 out of every 100 visitors), and coastal scenery (27 out of every 100 visitors).

In 2012, average daily expenditures among visitors to Taiwan were US\$ \$234.31 (a decrease of 9.12% compared to the previous year). The breakdown of average spending includes: shopping (36%), total hotel expenses (32%), food and beverage expenses outside the hotel (13%), transportation within Taiwan (10%), entertainment expenses (8%), and miscellaneous expenses (1%). Annual tourism receipts from overseas arrivals were an estimated US\$11.769 billion (an increase of 6.36% compared to the previous year).

The Tourism Bureau continued to promote its "Time for Taiwan" slogan and "Project Vanguard for Excellence in Tourism" in 2012. It used diverse promotions to develop markets around the world, as well as flexible tourism promotion strategies that could attract travelers from every country. The result was another record year for tourism receipts.

### 第三節 國人出國市場

101年國人出國共計1,023萬9,760人次，較100年增加65萬5,887人次，成長6.84%，為首次突破千萬人出國規模。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936萬7,597人次（占91.48%），其次為美洲地區53萬7,014人次（占5.24%）、歐洲地區為24萬760人次（占2.35%）、大洋洲地區8萬9,166人次（占0.87%）、非洲地區1,826人次、其他地區3,397人次。

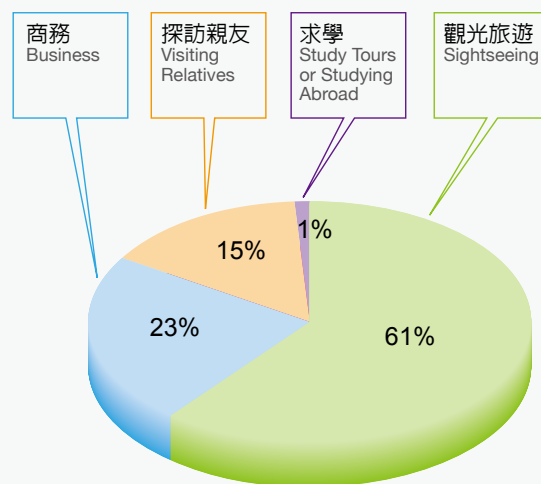
依國家（地區）分析，以赴中國大陸313萬9,055人次最多，其次依序為港澳地區254萬8,262人次、日本156萬300人次、韓國53萬2,729人次、美國46萬9,568人次。



東京行  
A journey in Tokyo

#### 101 年 國人出國目的

Purpose of Visit for Taiwanese Citizens Traveling Abroad in 2012



另依據本局「中華民國101年國人旅遊狀況調查報告」結果顯示，101年國人從事出國旅遊以「觀光旅遊」為目的者最多(61%)，其次依序為「商務」(占23%)、探訪親友(占15%)、短期遊學或求學(占1%)；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」、「離開國內，疏解壓力」、「公司招待」及「旅費便宜」等。

101年國人出國以到訪中國大陸者(40%)為最多，其次依序為日本(19%)、香港(8%)、韓國(6%)、美國(5%)及泰國(4%)等；全年出國的旅次中，旅遊安排以「委託旅行社代辦部分出國事項」(占35%)最多，其次依序為「參加團體旅遊、獎勵或招待旅遊」(占35%)、「購買自由行或參加機加酒行程」(占16%)及「未委託旅行社代辦，全部自行安排」(占14%)。

101年國人出國每人每次平均花費為新臺幣48,740元(成長0.6%)，推估全年出國旅遊總支出為新臺幣4,991億元(成長7.5%)。

## Section 3 Taiwan's Outbound Tourism Market

In 2012, 10,239,760 outbound travelers departed from Taiwan, an increase of 655,887 over 2011, and first time departures exceeded 10 million. Analysis of international destinations (based on the first point of arrival) showed that Asia was the leading destination (accounting for 9,367,597 of departures, or 91.48%), followed by the Americas (537,014, or 5.24%), Europe (240,760, or 2.35%), Oceania (89,166, or 0.87%), Africa (1,826), and other areas (3,397).

Analysis of destination countries (areas) put Mainland China first (3,139,055 departures), followed by Hong Kong and Macau (2,548,262), Japan (1,560,300), South Korea (532,729), and the United States (469,568).

According to the "2012 Survey Report of Travel by ROC Citizens," the main reason Taiwanese citizens went abroad was sightseeing (at 61%), followed by business (23%), visiting relatives (15%), and study tours or studying abroad (1%). Among those traveling for tourism purposes, the main reasons for going abroad

were: invitation by relatives, curiosity and desire to experience foreign cultures, relaxation, company tours, and cheap travel cost.

In 2012, the leading overseas destination for travel by Taiwanese citizens was Mainland China (40%), followed by Japan (19%), Hong Kong (8%), Korea (6%), the United States (5%), and Thailand (4%). Among trips abroad, 35% of Taiwanese citizens had local travel agencies handle part of the arrangements, followed by joining group tours, incentive or company tours (35%), purchasing self-guided tour packages or itineraries that include plane tickets and hotel (16%), and self-guided travel without any arrangement by a travel agency (14%).

Average expenditures by Taiwanese citizens abroad in 2012 were NT\$48,740 per trip (an increase of 0.6%), while total expenditures for trips abroad were an estimated NT\$499.1 billion (an increase of 7.5%).



峇里島  
Bali Island



## 101 年來臺旅遊市場重要指標值

2012 Key Indicators of the Taiwan Tourism Market

| 項目 Item                                                                                   | 101年 2012                       | 100年 2011                       | 101年與100年比較 Change                         |
|-------------------------------------------------------------------------------------------|---------------------------------|---------------------------------|--------------------------------------------|
| 來臺旅客人次<br>Number of Inbound Visits                                                        | 731萬人次<br>7.31 Million Visits   | 609萬人次<br>6.09 Million Visits   | 成長20.11%<br>Increase of 20.11%             |
| 觀光外匯收入<br>Total Tourism Receipts                                                          | 117.69億美元<br>US\$11.769 Billion | 110.65億美元<br>US\$11.065 Billion | 成長6.36%<br>Increase of 6.36%               |
| 來臺旅客<br>平均每人每次消費<br>Average Expenditures for Inbound Visitors                             | 1,610美元<br>US\$1,610            | 1,818美元<br>US\$1,818            | 減少11.44%<br>Decrease of 11.44%             |
| 來臺旅客<br>平均停留夜數<br>Average Length of Stay for Inbound Visitors                             | 6.87夜<br>6.87 Nights            | 7.05夜<br>7.05 Nights            | 減少0.18夜<br>Decrease of 0.18 Nights         |
| 來臺旅客<br>平均每人每日消費<br>Average Daily Expenditures for Inbound Visitors                       | 234.31美元<br>US\$234.31          | 257.82美元<br>US\$257.82          | 減少9.12%<br>Decrease of 9.12%               |
| 觀光目的旅客人次<br>Total Visits by Travelers Citing "Pleasure" as Their Main Purpose of Visiting | 468萬人次<br>4.68 Million Visits   | 363萬人次<br>3.63 Million Visits   | 成長28.72%<br>Increase of 28.72%             |
| 觀光目的旅客<br>平均每人每日消費<br>Average Daily Expenditures Among Travelers Here for Tourism         | 256.87美元<br>US\$256.87          | 280.41美元<br>US\$280.41          | 減少8.39%<br>Decrease of 8.39%               |
| 業務目的旅客人次<br>Total Visits by Travelers Citing "Business" as Their Main Purpose of Visiting | 89萬人次<br>890,000 Visits         | 98萬人次<br>980,000 Visits         | 減少9.25%<br>Decrease of 9.25%               |
| 業務目的旅客<br>平均每人每日消費<br>Average Daily Expenditures Among Travelers Here for Business        | 217.48美元<br>US\$217.48          | 233.22美元<br>US\$233.22          | 減少6.75%<br>Decrease of 6.75%               |
| 來臺旅客整體滿意度<br>Overall Satisfaction Among Inbound Visitors                                  | 95%                             | 93%                             | 增加2個百分點<br>Increase of 2 Percentage Points |
| 旅客來臺重遊比率<br>Percentage of Inbound Visitors Who Previously Traveled to Taiwan              | 31%                             | 35%                             | 減少4個百分點<br>Decrease of 4 Percentage Points |

## 101 年國人出國旅遊重要指標統計表

2012 Key Indicators of Outbound Travel by Taiwanese Citizens

| 項目 Item                                                                                                               | 101年 2012                                                               | 100年 2011                                                               | 101年與100年比較 Change                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| 國人從事出國旅遊的比率<br>Percentage of Citizens Who Traveled Abroad                                                             | 20.6%                                                                   | 19.1%                                                                   | 增加1.5個百分點<br>Increase of 1.5 Percentage Points                                                                          |
| 國人出國總人次<br>(含未滿12歲國民)<br>Total Outbound Trips by Citizens<br>(Including Those 12 Years Old or Younger)                | 10,239,760人次<br>10,239,760 Trips                                        | 9,583,873人次<br>9,583,873 Trips                                          | 成長6.8%<br>Increase of 6.8%                                                                                              |
| 平均每人出國次數<br>(含未滿12歲國民)<br>Average Number of Outbound Trips<br>Per Person (Including Those 12 Years<br>Old or Younger) | 0.44次<br>0.44 Trips                                                     | 0.41次<br>0.41 Trips                                                     | 持平<br>No Significant Change                                                                                             |
| 平均停留夜數<br>Average Number of Nights Per Trip                                                                           | 9.06夜<br>9.06 Nights                                                    | 9.33夜<br>9.33 Nights                                                    | 減少0.27夜<br>Decrease of 0.27 Nights                                                                                      |
| 每人每次平均消費支出<br>Average Expenditures Per Person Per<br>Trip                                                             | 新臺幣48,740元<br>(美金1,646元)<br>NT\$48,740<br>(US\$1,646)                   | 新臺幣48,436元<br>(美金1,643元)<br>NT\$48,436<br>(US\$1,643)                   | 新臺幣：持平(+0.63%)<br>NT\$: No Significant Change<br>(+0.63%)<br>(美金：持平(+0.18%))<br>US\$: No Significant Change<br>(+0.18%) |
| 出國旅遊消費總支出<br>Total Expenditures on Outbound<br>Travels                                                                | 新臺幣4,991億元<br>(美金168.54億元)<br>NT\$499.1 Billion<br>(US\$16.854 Billion) | 新臺幣4,642億元<br>(美金157.48億元)<br>NT\$464.2 Billion<br>(US\$15.748 Billion) | 新臺幣：成長7.5%<br>(美金：成長7.0%)<br>NT\$: Increase of 7.5%<br>(US\$: Increase of 7.0%)                                         |

註：1. 「國人出國總人次」與「平均停留夜數」資料來源：交通部觀光局觀光統計（月刊）。

2. “持平”表示在 5% 顯著水準下，經 t 檢定後無顯著差異。

3. 出國旅遊比率係指國民在一整年內至少曾出國旅遊 1 次者的占比。

4. 平均每人出國次數＝國人出國總人次 ÷ 全國總人口數。

5. 每人每次平均消費支出包含國際機票費、簽證費、旅館費及所有國外消費支出等，但不包括出國行前及回國後之相關支出。

6. 每人每次平均消費支出以出國停留夜數 60 夜及以下者進行推估。

### Notes:

1. Data for total outbound trips by Taiwanese citizens and average number of nights per trip were gathered from tourism statistics published monthly by the Tourism Bureau.

2. “No significant change” is defined as less than 5%, meaning that following T-test verification there is no significant difference.

3. The percentage of citizens who traveled abroad measures the percentage of Taiwanese citizens who took at least one outbound trip during the year.

4. The average number of outbound trips per person = Total number of outbound trips/the total population.

5. Average expenditure per person per trip includes international flight ticket fees, visa fees, hotel bills, and all overseas expenditures. It does not include expenditures prior to leaving Taiwan or after returning.

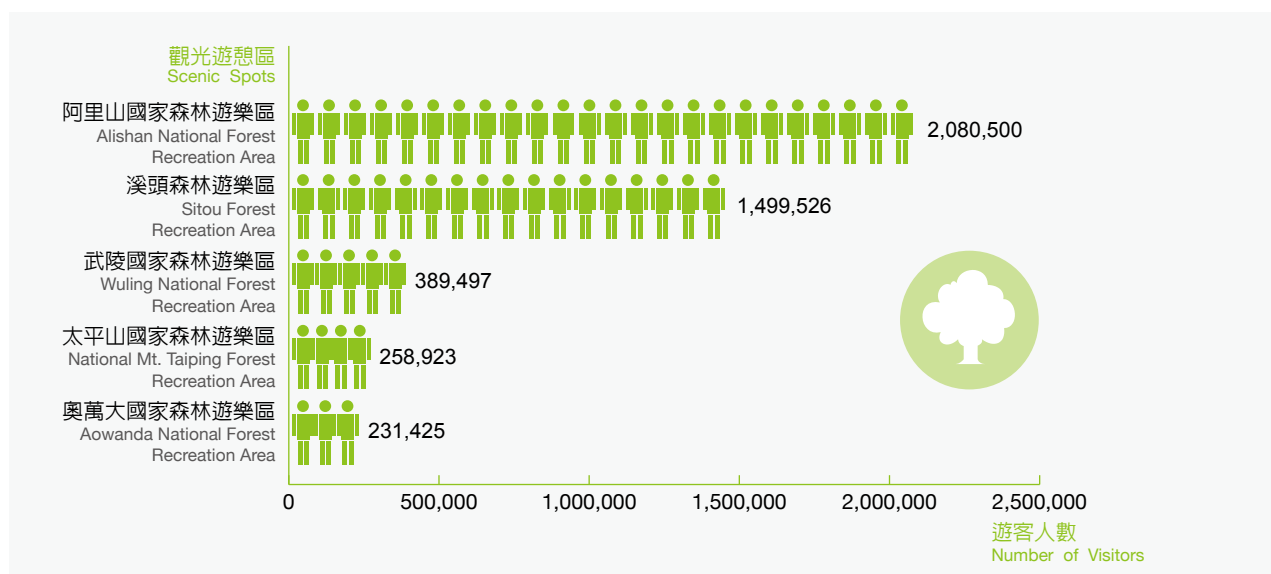
6. Average expenditures per person per trip were estimated based only on trips of 60 nights or fewer.

## 第四節 國民旅遊市場

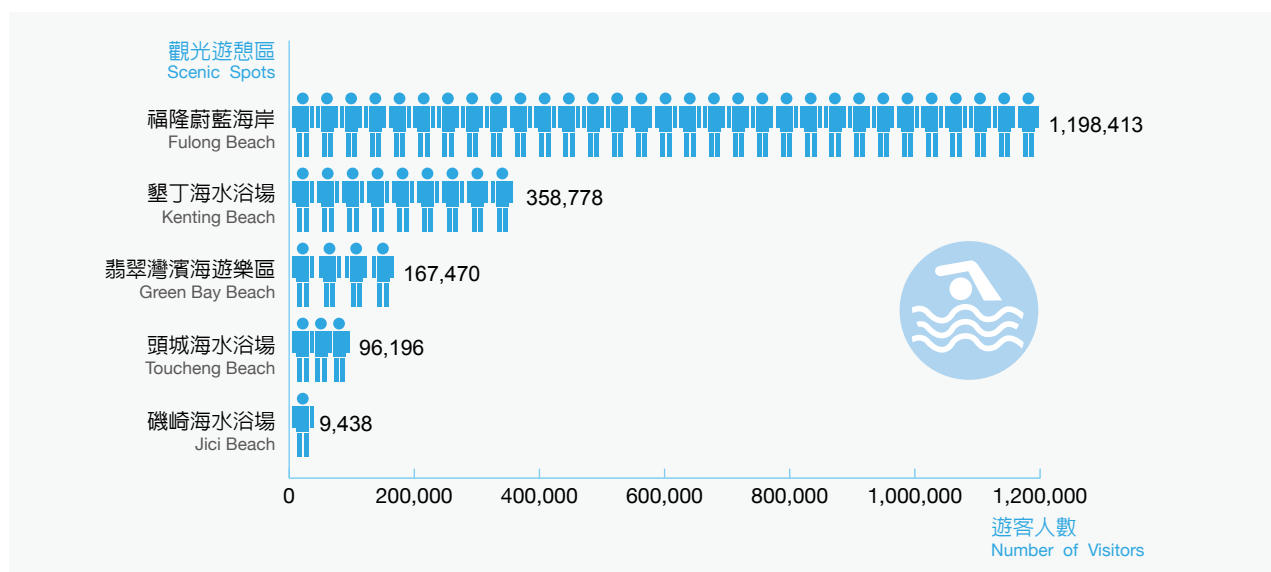
101年臺灣地區307處觀光遊憩區遊客共計2億7,439萬2,314人次，其各類型遊憩區遊客人數前5名之排名分別如下：

臺灣地區各類型觀光遊憩區遊客人數前五名一覽表  
Taiwan's Five Leading Tourist and Recreation Destinations by Category

### 森林遊樂區 Forest Recreation Areas



### 海水浴場 Beaches

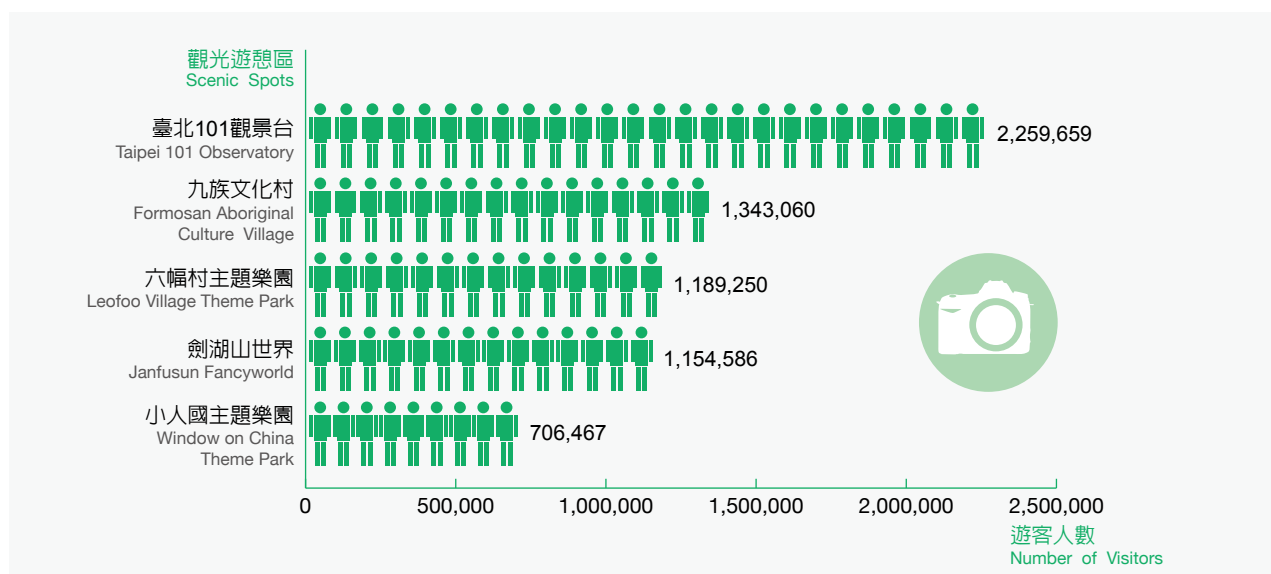




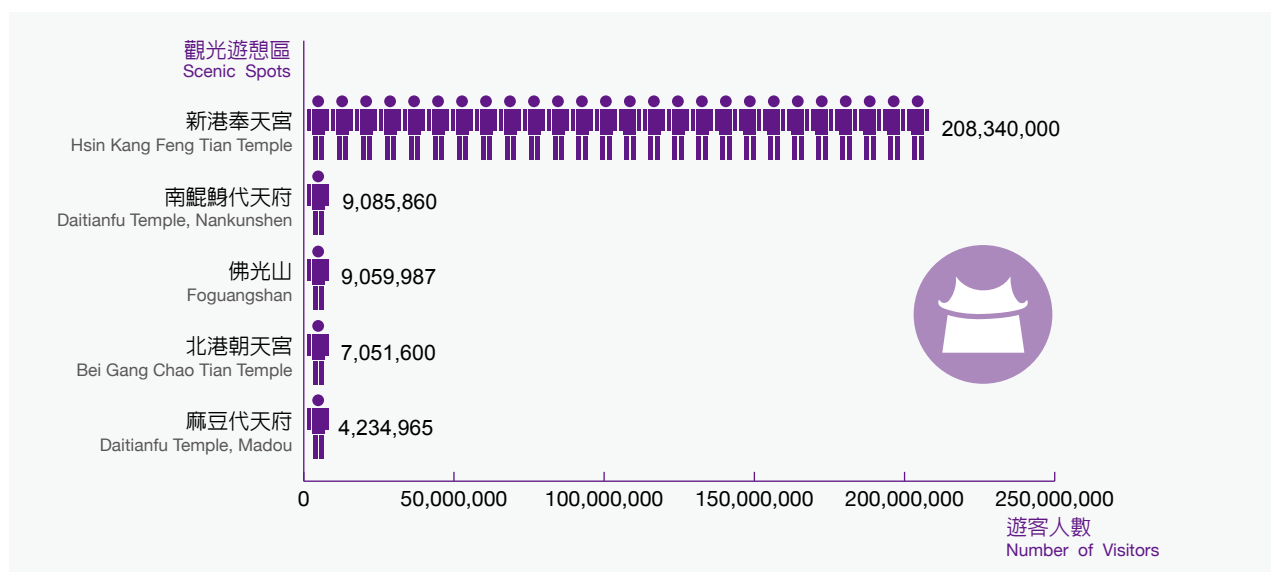
## Section 4 Taiwan's Domestic Travel Market

During 2012, tourists made 274,392,314 trips to 307 tourist and recreation spots in Taiwan. The five leading spots in each destination category are shown below:

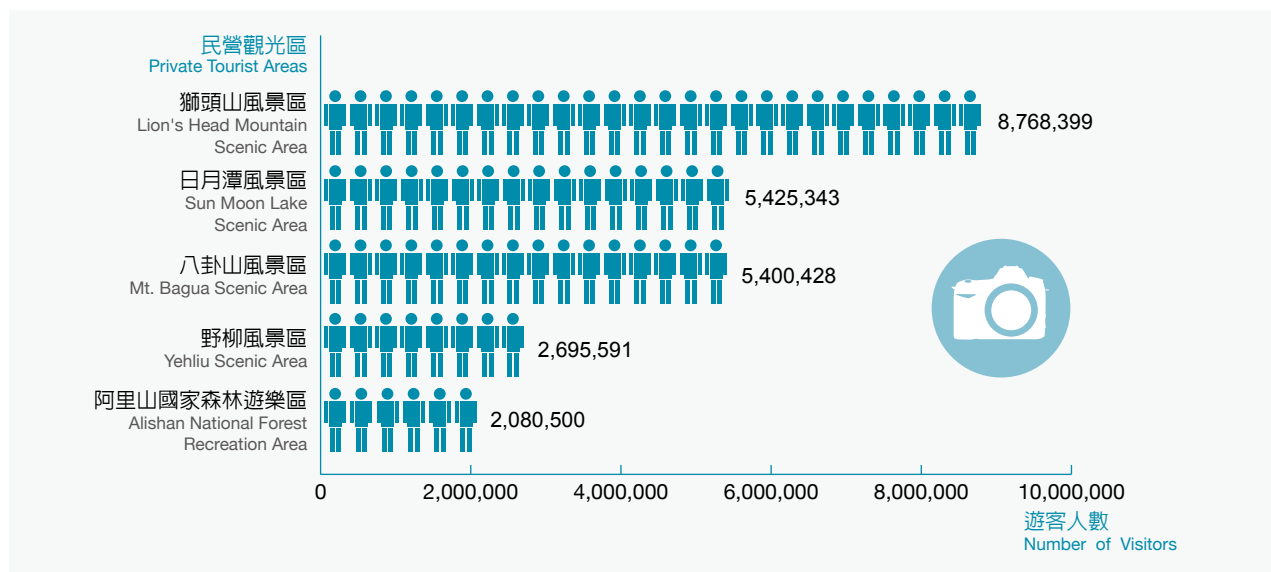
### 民營觀光區 Privately Run Tourist Areas



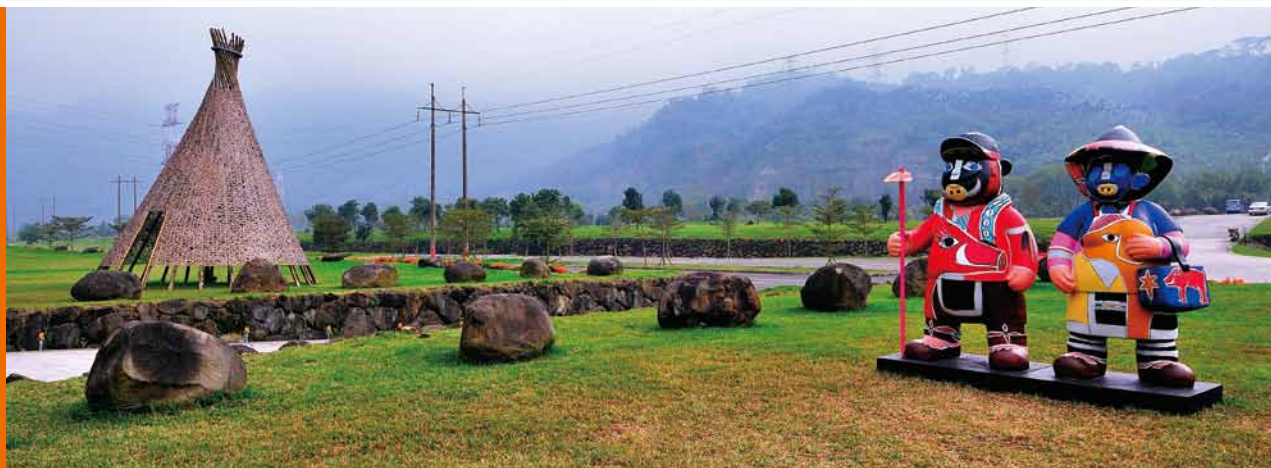
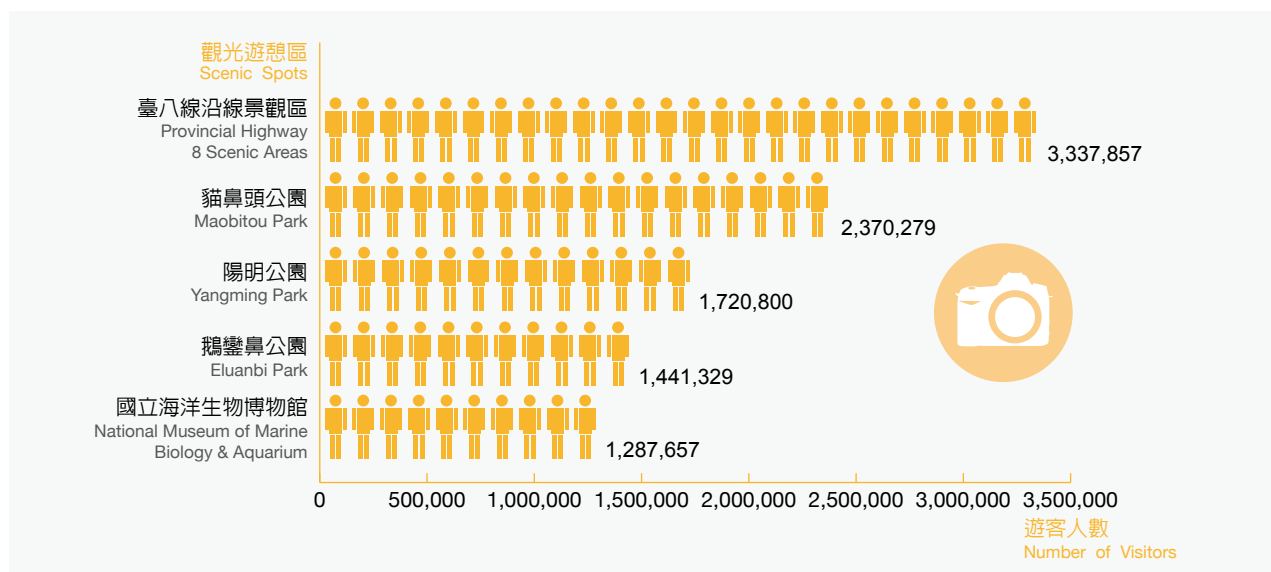
### 寺廟、古蹟、歷史建物及其他 Temples, Historic Landmarks, Historic Sites, and Other Areas



## 國家級風景區內觀光遊憩區 National Scenic and Recreation Areas



## 國家公園區內觀光遊憩區 Tourist and Recreation Areas in National Parks

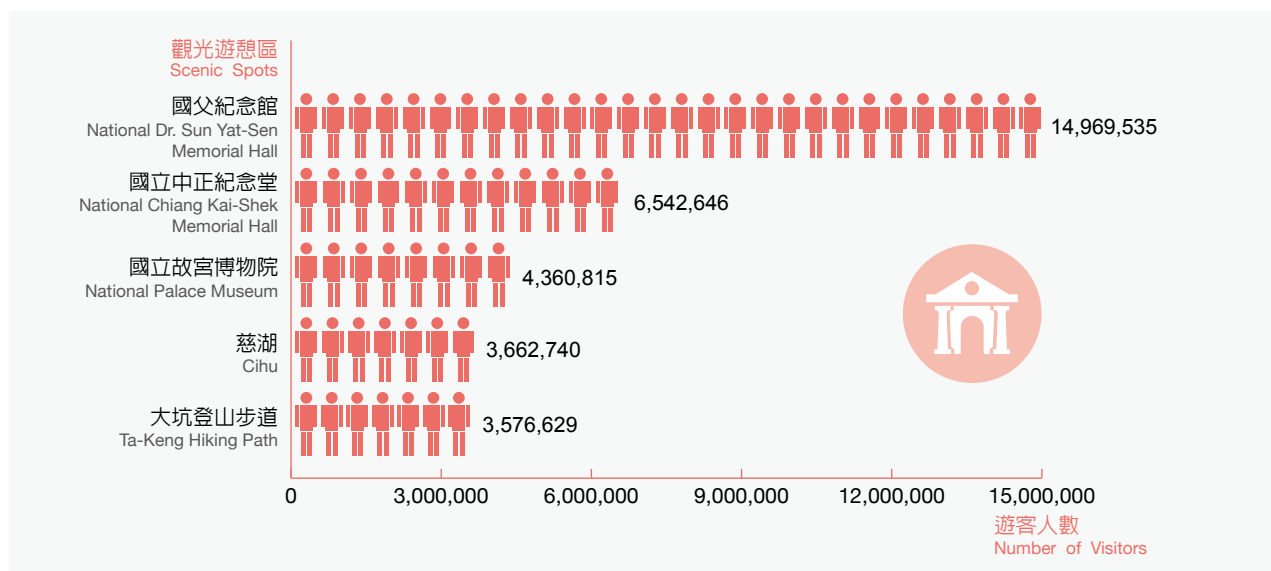


阿里山 - 牛埔仔遊憩園區  
NiuPu Tzu Recreational Park, Alishan

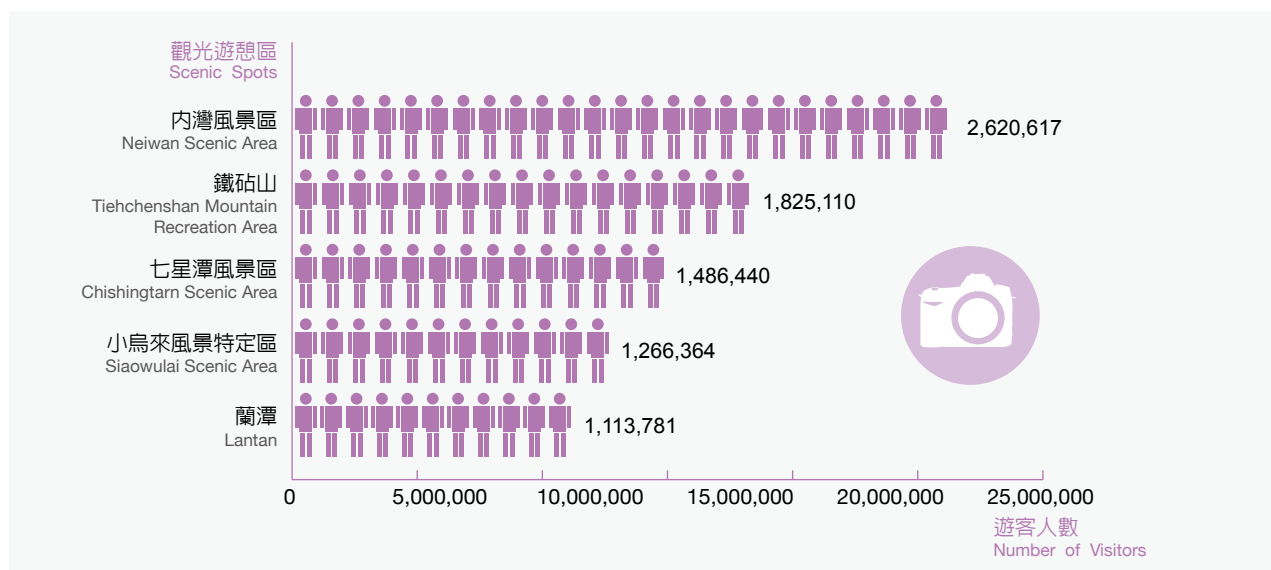


臺北市 - 陽明山  
Yangmingshan, Taipei

### 公營觀光區 Government Sites



### 縣市級風景特定區 Local Scenic Areas





依據「中華民國101年國人旅遊狀況調查報告」結果顯示，101年國人平均每人國內旅遊次數為6.87次，推估101年12歲及以上國人國內旅遊總次數約為14,207萬個旅次(較99年成長14.6%，較100年負成長6.7%)。

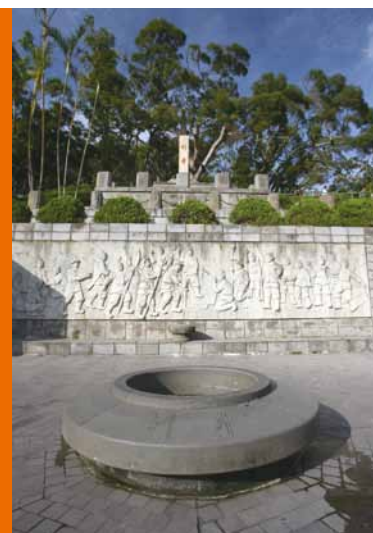
國人多利用週末或星期日從事國內旅遊(占61%)，其次是利用平常日(占29%)、國定假日(占10%)；民眾在國內的旅遊方式大多數採「自行規劃行程旅遊」(占87%)；選擇旅遊據點考慮因素依序為「交通便利」、「有主題活動」、「沒去過·好奇」及「品嚐美食」等；旅客對所到過的遊覽地區整體滿意度為98%。

101年國人國內旅遊每人每次平均花費為新臺幣1,900元(與99年相當，但較100年負成長6.8%)；花費細項依序為交通費(占27%)、餐飲費(占24%)、購物費(占23%)、住宿費(占17%)、娛樂費(占6%)及其他費(占3%)；推估全年國人國內旅遊總消費計為新臺幣2,699億元(相較99年成長13.4%，較100年負成長13.0%)。

根據「2012年台灣民眾旅遊調查報告」顯示，101年國人平均每人國內旅遊次數為6.87次，推估101年12歲及以上國人國內旅遊總次數約為14,207萬個旅次(較99年成長14.6%，較100年負成長6.7%)。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29%)、國定假日(占10%)；民眾在國內的旅遊方式大多數採「自行規劃行程旅遊」(占87%)；選擇旅遊據點考慮因素依序為「交通便利」、「有主題活動」、「沒去過·好奇」及「品嚐美食」等；旅客對所到過的遊覽地區整體滿意度為98%。



大溪慈湖陵寢  
Cihu Mausoleum, Daxi



鐵砧山劍井  
The Sword Well, Tiehchenshan

According to the "2012 Survey Report of Travel by ROC Citizens," Taiwanese took an average of 6.87 domestic trips in 2012. The estimated total number of domestic trips taken by citizens 12 years of age or above was 142,070,000 (a decrease of 6.7% compared to 2011).

A majority of domestic trips were taken on weekends or Sundays (61%), followed by weekdays (29%) and national holidays (10%). Most Taiwanese citizens planned domestic trips themselves (88%). Major factors considered by tourists when choosing travel destinations were: convenient transportation, themed activities, never been or curious, and food. Overall satisfaction for tourist areas was 98%.

In 2012, Taiwanese citizens spent an average of NT\$1,900 per trip (similar to 2010 and a decrease of 6.8% compared to 2011). A breakdown of expenditures includes transportation (27%), food and beverage (24%), shopping (23%), accommodation (17%), entertainment (6%), and other expenses (3%). Estimated total expenditures for domestic trips taken by citizens were NT\$269.9 billion (an increase of 13.4% compared to 2010, and a decrease of 13.0% compared to 2011).

### 101 年國人國內旅遊重要指標統計表

2012 Key Indicators for Domestic Travel by Taiwanese Citizens

| 項 目 Item                                                        | 99 年 2010                                                                 | 100 年 2011                                                                  | 101 年 2012                                                                |
|-----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 國人國內旅遊比率<br>Percentage of Citizens Who Took Domestic Trips      | 93.9%                                                                     | 95.4%                                                                       | 92.2%                                                                     |
| 平均每人旅遊次數<br>Average Number of Trips Per Person                  | 6.08 次<br>6.08 Trips                                                      | 7.42 次<br>7.42 Trips                                                        | 6.87 次<br>6.86 Trips                                                      |
| 國人國內旅遊總旅次<br>Total Number of Domestic Trips by Citizens         | 123,937,000 旅次<br>123,937,000 Trips                                       | 152,268,000 旅次<br>152,268,000 Trips                                         | 142,069,000 旅次<br>142,069,000 Trips                                       |
| 平均停留天數<br>Average Number of Days Per Trip                       | 1.49 天<br>1.49 Days                                                       | 1.50 天<br>1.50 Days                                                         | 1.47 天<br>1.47 Days                                                       |
| 假日旅遊比率<br>Percentage of Trips Taken During Holiday and Weekends | 71.9%                                                                     | 69.7%                                                                       | 71.2%                                                                     |
| 旅遊整體滿意度<br>Overall Degree of Satisfaction                       | 98.0%                                                                     | 98.1%                                                                       | 98.1%                                                                     |
| 每人每日旅遊平均費用<br>Average Daily Expenditures Per Person             | 新臺幣 1,289 元<br>(美金 40.80 元)<br>NT\$1,289<br>(US\$40.80)                   | 新臺幣 1,359 元<br>(美金 46.10 元)<br>NT\$1,359<br>(US\$46.10)                     | 新臺幣 1,293 元<br>(美金 43.66 元)<br>NT\$1,293<br>(US\$43.66)                   |
| 每人每次旅遊平均費用<br>Average Expenditures Per Person Per Trip          | 新臺幣 1,921 元<br>(美金 60.81 元)<br>NT\$1,921<br>(US\$60.81)                   | 新臺幣 2,038 元<br>(美金 69.14 元)<br>NT\$2,038<br>(US\$69.14)                     | 新臺幣 1,900 元<br>(美金 64.16 元)<br>NT\$1,900<br>(US\$64.16)                   |
| 國人國內旅遊總費用<br>Total Expenditures on Domestic Travel by Citizens  | 新臺幣 2,381 億元<br>(美金 75.37 億元)<br>NT\$238.1 Billion<br>(US\$75.37 Billion) | 新臺幣 3,103 億元<br>(美金 105.27 億元)<br>NT\$310.3 Billion<br>(US\$105.27 Billion) | 新臺幣 2,699 億元<br>(美金 91.14 億元)<br>NT\$269.9 Billion<br>(US\$91.14 Billion) |

註：1. 本調查對象為年滿 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. 國內旅遊比率係指國民在全年內至少曾旅遊 1 次者的占比。

4. 100 年欣逢建國百年各地一系列活動及國際花博，國內旅次大幅增加創下歷年新高。

5. 101 年國人國內旅遊總次數較 99 年成長 14.6%；101 年國人國內旅遊總費用較 99 年成長 13.4%。

Notes:

1. Survey subjects were Taiwanese citizens above the age of 12.

2. “No significant change” is defined as less than 5%, meaning that following T-test verification there is no significant difference.

3. Percentage of citizens taking domestic trips refers to the percentage of Taiwanese citizens who took at least one domestic trip during the year.

4. In 2011, nationwide activities to celebrate the ROC centenary and the International Flora Expo took place. These events caused the number of domestic trips to rise dramatically to a new record.

5. Comparing 2012 to 2010, the total number of domestic trips by citizens grew by 14.6% and total expenditures on domestic travel by citizens grew by 13.4%.

## 第五節 觀光對經濟之影響（觀光衛星帳）

101年觀光衛星帳計畫主要為編製100年帳表，臺灣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，分別估計其在臺灣之觀光支出金額。依據100年臺灣觀光衛星帳的編算，100年觀光支出達新臺幣8,276.01億元，其中來臺旅客支出最高，達新臺幣3,903.00億元，國人國內旅遊觀

光支出次之，為新臺幣3,127.60億元，國人出國支出最低，為新臺幣1,245.40億元。100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30.28%，次為購物，佔24.95%，餐飲約佔22.30%，住宿約佔9.27%。100年觀光GDP約新臺幣3,242億元，佔當年全國GDP之2.34%，觀光活動所創造的就業人數為401,899人，其中以餐飲業之觀光就業人數最多，陸上運輸業次之，緊接為住宿服務業。

96年至100年觀光支出統計表

Tourism Expenditures for 2007-2011

單位：新臺幣億元

Unit: NT\$100 Million

| 項目<br>Item                      |                  | 100 年<br>2011 | 99 年<br>2010 | 98 年<br>2009 | 97 年<br>2008 | 96 年<br>2007 |
|---------------------------------|------------------|---------------|--------------|--------------|--------------|--------------|
| 住宿 Accommodation                |                  | 767.47        | 598.53       | 527.99       | 554.15       | 557.29       |
| 餐飲 Dining                       |                  | 1,845.41      | 1,517.93     | 1,275.80     | 1,223.72     | 1,197.79     |
| 交通 Transportation               |                  | 2,506.00      | 2,330.76     | 1,881.21     | 2,000.99     | 2,011.52     |
| 陸上運輸 Land Transport             |                  | 1,056.58      | 890.15       | 722.63       | 686.00       | 725.75       |
| 航空運輸 Air Transport              |                  | 1,449.42      | 1,440.61     | 1,158.58     | 1,314.99     | 1,285.76     |
| 汽車出租 Car Rental                 |                  | 242.10        | 227.58       | 211.58       | 211.81       | 194.40       |
| 旅行服務 Travel Services            |                  | 202.05        | 187.19       | 165.70       | 166.40       | 180.92       |
| 娛樂服務 Entertainment              |                  | 467.89        | 312.81       | 229.71       | 224.07       | 286.35       |
| 購物 Shopping                     |                  | 2,053.39      | 1,764.33     | 1,402.10     | 1,146.52     | 1,217.76     |
| 其他觀光商品 Others                   |                  | 180.08        | 146.39       | 133.13       | 147.19       | 210.96       |
| 觀光支出合計<br>Total Travel Spending |                  | 8,264.41      | 7,085.51     | 5,827.21     | 5,674.85     | 5,856.98     |
| 類型比例<br>Ratio, by Type          | 國人出國<br>Outbound | 14.93%        | 18.19%       | 19.14%       | 22.75%       | 23.07%       |
|                                 | 國人國內<br>Domestic | 37.84%        | 34.80%       | 35.29%       | 37.21%       | 41.38%       |
|                                 | 來臺旅客<br>Inbound  | 47.23%        | 47.01%       | 45.57%       | 40.04%       | 35.55%       |



## Section 5 The Economic Impact of Tourism (Taiwan Tourism Satellite Account)

The purpose of the 2012 Tourism Satellite Accounts (TSA) planning is to consolidate the 2011 accounts. Tourism expenditure accounts in 2011 included the following items: accommodation, food and beverage, transportation, car rentals, tour services, entertainment, shopping, and other travel-related products. Calculations of tourism expenditures in Taiwan were conducted by dividing trips into three categories: outbound travel by Taiwanese citizens, domestic travel by Taiwanese citizens, and inbound visits. According to the 2011 TSA accounting, total tourism expenditures in 2011 were NT\$827.601 billion. Accounting for the

highest proportion of this amount were inbound visits at NT\$390.300 billion, followed by domestic travel by Taiwanese citizens at NT\$312.760 billion, and outbound travel by Taiwanese citizens at NT\$124.540 billion. For tourism expenditures in 2011, transportation accounted for the highest share (30.28%), followed by shopping (24.95%), food and beverages (22.30%), and accommodation (9.27%). Tourism contributed approximately NT\$324.2 billion to the 2011 GDP, or 2.34% of total GDP. It created jobs for 401,899 people, led by the food and beverage industry and followed by ground transportation, then accommodation services.

### 96 年至 100 年觀光國內生產毛額 (觀光 GDP)

Share of Tourism in Overall GDP, 2007-2011

單位：新臺幣億元

Unit: NT\$100 Million

| 年別<br>Year | 觀光<br>GDP | 觀光GDP佔總GDP比例<br>Share of Tourism in Overall GDP |
|------------|-----------|-------------------------------------------------|
| 96年/2007   | 2,533     | 1.97%                                           |
| 97年/2008   | 2,396     | 1.89%                                           |
| 98年/2009   | 2,576     | 2.07%                                           |
| 99年/2010   | 2,820     | 2.07%                                           |
| 100年/2011  | 3,242     | 2.34%                                           |



觀光產業所創造的就業人數以餐飲業最多  
Tourism's impact on job creation is greatest in the restaurant industry

# 臺灣 好 亮點

**Taiwan's Bright Spots**









# 國際觀光 宣傳與推廣

## 第二章

## Chapter 2 International Tourism Advertising and Promotion

### 第一節 深化經營全球市場

#### 一、東北亞

##### （一）日本

101年日本市場因開放天空，航線及機位量增加，延續100年上升走勢，9月分雖受釣魚臺事件影響，惟在迅速得宜的對日宣導臺灣旅遊安心，並與業者合作廣告宣傳及實施獎勵措施之下，回復正成長。全年日本來臺旅客共143萬2,315人次，成長10.62%，觀光目的成長14.88%，為自94年以來連續第8年突破百萬人次，寫下新紀錄。

101年對日本市場以「樂活、美食、浪漫、購物」4大主軸進行深度行銷。做法續採用代言人宣傳及名人帶路旅遊節目，開發年輕及女性族群；透過多元媒體行銷宣傳；配合旅展與大型活動加強推廣曝光。在開拓通路方面，則與日本HIS、UT、Tabix Japan、日本旅行、阪急等大型旅行社合作辦理擴大送客計畫，達到客源穩定成長。

##### （二）韓國

101年韓國市場因受經濟回溫、31黃金連休假期、松山—金浦航線4月30日開航等激勵，同時在觀光局積極組團參加韓國四大國際旅展並刊登各項戶外大型宣傳廣告努力下，來臺旅客共25萬9,089人次，成長6.66%，觀光目的成長18.25%。101年在韓國市場推廣以「樂活、美食、文化」3大主軸作核心，並續採用偶像代言宣傳，邀請韓國偶像趙正錫與陳意涵成為新代言人，提高臺灣品牌知名度。此外，在韓國繼續運用電視、交通工具及報紙與網路等多元媒體宣傳；配合參加旅展加強推廣。開拓通路方面，則與韓國HANA、MODE、自由、tour 2000等大型旅行社合作辦理擴大送客計畫，開拓並穩定客源，共同致力擴大雙方觀光交流及開發創新旅遊產品。

#### 二、歐美

101年歐債風暴影響全球，歐洲經濟前景不佳，美國失業率居高不下，歐美地區出國市場衰

## Section 1 Exploring the International Tourism Market

### I. Northeast Asia

#### (I) Japan

Progress seen in the Japanese market in 2011 continued into 2012 owing to an increase in air routes and air passenger volume. A hurdle occurred beginning in September in the form of the Diaoyutai Islands sovereignty dispute. The Tourism Bureau, however, restored growth by quickly publicizing travel safety in Taiwan and launching advertising campaigns and incentives in conjunction with tourism companies. There were 1,432,315 visits to Taiwan from Japan in 2012, an increase of 10.62% compared to the previous year. Growth in visitors citing pleasure as the main purpose of their trip was 14.88%. Also, for a record eighth consecutive year dating back to 2005, the number of visits to Taiwan from Japan exceeded 1 million.

In 2012 the Tourism Bureau concentrated marketing to Japan on four main themes: LOHAS, cuisine, romance, and shopping. It focused on developing the youth and female market segments by employing spokespersons and producing travel shows hosted by celebrities. Other methods to raise exposure included multimedia promotions, travel fairs and other large-scale activities. To open new channels the Tourism Bureau also cooperated with major tourism agencies such as Japan's HIS, UT, Tabix Japan, Nippon Travel Agency, and Hankyu Travel. These collaborations promoted stable growth in tourist numbers.

#### (II) South Korea

In 2012 Taiwan saw 6.66% growth in inbound visits from Korea, to 259,089, including an 18.25% increase in visitors citing pleasure as the main purpose of their trip. The upswing was attributed to many factors: improved performance of the Korean economy, the "golden holiday," the opening of flights between Taipei's Songshan and Seoul's Gimpo airports on April 30, etc. The Tourism Bureau contributed by sending representatives

to Korea's four major international travel fairs and running outdoor advertisements. Promotion in the Korean market focused on three main themes: LOHAS, cuisine, and culture, and to raise Taiwan's profile the bureau continued to rely on the support of celebrity spokespersons, including Korea's Jo Jung-suk and Taiwan's Ivy Chen. The bureau also ran advertisements in Korea on TV and public transit as well as in newspapers and online. To open new channels and promote stable growth in tourist numbers the bureau cooperated with major tourism agencies such as HANA, MODE, and Tour 2000. It also collaborated with Korean travel organizations to increase tourist exchanges and develop innovative new travel products.

### II. Europe and North America

Outbound travel from Europe and North America suffered in 2012 due to the effects of the European debt crisis, a poor outlook for the European economy, and continued high unemployment in the United States. Each of these factors underlined the challenges of attracting tourists from these regions. The Tourism Bureau continued to use its "Time for Taiwan" slogan with a focus on four main themes--culture, cuisine, ecology, and LOHAS--while focusing its efforts on the United States, Canada, Germany, the United Kingdom, France, and other major tourist source countries. Promotions included cooperating with mainstream media organizations on promotions, strengthening contacts with major tourism agencies, expansion of horizontal alliances, commissioning PR firms to hold events and educational seminars, and sharing advertising costs with travel firms. Collaborations such as these not only strengthened the Taiwan brand but also boosted business for cooperating partners. Benefits gained from years of promotions in these western markets led to a slight growth in inbound tourist numbers, allowing Europe and the Americas to contribute nearly 700,000 visits to Taiwan in 2012.

減，爭取此區域客源來臺極具挑戰性。觀光局繼續依循「Time for Taiwan旅行臺灣 就是現在」推廣策略，選定文化、美食、生態、樂活4大主軸於美國、加拿大、德國、英國及法國等主要客源市場展開推廣。採用模式包括：與主流媒體合作宣傳、加強接觸主流市場大型旅行社、異業結盟擴大曝光、委託公關公司辦理活動及教育訓練、與旅行業分攤廣告等強化臺灣觀光品牌，並協助業者販售產品。長年耕耘逐漸發酵，101年度美洲及歐洲來臺旅客仍能維持平穩微幅增長，為來臺旅遊市場貢獻近70萬人次的規模。

### 三、東南亞

東南亞市場的經營，以爭取港星馬地區自由行與重遊客、提升臺灣旅遊產品的國際競爭力，及開發新藍海市場（泰、越、印、菲市場與穆斯林族群）為重點。因應不同的分眾市場喜好，靈活邀訪媒體及部落客等採訪報導，強化到臺灣旅遊是時尚與生活必需的印象，並運用臺灣在華人影劇、音樂、文創等領域的優越表現，創造來臺追星話題，為旅遊加值。推廣方式則以多場海外公關活動，行銷觀光主軸話題、透過多樣的電視節目報導、邀請臺灣知名藝人親臨旅展炒熱人氣，同時結合優惠策略拉抬產品買氣。101年港、星、馬市場來臺旅次



穆斯林旅行業者來臺考察  
An inspection journey by travel agents specializing in the Muslim tourism market

均再創佳績，其中香港首度突破百萬人次，顯見結合各方資源，推出整合行銷與優惠策略奏效。

### 四、大陸市場

101年大陸市場在團體遊熱銷與自由行增溫下，成績亮眼。在提升團體遊方面，持續向組團社推廣分區遊及深度遊，促進產品優質化。具體措施包括與大型組團旅行社合作推出臺灣觀光優質行程、參加當地旅展推廣、舉辦多場觀光說明會，推動主要送客省市更新臺灣遊行程、促進開發多元產品及短天數行程等。在自由行方面，搭建自由行旅遊資訊網站平臺，透過網路傳播與社群行銷、刊登試點城市戶外廣告與車體廣告等，維持來臺自由行熱度；結合臺商通路，行銷來臺自由行，期整體市場朝向優質有序方向發展。

### 五、新興市場

101年東南亞新興市場泰國、印尼、菲律賓及越南，其觀光目的別來臺旅客都持續成長。除參加當地旅展，積極辦理業者及媒體來臺熟悉之旅，並首度於越南辦理旅遊業者說明會，布局推廣營銷通路。另外因應新興市場個別語文需求，由駐外辦事處印製個別語版文宣，提升宣傳效果。

穆斯林市場部分，101年主要以亞洲馬來西亞、印尼、新加坡及汶萊作為主要客源市場，持續推廣觀光局制定之「推廣穆斯林來臺旅遊示範行程」，與航空公司合作邀請國外穆斯林旅行業者來臺考察，另外加強邀請媒體來臺拍攝旅遊節目，在馬來文報紙與雜誌刊登廣告，並以分攤廣告費用鼓勵業者銷售來臺產品。另一方面，在國內持續改善餐飲、住宿、景點、行程等接待條件。這部分包括增進與中國回教協會合作，舉辦接待穆斯林旅客之導遊訓練，鼓勵國內餐飲業申請Halal、Muslim或Muslim Friendly等認證標章，累積至今已有20家取得認證，預計於1年內再新增15家認證餐廳，提高經營穆斯林旅遊市場之競爭力。



### III. Southeast Asia

In its approach to Southeast Asia the Tourism Bureau focused on attracting independent and repeat visitors from Hong Kong, Singapore, and Malaysia; improving the international competitiveness of the Taiwan tourism brand; and developing emerging markets (Thailand, Vietnam, Indonesia, the Philippines, and Muslim nations). The bureau used diverse methods to appeal to a wide range of market segments. It commissioned media and blog reports that fostered Taiwan's image as a fashionable, must-visit destination. It took advantage of Taiwan's prominence in the Chinese-language film, TV drama, and music industries to promote the added-value of traveling to Taiwan to get close to the stars. Other methods included overseas activities to advertise main tourism themes, the production of television programs and reports, and inviting Taiwanese celebrities to travel exhibitions for added exposure. The bureau also integrated special offers into other promotions to improve sales. In 2012, inbound tourist arrivals to Taiwan from Hong Kong, Singapore, and Malaysia all increased' notably, the number of visits from Hong Kong exceeded a million for the first time. The results showed the benefit of combining diverse resources, marketing, and incentives.

### IV. Mainland China

Aided by strong group tour prised and Free Independent Travel profits, the Mainland China market produced remarkable results in 2012. In terms of group travel, in-depth tours and tours by district were promoted to agencies to improve product quality. Specific measures included joint offering of quality Taiwan tour itineraries by large agencies. Additionally, the Tourism Bureau attended local travel shows and held tourism seminars to encourage agencies in main tourist source cities to update their itineraries and develop diverse products and short trips. For Free Independent Travel, the bureau constructed an information website for promotion through the web and social media. This was advertised on outdoor signage and vehicles in qualifying cities on a trial basis as a means of maintaining enthusiasm for Taiwanese tourism. Free Independent Travel was also promoted through Taiwanese businesses in Mainland China. On the whole, market development is progressing toward order and quality.



2012 臺北國際旅展  
2012 Taipei International Travel Fair

### VI. Emerging Markets

In 2012, the volume of tourists from southeast Asian emerging markets including Thailand, Indonesia, the Philippines, and Vietnam grew steadily. Other than attending local travel fairs, the Tourism Bureau proactively organized tours for operators and media to become familiarized with Taiwan. The bureau held tourism industry seminars in Vietnam for the first time to strategically expand marketing channels. In response to localization requirements in emerging markets, economic and cultural offices abroad produced promotional material in local languages to increase impact.

In 2012, the Muslim tour market was mainly comprised of visitors from Malaysia, Indonesia, Singapore, and Brunei. The Tourism Bureau promoted model Taiwanese itineraries for Muslim tourists and worked with airlines to invite foreign Muslim tourism operators to visit Taiwan for research. Furthermore, media were invited to film travel-related programs in Taiwan. Advertisements were published in Malaysian newspapers and magazines. Subsidies for advertising costs were offered to encourage tour operators to promote Taiwanese travel products. Domestically, food, accommodation, sightseeing, itinerary, and other criteria were continually improved. For these purposes, the bureau worked with the Chinese Muslim Association to provide training for tour guides receiving Muslim visitors. Domestic food and beverage operators were encouraged to obtain Halal, Muslim, or Muslim Friendly certification. To date 20 operators have obtained certification, and an additional 15 will be certified within a year, raising Taiwan's overall competitiveness in the Muslim tourism market.

## 第二節 六大主軸行銷臺灣觀光

配合101至102年「Time for Taiwan旅行臺灣 就是現在」國際觀光推廣策略，觀光局將臺灣旅遊元素歸納為美食、浪漫、購物、文化、樂活、生態等六大主軸，並依各市場特性選定其推廣主軸。各市場的主軸設定如下：日本「樂活、美食、浪漫、購物」；韓國「樂活、美食、文化」；東南亞「樂活、美食、浪漫、購物」；新興市場「美食、浪漫、購物」；歐美「樂活、美食、文化、生態」。各市場全年宣傳廣告與推廣活動均與主軸扣合，使臺灣觀光行銷更為明確且系統化。

### 一、主軸活動強力聚焦

(一) 浪漫主軸系列 101 年推出「月老之旅」及「2012 阿里山新印象—神木下婚禮山海戀」等觀光活動，推介臺灣的姻緣婚訂有趣習俗以及浪漫旅遊的好點子。

「月老之旅」於101年11月24至25日舉行，邀請106位國際旅客實地走訪臺南市有名的月老廟宇如大天后宮、祀典武廟、大觀音亭等，體驗傳統的挽面、修眉、卜卦、婚照攝影、命理等婚訂習俗，學做鳳梨酥，感受臺灣特有的浪漫幸福，這項活動吸引20家國內外媒體採訪，並在NHK World Network等頻道播出。

「2012阿里山新印象—神木下婚禮山海戀」為吸引大陸年輕人來臺體驗自由行及深度之旅，101年除10對臺灣新人，另擴大在大陸募集3對新人參加。13對新人於101年10月12日在阿里山千年神木下完成終身大事。3對大陸新人包括教師、醫生及觀光飯店從業人員。這趟婚禮之旅，大陸新人除參加婚禮與拍婚紗照外，並自行旅遊。江蘇、山東2省各有旅

行業者與媒體隨行來臺，對臺灣婚訂之旅在大陸市場的發展潛力予以正面評價，有助在大陸打開來臺浪漫旅遊市場。

(二) 在購物主軸方面，101 年推出由經濟部主辦交通部觀光局協辦之「2012 臺灣購物節」，10 月 13 日正式啟動至 12 月 20 日。觀光宣傳針對東南亞市場展開，活動前於本局東南亞行銷官網（welcome 2taiwan.net）宣傳，並發電子信給官網會員，由駐外辦事處發放購物手冊及折價券。10 月至 11 月於香港及馬來西亞地區作電視廣告，於港、星、馬主要報紙刊登購物節訊息。市場反應也很熱烈，活動官網自 10 月 12 日至 12 月 20 止，瀏覽計 18 萬 9,338 人次、Coupon 下載 10 萬 3,658 次、登錄抽獎發票計 1 萬 7,638 筆、累積金額新臺幣 4,164 萬 3,142 元，8 次抽獎活動送出包括百貨公司禮、各企業贊助商品、禮券及五星級飯店住宿券等總價值計 184 萬 638 元大獎，提升旅客對臺灣購物遊的印象，也增加觀光外匯收入。

### 二、美食推廣魅力無限

美食為臺灣觀光推廣首選魅力之一，也是各市場共同主軸。101年5月18日觀光局在日本東京大倉飯店舉辦「臺灣觀光美食饗宴～感謝之夜」活動，邀請陳兆麟、施建發及2011年臺灣美食展世界廚藝邀請賽團體總冠軍的「麟手創料理」團隊，由觀光局與臺北駐日經濟文化代表處共同具名邀請120位臺日貴賓、業者、媒體參加，推介近年創意精緻化後的新風貌臺菜。

## Section 2 Six Main Tourism Promotional Themes

In conjunction with the 2012-2013 "Time for Taiwan" international tourism promotional strategy, the Tourism Bureau categorized Taiwan's travel attractions as food, romance, shopping, culture, LOHAS, and ecology. Promotional themes were selected according to the special characteristics of targeted markets. Themes for various markets are as follows. Japan: LOHAS, food, romance, shopping. Korea: LOHAS, food, culture. Southeast Asia: LOHAS, food, romance, shopping. Emerging markets: food, romance, shopping. Europe and North America: LOHAS, food, culture, and ecology. Year-round advertising and promotional activities in each market were carried out in accordance with the chosen themes, making Taiwan's tourism marketing clearer and more systematic.

### I. Strong Focus on Theme Activities

- (I) In 2012, for the romance theme, tourism activities such as a "Yuelao" matchmaker god tour and the Love in Alishan wedding ceremonies were introduced to promote Taiwan's marriage traditions and romantic travel ideas.

The "Yuelao" matchmaker god tour was held on November 24 and 25, 2012. One hundred and

six foreign tourists were invited to participate in a tour of Tainan's famous "Yuelao" temples, including the Grand Matsu Temple, the Official God of War Temple, and the Grand Guanyin Pavilion. Visitors had a chance to experience traditional activities such as facials, eyebrow plucking, fortune telling, wedding photography, and pineapple cake making, giving them a taste of Taiwan's special romance. The activity attracted 20 foreign and domestic media, and was broadcast on NHK World Network and other channels.

To attract Mainland Chinese youth to experience Free Independent and in-depth travel, three couples were recruited from Mainland China to participate in the Love in Alishan wedding ceremony Together with 10 Taiwanese couples. The 13 couples were wedded at the sacred tree on Alishan on October 12, 2012. The three couples from Mainland China included a teacher, doctor, and tourist hotel operator. In addition to the wedding ceremony and photography, the three Mainland Chinese couples also travelled independently. Tour industry operators and media representatives from Jiangsu and Shandong came to Taiwan on the trip and were impressed with the





香港市場101年衝刺來臺旅客達百萬人次，年度推廣策略也著墨於美食主軸；101年觀光局香港辦事處計辦理3場美食相關活動，分別為2月分「臺灣牛肉麵節」，結合臺灣8家金牌牛肉麵店家及寶島綜藝秀等，配合商場活動搭配牛肉麵試吃；6月分「玩轉全臺灣，寶島好味道」，結合縣市政府、旅行社、航空公司及商場資源，宣傳臺灣各區美食及旅遊元素，搭配魔術及舞蹈表演；9月「咖啡葡萄節」，宣傳臺灣咖啡、葡萄美食、休閒農場等，並邀請表演團體助陣（十鼓、氣球表演、baby boss）。3場美食活動均搭配展售會，結合臺港兩地旅行業者推出優質臺灣主題旅遊產品，現場氣氛熱烈，共計吸引逾20萬參觀人次，招攬約1,400名香港旅客來臺旅遊。



1. 不老騎士摩托車環臺之旅 2. 與美國 AAA 旅行業者合作  
1. Go Grandriders motorcycle tour 2. Cooperation with the U.S. travel industry operator AAA

### 三、長線深耕創造實績

配合客源特性，歐美市場著重「文化」、「樂活」、「生態」及「美食」4大宣傳主軸，採長線布局、點滴深耕方式經營。除廣告宣傳與熟悉之旅行行程均以4大主軸為本，101年更積極與業者合作推出相關商品上市，並有所收成。洛杉磯辦事處與知名摩托車雜誌記者、Discovery頻道製作人Peter Starr合作，經過1年的勘察籌備，101年組成一支銀髮摩托車愛好者旅行團來臺與弘道基金會不老騎士共同完成摩托車環臺之旅，行程廣受注目，並計劃102年另再組團來訪。這套產品宣揚臺灣的樂活旅遊元素，同時也切入每人團費近5,000美元的美國高端旅遊市場。另外，舊金山辦事處長期積極與當地最大媒體CBS及全美知名AAA旅行業者互動，經過報導推介與勘線選定以臺灣燈會（文化主軸）包裝產品並於101年募客組成40人旅行團，來臺觀賞臺灣燈會。臺灣觀光主軸元素經過深化積累，在歐美市場逐漸成長並繳出實績。



TLC 旅遊生活頻道再度與觀光局攜手合作全新一季《瘋台灣大挑戰》  
The Travel & Living Channel renewed its cooperation with the Tourism Bureau for another season of "Fun Taiwan Challenge"

potential of Taiwan wedding tours in the Mainland Chinese market. This will facilitate the opening of Mainland China to Taiwan's romantic travel potential.

- (II) For the theme of shopping, in 2012 the Tourism Bureau assisted the Ministry of Economic Affairs in organizing the Taiwan shopping festival, which began on October 13 and ended on December 20. Tourism promotion began by targeting the Southeast Asian market. Before the event, the Southeast Asian official marketing website(welcome2taiwan.net)began the promotion by emailing members. Local economic and cultural offices distributed shopping guides and coupons. Between October and November, television advertisements were broadcast on Hong Kong and Malaysian television, and print advertisements appeared in Hong Kong, Singaporean, and Malaysian newspapers. Market response has been enthusiastic. The official website was browsed 189,338 times between October 12 and December 20, and the coupon was downloaded 103,658 times. A total of 17,638 people registered for the lucky draws, totaling NT\$41,643,142 in value. Prizes from eight draws included gift certificates for shopping malls, products and coupons from corporate sponsors, and coupons from five-star hotels, totaling NT\$1,840,638 in value. Tourist impressions of Taiwanese shopping were enhanced and revenue from tourism increased.

## II. Countless Gourmet Attractions

Gourmet food is a main point of attraction in promoting Taiwanese tourism. As such it is the common theme in all targeted markets. On May 18, 2012, the Tourism Bureau held a Taiwan tourism gourmet banquet at the Tokyo Hotel Okura. Renowned chefs Chen Chao-ling and Shih Chien-fa were invited, along with the winning team of the 2011 Taiwan Culinary Exhibition's world culinary contest from Link restaurant. The Tourism Bureau and the Taipei Economic and Cultural Office invited 120 Taiwanese and Japanese industry and media guests. At the event, the latest creatively refined Taiwanese dishes were introduced.

In 2012, a major goal was to attract more than a million visits from the Hong Kong market. The year's promotional strategy also included the gourmet theme.

In 2012, the Taipei Economic and Cultural Office in Hong Kong organized three food related events, including the Taiwan beef noodle festival in February. Eight award-winning beef noodle restaurants and Taiwanese variety television shows assisted with noodle tasting events at shopping malls. Another event was the round-island Taiwan tastes event that combined local municipal governments, tour agencies, airlines, and commercial resources to promote various local delicacies and tourist attractions, along with magic and dance performances. In September, a coffee and grape festival was held to promote Taiwanese coffee, grape, and recreational farms and included performances by the Taiwanese percussion group Ten Drum, balloon performances, and baby boss. All three gourmet events were used as sales promotions for Taiwanese and Hong Kong tourism operators to offer quality Taiwan-themed travel products. Attendance at these lively events was over 200,000, and they encouraged 1,400 Hong Kong tourists to travel to Taiwan.

## III. Tangible Results from Long-Term Investment

In line with the characteristics of countries of origin, themes chosen for the European and North American markets were culture, LOHAS, ecology, and food. The strategy is long term and involves incremental progress. In 2012, in addition to focusing on the advertising and fam tours, related products launched in cooperation with enterprises, have brought appreciable results. The Taipei Economic and Cultural Office in Los Angeles worked with renowned motorcycle journalist and Discovery Channel producer Peter Starr. After a year of preparation, an overseas motor-scooter enthusiast group for seniors travelled to Taiwan and completed a round-the-island tour with Hondao Senior Citizens' Welfare Foundation's Go Grandriders. The trip garnered widespread attention, and penetrated the high-end tourism market for tours cashing nearly US\$5,000. Furthermore, the Taiwan Economic and Cultural Office has worked long term with the major local CBS media outlet and prominent travel industry operator AAA. Through recommendations and surveys, the Taiwan Lantern Festival, which is related to the cultural theme, was selected and drew a 40-person tour group in 2012. With long-term investment, Taiwan tourism themes are gradually producing tangible results in the European and North American markets.

### 第三節 國際宣傳，分區進擊

## Section 3 International Promotion by Area

#### 一、101 年國際觀光宣傳策略

##### I. 2012 International Promotional Strategy

| 區域 Area     | 目標對象 Target Audience                                                                                                                                |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 日本<br>Japan | 獎勵、修旅、農協等大型團體、自由行及女性、年輕族群<br>Incentives, study trips, agricultural associations and other large groups, Free Independent Travelers, women and youth |

##### 策略 Strategy

1. 持續偶像名人宣傳策略，並擴大運用網路及各種傳媒通路宣傳：以飛輪海為代言人，運用代言人及名人小林幸子、Super Junior M拍攝《名人帶路》節目，透過部落格、YouTube、Facebook、Twitter、Plurk、新浪微博及百度網等轉載及傳播；年底則以羅志祥為代言人，預計102年運用代言人記者會、公關活動、旅遊節目、周邊商品等方式進行整合行銷宣傳，透過YouTube、活動官網等網路的快速性、擴散性進行宣傳影片多元通路的曝光，以及公關活動達到集客臺灣目的。
  2. 運用媒體資源，提高臺灣知名度：依不同客層，以電視、平面、網路、戶外媒體、各大旅展、說明會及推廣會等通路向業者及旅客推廣，傳遞臺灣特色主題及產品訊息，開拓各不同目標族群市場。邀請當地知名媒體來臺採訪報導主題行程及大型活動，增強主題行程曝光及產品包裝機會，並傳播臺灣觀光豐富之旅遊資源訊息。
  3. 持續並爭取業者合作，加強販售通路：持續與大型旅行社，並爭取與中小型旅行社合作辦理擴大送客計畫，開拓通路穩定客源，加強販售臺灣產品。
  4. 結合地方政府力量，開拓市場：運用地方政府及空港振興會力量，與縣廳合作開發教育旅行市場，並結合旅行社進行說明會。
1. Celebrity promotional strategy and the use of internet and other media channels. Videos with Taiwanese band Fahrenheit as main spokespersons together with celebrity spokespersons and tour guides, including were continued Sachiko Kobayashi, and Super Junior M, were filmed and distributed through blogs, YouTube, Facebook, Twitter, Plurk, Sina Weibo, Baidu, and other sites. At the end of the year, Show Luo was selected as spokesperson. In 2013, spokesperson press conferences, publicity events, travel shows, and merchandising will be used for integrated marketing and promotion. The aim of attracting visitors to Taiwan will be achieved through the rapidity with which information spreads and gains exposure on the web via YouTube and official sites, as well as through publicity events.
  2. Media resources were used to raise Taiwan's visibility. For different customer groups, different channels including television, print media, the internet, outdoor media, major travel shows, seminars, and promotional events were used to promote Taiwan to operators. Taiwan's characteristic themes and product information was delivered and different target group markets were developed. Representatives from prominent local media were invited to Taiwan on reporting trips About theme itineraries and large events to increase exposure, product-packaging opportunities, and spread the wealth of information on Taiwanese travel.
  3. Cooperation and medium-sized with industry operators to reinforce sales channels with large travel agencies, was continued and cooperative relationships with small to medium agencies were developed to implement plans to increase incoming visitors.
  4. Combined local government influence to develop the market. Local governments and the Japanese National Tourism Organization were used to develop the educational travel market and hold seminars with travel agencies.



| 區域 Area     | 目標對象 Target Audience                                               |
|-------------|--------------------------------------------------------------------|
| 韓國<br>Korea | 團客、女性、年輕族群、FIT<br>Groups, women, youth, Free Independent Travelers |

#### 策略 Strategy

1. 持續偶像名人宣傳策略，並擴大運用網路及各種傳媒通路宣傳：上半年與日本市場共同以飛輪海為代言人，運用代言人及名人Super Junior M拍攝《名人帶路》節目，透過部落格、YouTube、Facebook、Twitter、Plurk、新浪微博及百度網等轉載及傳播；考量日韓市場客源需求有其差異性，下半年針對韓國市場以臺籍陳意涵、韓籍趙正錫為雙代言人，拍攝《噗通噗通24小時臺灣》微電影宣傳影片，透過YouTube、活動官網、Facebook等轉載及傳播，運用網路無國界的快速性、擴散性、串連性進行多元通路的曝光。
  2. 運用媒體資源，提高臺灣知名度：依不同客層，以電視、平面、網路、戶外媒體、各大旅展、說明會及推廣會等通路向業者及旅客推廣，傳遞臺灣特色主題及產品訊息，開拓各不同目標族群市場。邀請當地知名媒體來臺採訪報導主題行程及大型活動，增強主題行程曝光及產品包裝機會，並傳播臺灣觀光豐富之旅遊資源訊息。
  3. 爭取業者合作，加強販售通路：與大型旅行社合作辦理擴大送客協議計畫，開拓通路穩定客源，加強販售臺灣產品。
1. Celebrity promotion strategy and expanded use of the internet and other media channels were continued. In the first half of the year, in Japan the band Fahrenheit served as the main spokespersons by shooting "Celebrity Tour" videos featuring Super Junior M. These were distributed through blogs, YouTube, Facebook, Twitter, Plug, Sina Weibo, and Baidu. In light of the difference in demand between the Japanese and Korean markets, in the second half of the year a short video featuring Taiwanese actress Ivy Chen and Korean actor Jo Jung-suk was filmed and distributed via diverse channels on YouTube, websites, and Facebook.
  2. Media resources were used to raise Taiwan's visibility. For different client groups, different channels including television, print media, the internet, outdoor media, major travel fairs, seminars, and promotional events were used to promote Taiwan to operators. Taiwan's characteristic themes and product information was delivered and different target group markets were developed. Representatives of prominent local media were invited to Taiwan on reporting trips about theme itineraries and large events to increase exposure, present product-packaging opportunities, and spread the wealth of information on Taiwanese travel.
  3. Cooperation with industry operators to reinforce sales channels. Cooperation with large travel agencies was continued and cooperative relationships with small and medium-sized agencies were developed to implement plans to increase incoming visitors.



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|   | 3 |

1. 噗通噗通 24 小時臺灣，微電影宣傳海報

1. Promotional poster for a micromovie on travel in Taiwan  
2. 日本地區觀光代言人羅志祥與觀光局劉副局長

2. Show Luo, the Tourism Bureau spokesperson for the Japan region, together with Deputy Director-General Liu

3. 舞之祭 in 臺灣  
3. Celebration of a traditional Taiwanese and Japanese dance festival

| 區域 Area                        | 目標對象 Target Audience                                                                                                                                    |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 歐美<br>Europe and North America | 銀髮族、背包客、亞洲族群、轉機/商務客及特殊興趣族群（如：單車、登山健行）<br>Seniors, backpackers, Asians, layovers, business travelers, special interest travelers (e.g.: cycling, hiking) |

### 策略 Strategy

1. 持續加強與主流業者網絡建構，提高臺灣旅遊產品曝光度：積極與當地主流業者建立長期合作關係（如：AAA及American Express，或其他USTOA旅行社），並且透過其內部訓練教育管道，強化第一線販售人員對臺灣認知進而提高其販售臺灣產品之信心及成功度，建立良好合作模式。
  2. 運用媒體資源，提高臺灣知名度：於當地主流媒體以廣告或共同合作方式持續臺灣觀光形象曝光；透過與媒體合作名人帶團方式，除利用媒體名人形象為臺灣觀光形象加分，更具體帶入產品販售。
  3. 透過異業結盟，提高臺灣觀光話題性及擴張宣傳管道：藉由與大聯盟棒球隊、不老騎士、蘭花展、臺灣電影節等活動的結盟與合作，增加臺灣觀光於主流市場的話題性，建立臺灣觀光多元豐富印象。
  4. 以提供免費過境半日遊及其他優惠措施：繼續加強吸引過境旅客來臺。
1. Networking with mainstream operators to increase exposure of Taiwanese travel products was continued. Long-term working relationships with local mainstream operators including AAA, American Express, and other USTOA travel agencies were built up. Through their internal training and education, knowledge of Taiwan of front-line sales staff was strengthened. A positive working model was established by raising the confidence and success level of selling Taiwanese products.
  2. Media resources were used to raise Taiwan's visibility. Through advertising and cooperation with local mainstream media, continual exposure to Taiwanese tourism was maintained. The Tourism Bureau worked with media and celebrities on guided tours, brought added value to the Taiwanese image through media and celebrity exposure, and thereby increased product sales.
  3. Talking points about Taiwanese tourism were created and promotional channels were expanded through alliances with various industries. Mainstream points of interest were added to Taiwanese tourism by working with Major League baseball, motor-scooter enthusiasts such as the Go Grandriders, orchid exhibitions, Taiwan's film festivals, etc., which built a rich and diverse impression of tourism in Taiwan.
  4. Free half-day tours and discounts were offered to transiting travelers to continue attracting visitors to Taiwan.



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| 1 | 3 |
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1. EIBTM 歐洲獎勵旅遊暨會議展 2. 推動穆斯林餐飲認證 3. 與全美最大蘭花展異業結盟推廣臺灣蘭花 4. 香港地鐵廣告  
1. The Tourism Bureau attended the EIBTM Global Meetings & Events Exhibition 2. Launching of a certification system for Muslim-friendly restaurants 3. Horizontal alliances were used to promote Taiwanese orchids at the largest orchid exhibition in the United States 4. A Taiwan tourism advertisement on the Hong Kong subway

| 區域 Area               | 目標對象 Target Audience                                                                                     |
|-----------------------|----------------------------------------------------------------------------------------------------------|
| 東南亞<br>Southeast Asia | 港澳星馬市場-自由行與重遊客<br>Hong Kong, Macau, Singapore, Malaysia – Free Independent Travelers and repeat visitors |

| 策略 Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <ol style="list-style-type: none"> <li>1. 整合各方資源，為旅客加值，吸引多次重遊：以「旅行臺灣 就是現在」為訴求，發展美食、浪漫、樂活、購物等4大主軸向目標客層推廣，整合各方資源如航空、旅遊業、休閒農業、零售業、銀行業等推出優惠，持續吸引旅遊市場的關注度與能見度，如「遊3送1派機票」優惠、信用卡加值服務、7-Eleven三合一好禮包活動，鞏固旅客忠誠度，刺激旅客重遊臺灣。</li> <li>2. 找尋亮點話題，維持旅遊熱度：藉平面、電子、戶外與媒體專輯報導等，凝聚市場焦點，積極創造話題，讓報導及廣告一波接一波，維持臺灣旅遊鮮度與時尚潮流感。</li> <li>3. 與連鎖企業合作，增加觀光資訊取得機會：與馬來西亞在地連鎖企業如鼎泰豐等合作建立臺灣觀光資訊站，增加民眾取得臺灣觀光資訊機會。</li> </ol> <ol style="list-style-type: none"> <li>1. Diverse information sources were integrated to create added value as an incentive for repeat visits. "Time for Taiwan" was used as the main focus to develop food, romance, LOHAS, and shopping themes to target different customer groups. The resources of airlines, travel agencies, leisure farms, retail firms and banking were combined to offer discounts and maintain interest and visibility in the tourism market. For instance, buy-3-get-1 tickets, loyalty reward credit card services, and 7-Eleven 3-for-1 gifts to ensure customer loyalty and encourage tourists to revisit Taiwan.</li> <li>2. Spotlight topics were sought out to maintain enthusiasm for travel. Through print, electronics, outdoor media, and media reports, attention was focused on the market and talking points created. Reports and advertisements were maintained in a continuous series to maintain the impression that Taiwanese tourism is fresh and fashionable.</li> <li>3. The Tourism Bureau worked with corporate chains to gather more related information and gain chances to cooperate. In Malaysia, for example, cooperation with Din Tai Fung and other chains to build a Taiwan tourism information website increased opportunities for the local public to gain information on Taiwanese tourism.</li> </ol> |

| 區域 Area               | 目標對象 Target Audience                                                |
|-----------------------|---------------------------------------------------------------------|
| 東南亞<br>Southeast Asia | 新興市場—新富族群、穆斯林客群<br>Emerging Markets-newly wealthy, Muslim travelers |

| 策略 Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. 提高新富階層列臺灣為旅遊目的地之印象：加強廣告媒體露出，如以電子、平面、廣播、戶外媒體等行銷臺灣，更利用各大旅展、說明會及推廣會向業者及旅客推廣，結合美食、浪漫、樂活、購物等主軸推出特色旅遊產品。</li> <li>2. 協助改善國內接待環境，開拓穆斯林客群：已與中國回教協會合作，舉辦國內接待穆斯林市場旅客業者說明會，並鼓勵國內餐飲業者改善接待環境，申請Halal、Muslim或Muslim Friendly等認證標章，101年共有20家取得認證，每年更新換照，未來將再續輔導辦理。</li> </ol> <ol style="list-style-type: none"> <li>1. The impression of Taiwan as a travel destination among newly rich class was enhanced. Media exposure was strengthened through electronic, print, broadcast, and outdoor media marketing. Travel shows, seminars, and promotional events were used to promote to operators and tourists. Food, romance, LOHAS, and shopping themes were combined in special travel product offerings.</li> <li>2. The Tourism Bureau helped to improve the domestic environment for receiving Muslim tourists in order to develop that market, working with the Chinese Muslim Association to hold information sessions on receiving Muslim tourists for industry operators, and encouraging domestic food and beverage enterprises to improve their reception environment by applying for Halal, Muslim, and Muslim Friendly certification. Twenty businesses were certified in 2012, and certification will be renewed annually. In the future guidance on certification renewal will be provided.</li> </ol> |



| 區域 Area                            | 目標對象 Target Audience                                     |
|------------------------------------|----------------------------------------------------------|
| 大陸市場<br>Mainland Chinese<br>Market | 銀髮族、家庭旅遊、年輕白領族群<br>Seniors, families, white collar youth |

## 策略 Strategy

### 1. 促進包裝優質團體遊產品：

- (1) 與大陸大型組團社合作推出臺灣觀光優質行程：與江蘇、北京、山東、浙江、福建、上海等要組團社合作推出優質與主題遊，已促成「樂活心台灣」高價零購物團，推廣深度遊與主題遊。
- (2) 推動主要送客省市更新臺灣遊行程：邀訪江蘇、浙江、貴州、中國國旅總社及所屬分社等來臺熟悉旅遊，推動沿海省分組團社加速更新團體遊產品。已促成中旅總社包裝2012至2013跨年主題遊行程，共600人來臺同樂。
- (3) 支持臺灣接待社推出優質行程：由開發、台灣中國、明利、東南、鳳凰及假日等6家旅行社發起之臺灣優質尊享臺灣遊聯盟，已推出短天期的分區遊產品。

### 2. 加強行銷來臺自由行：

- (1) 強化文宣資訊提供：印製臺灣自由行申請須知及旅遊景點之宣傳摺頁、台旅會網站全新改版，提供即時旅遊訊息、投入社群行銷，如設立新浪微博官方帳號、騰訊QQ官方帳號等，並結合旅遊達人，維持臺灣自由行討論熱潮。
- (2) 推廣自由行活動：辦理第2波城市「自由行推廣活動說明會」並刊登戶外LED影音廣告。與航空及旅遊業合作包裝自由行產品。
- (3) 善用異業結盟：運用電影「寶島雙雄」、「少年Pi的奇幻漂流」等上映熱潮，加強行銷；配合4大節慶活動，如台灣燈會、臺灣美食展、臺灣自行車節及台灣好湯—溫泉美食嘉年華等，廣邀大陸主要媒體來訪，並招募山東及江蘇新人來臺參與阿里山神木下婚禮。與臺商異業結盟，如與康師傅合作萬人遊臺灣抽獎活動，與天仁茗茶合作宣傳，吸引喜愛臺灣的顧客來臺。

### 1. Encouragement of Quality Group Tour Product Offerings

- (1) The Tourism Bureau cooperated with large mainland Chinese group travel organizers to offer quality Taiwan tourism itineraries. Cooperation was carried out with major group tour operators in Jiangsu, Beijing, Shandong, Zhejiang, Fujian, and Shanghai to offer quality themed tours. "LOHAS at heart" high-price non-shopping tour groups have been encouraged to promote in-depth and themed tours.
- (2) Major source provinces were encouraged to update Taiwan tour itineraries. Jiangsu, Zhejiang, and Guizhou representatives, and China International Travel Service headquarters and branches, were invited for fam tours of Taiwan. Group tour agencies in coastal provinces were encouraged to update their group tour products more quickly. The China Travel Service Head Office was helped to produce a 2012-2013 New Year's Eve themed package tour itinerary. A total of 600 tourists took advantage of this program to celebrate in Taiwan.
- (3) Taiwanese ground handlers were helped to introduce quality itineraries. Six agencies, including Kaifa, China Travel Service (Taiwan), Hunters Tour, Settow, Phoenix Tours, and Holiday Travel Service, have formed a quality Taiwan tour alliance and introduced short-duration travel products in various areas.

### 2. Enforcement of Free Independent Travel Marketing

- (1) The provision of information was encouraged: Taiwan Free Independent Travel application how-to and sightseeing information brochures were printed; the Taiwan Straits Tourism Association website was completely updated to provide up-to-date travel information; investment was made in social networking marketing, including setting up a Sina Weibo official account, QQ official account; and travel experts were enlisted to maintain lively discussion of Taiwan Free Independent Travel.
- (2) Free Independent Travel events were promoted: Free Independent Travel information sessions were organized in cities included under the second wave of qualification. Outdoor LED advertisements were created, and cooperation with airlines and travel industry operators was employed to introduce Free Independent Travel products.
- (3) Alliances were formed with various industries: Screenings of films such as "Double Trouble" and "The Life of Pi" were used to reinforce marketing. In conjunction with the four major festivals, the Taiwan Lantern Festival, the Taiwan Culinary Exhibition, the Taiwan Cycling Festival, and the Taiwan Hot Spring & Fine Cuisine Carnival, Mainland Chinese media were invited to visit. Couples from Shandong and Jiangsu were wedded at the Love in Alishan wedding ceremony. The Tourism Bureau cooperated with Taiwanese businesses such as Tingyi Corporation to hold the "Visit Taiwan" prize draw, and Ten Ren Tea Corporation to attract visitors to Taiwan.

1. 兩岸台北旅展上海場 2. 悠遊台灣個人遊百萬獎金 3. 來台自由行推廣會 1. A cross-strait Taipei travel exhibition was held in Shanghai 2. The Tourism Bureau offered a million NTD prize to promote independent travel in Taiwan 3. A promotional event for Free Independent Travel to Taiwan

## 二、各市場宣傳情形

### II. Promotion in Various Markets

| 日本地區廣告宣傳辦理情形 Promotion in Japan |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 宣傳方式<br>Promotional Method      | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 平面媒體<br>Print Media             | <ol style="list-style-type: none"> <li>報紙：於台灣新聞、富山新聞、岩手日報、山形新聞、福島民報、日本運動報、讀賣新聞、日本經濟新聞、產經新聞、北國新聞、日刊運動、世界日報等報紙媒體刊登臺灣觀光形象、廣編稿或安全安心廣告。</li> <li>雜誌：於Travel Journal、觀光經濟新聞、修學旅行月刊等業界專業雜誌、「Act4」富裕層雜誌刊登臺灣形象廣告；邀請anan、BAILA、女性自身、FRAU、MORE等知名雜誌來臺取材返日刊登大篇幅臺灣觀光報導。</li> </ol> <p>1. Newspapers: Posted advertisements and content on Taiwanese tourism in the Japanese <i>Taiwan News</i>, <i>Toyama Shimbun</i>, <i>Iwate Nippo</i>, <i>Yamagata News</i>, <i>Fukushima Minpo</i>, <i>Sports Nippon</i>, <i>Yomiuri Shimbun</i>, <i>Nihon Keizai Shimbun</i>, <i>Sankei Shimbun</i>, <i>Hokkoku Shimbun</i>, <i>Nikkan Sports</i>, and <i>Sekai Nippo</i>.</p> <p>2. Magazines: Advertised in <i>Travel Journal</i>, <i>Tourism Economic News</i>, and <i>Travel and Study Monthly</i> magazines, and other professional magazines such as <i>Act4</i>. Invited <i>Anan</i> magazine, <i>BAILA</i>, <i>Jisin</i>, <i>FRAU</i>, <i>MORE</i> and other renowned publications to travel to Taiwan to gather material and report widely on Taiwanese tourism.</p>                                                                                                                                                                                                                                                                                  |
| 電子媒體<br>Electronic Media        | <ol style="list-style-type: none"> <li>電視廣告： <ol style="list-style-type: none"> <li>關東地區：針對日本出國人口眾多之關東、名古屋、北海道、長野等地區，於富士、日本及名古屋等16家電視臺播放廣告，其中富士、日本電視臺，主要觀眾為上班族，平日以上班族出門前收視時段及家庭主婦為主之正午時段及晚間高收視者時段為主，採ㄅ、ㄅ字型時段廣告，其他電視臺則採全日型時段廣告，配合各階層民衆作息時間，提高宣傳效果。</li> <li>關西地區：以有定期航點，出國人口眾多之關西、北陸、中四國廣島、九州福岡、宮崎、沖繩及具發展潛力之次級城市熊本、鹿兒島及岡山等36家電視臺為主，並針對各電視臺觀眾屬性，購買不同時段廣告，福井、岡山、愛媛（南海放送）、德島（四國放送）、高知、鳥取（山陰放送）、山口、佐賀、長崎、熊本、大分等地區電視臺採ㄅ字型時段；其他地區電視臺採全日型廣告，以配合各階層民衆作息時間，達成宣傳效果。</li> </ol> </li> <li>電視節目：邀請關西地區讀賣電視臺（邀請吉本興業藝人）、世界探訪！BS日本TV、千葉TV、旅チャンネル等知名電視臺來臺取材返日播放臺灣觀光專輯。</li> <li>廣播：加強不同觀眾族群接收臺灣觀光訊息，提升臺灣知名度，以收聽廣播族群為訴求對象，與各電臺合作製播臺灣專輯，例如：Radio日經「21世紀臺灣與日本系列—探訪臺灣的元氣」、朝日電臺「柴田博旅行社」等。</li> </ol> <p>1. Television Commercials</p> <p>(1) Kanto: Broadcast commercials on 16 television networks including Fuji, Nippon, and Nagoya. Commercials were directed toward the areas with large numbers of outbound travelers, including Kanto, Nagoya, Hokkaido, and Nagano. Of these, the main demographic of viewers for Fuji and Nippon television was office workers. On these stations, commercials were broadcast during peak viewing times such as before work, noon, and evenings. On other channels, the commercials were broadcast over the entire day. The timing of broadcasts in line with viewers' schedules boosted the advertising effect.</p> |



率臺灣金牌名廚赴日舉辦「臺灣觀光美食餐宴」  
Promotion of a Taiwan tourism gourmet banquet at a press conference in Japan

日本地區廣告宣傳辦理情形 Promotion in Japan

| 宣傳方式<br>Promotional Method  | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| 電子媒體<br>Electronic Media    | <p>(2) Kansai : Thirty-six stations were chosen in cities with high numbers of outbound travelers and regular flights, such as the Hokuriku region and the Shikoku region, including Hiroshima; the Kyushu region, including Fukuoka, Miyazaki, and Okinawa; and cities with high potential, such as Kumamoto, Kagoshima, and Okayama. Different time slots were purchased to suit the characteristics of various television-viewing regions. In Fukui, Okayama, Ehime, Tokushima, Kochi, Tottori, Yamaguchi, Saga, Kumamoto, and Oita, dispersed slots were chosen. In other areas, commercials were broadcast throughout the day. The timing of broadcasts in line with viewers' schedules boosted the advertising effect.</p> <p>2. Television shows: Invited renowned travel shows to visit Taiwan to gather material and produce special episodes, including shows from the Kansai region's Yomiuri station, BS Japan TV, and Chiba Television.</p> <p>3. Radio: Raised Taiwan's visibility by targeting diverse demographics with Taiwanese tourism information. With radio listeners as the target, special programs were produced in conjunction with stations including Nikkei radio and Asahi broadcasting.</p>                                                                                                                                                                                                                                                                                                                                                        |
| 戶外廣告<br>Outdoor Advertising | <p>1. 車站：東京、名古屋、仙台、大阪、福岡等車站海報。</p> <p>2. 車廂：京浜京急線電車、九州海報、海南電車、御堂筋女性專用車廂等。</p> <p>3. 其他：「ボンシャンス飯田」自行車隊服宣傳臺灣觀光、大阪地區海南電車情報誌、大阪梅田地下鐵燈箱廣告、臺灣映畫祭廣告等。</p> <p>1. Bus Stations : Posters posted at Tokyo, Nagoya, Sendai, Osaka, and Fukuoka bus stations.</p> <p>2. Train Coaches: Advertised on the Keikyu, Kyushu, Nankai, and the women's coaches of Midosuji trains.</p> <p>3. Others : Taiwan tourism was advertised on Bonne Chance Lida cycling team uniforms, in the Nankai train magazine, Osaka Umeda subway light boxes, and in Taiwan film festival advertisements.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 推廣活動<br>Promotional Events  | <p>1. 參加東京馬拉松、旅フェア、LongStay Fair 2012長野「信州夢街道」、仙台「ソラ行け旅行博」、第一屆日台文化交流、2012 Let's go海外、關西空港學生旅行博覽等旅展或推廣活動，設置攤位展示臺灣觀光資料、辦理小遊戲贈獎活動，宣傳推廣觀光。</p> <p>2. 配合「Time for Taiwan」發表，辦理日文副標選拔活動及發表記者會，提高新品牌在日知名度；結合京急線彩繪電車廣告及推廣，於品川車站辦理「一日車站長任命式」臺灣觀光推廣活動。</p> <p>3. 連續舉辦10年「舞之祭IN 臺灣」活動，推動臺日文化觀光交流。</p> <p>4. 慶祝日本市場達成129萬人次新紀錄，透過美食觀光軟實力，於東京辦理「臺灣觀光美食饗宴」推廣臺灣美食。</p> <p>5. 與旅行社合作，邀請名人及知名導遊於其大阪車站分店辦理說明會，透過知臺名人進行推廣。</p> <p>1. Participated in the Tokyo marathon, Tabi Fair, Nagano LongStay Fair 2012, Sendai Travel Fair, the first Taiwan Japanese cultural exchange, the 2012 Let's Go Travel Fair, the Kansai Airport Student Travel Fair, and other promotional events. Stalls were set up with displays on Taiwanese tourism, and games involving small prizes were held for promotional purposes.</p> <p>2. In conjunction with the introduction of the "Time for Taiwan" campaign, a press conference was held in Japan, including a contest for a Japanese auxiliary slogan to raise the visibility of the brand. A "station master for a day" promotional event was held in cooperation with the painted ads in the Keikyu line.</p> <p>3. The Dance in Taiwan Festival was held for the 10th year, promoting Japanese-Taiwanese cultural exchange.</p> <p>4. The record of more than 1,290,000 visitors from Japan was celebrated with a Taiwan tourism gourmet banquet in Tokyo to promote Taiwanese food culture.</p> <p>5. Worked with travel agencies in inviting well-known personages and travel guides to hold information sessions at Osaka station agency branches.</p> |



| 日本地區廣告宣傳辦理情形 Promotion in Japan |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 宣傳方式<br>Promotional Method      | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 網路媒體<br>Online Media            | <ol style="list-style-type: none"> <li>1. 透過專屬或知名網路進行宣傳：例如運用臺日觀光交流年網站、旅遊專業網站「TRAVEL VISION」針對特定族群宣傳。</li> <li>2. 結合業者及地方政府力量，透過其通路進行宣傳：例如，與「日台スポーツ・文化推進協会」合作透過宣傳摺頁、專設網頁、記者會及新聞廣告等管道宣傳；與「中華航空」及「富士山靜岡空港利用促進協議會」合作，透過新聞、廣播、電視、網路等多元管道宣傳靜岡-桃園定期航線開航。</li> </ol> <p>1. Promotion is targeted at specific groups through well-known websites, such as the Japan-Taiwan Tourism Promotion Year website, or professional travel websites such as Travel Vision.</p> <p>2. Combined industry and local government resources are used to promote through their channels. For instance, the Tourism Bureau cooperated with the Association to Promote Japanese-Taiwanese Sports &amp; Culture to carry out promotion through brochures, websites, press conferences, and news commercials. We also worked with China Airlines and the Shizuoka Airport to advertise flights between Taoyuan Airport and Shizuoka Airport using news, announcements, television, and the web.</p> |
| 旅展推廣會<br>Travel Fairs           | <p>東京旅展、關空旅展、北海道Yosakoi Soran街舞及觀光推廣活動、東北祭典及觀光推廣活動、三重縣安濃津Yosakoi街舞及觀光推廣活動、福岡亞洲太平洋祭及九州地區觀光推廣活動等。</p> <p>Attended the Tokyo Travel Fair, Kansai Travel Fair, Hokkaido Yosakoi Soran street dance and tourism promotion event, Tohoku festivals and tourism promotion event, the Mie Tsu Castle Yosakoi street dance and tourism promotion event, Asian Pacific Festival Fukuoka, and the Kyushu region tourism promotional events.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

| 韓國地區廣告宣傳辦理情形 Promotion in Korea |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| 宣傳方式<br>Promotional Method      | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 平面媒體<br>Print Media             | <ol style="list-style-type: none"> <li>1. 報紙：捷運報（Metro、Focus）、朝鮮日報、東亞日報、中央日報等、交通觀光新聞、交通情報新聞、旅行新聞、世界旅行新聞、旅行Media、韓國觀光新聞、旅行情報新聞、觀光Leisure新聞。</li> <li>2. 雜誌：高爾夫雜誌（Golf Digest、Golf Magazine、Top Golf）、每日經濟、SISA IN、ECONOMY、HanKyoreh21、Cine21、Ceci、Lady京鄉、VOGUE GIRL、Singles、Allure、COSMOPOLITAN、BAR&amp;DINING、女性中央、女性東亞、Travie、The Traveler、AB ROAD、Tour de Monde等。</li> </ol> <p>1. Newspapers: MRT papers (Metro, Focus), Chosunilbo, Dong-A Ilbo, Korea JoonAng Daily, and other travel, tourism, and transport-related news publications.</p> <p>2. Magazines: Golf Digest, Golf Magazine, Top Golf, MK Business News, Sisa In, Economy, HanKyoreh21, Cine21, Ceci, Lady Kyunghyang, Vogue Girl, Singles, Allure, Cosmopolitan, Bar &amp; Dining, Travie, The Traveler, AB Road, and Tour de Monde.</p> |
| 電子媒體<br>Electronic Media        | <ol style="list-style-type: none"> <li>1. 電視廣告：於MBC、KBS 2播放9檔30秒觀光宣傳廣告。</li> <li>2. 電視節目：邀請韓國MBC電視臺「那個女人作詞，那個男人作曲」綜藝節目來臺拍攝，引領韓國追星族看見多元豐富的美麗臺灣、品嚐令人垂涎的美味臺灣、體會浪漫深情的感動臺灣。</li> <li>3. 網路：韓國第1大入口網站NAVER購買入口廣告。</li> </ol> <p>1. Television commercials: Nine 30-second tourism commercials were broadcast on MBC and KBS2.</p> <p>2. Television Programs: MBC television's variety show, "Music and Lyrics" invited to film in Taiwan. The program introduced Korea's viewing public to Taiwan's beauty, gourmet food, and romantic potential.</p> <p>3. Internet: Portal advertisements purchased on Korea's largest web-portal, NAVER..</p>                                                                                                                                                                  |

| 韓國地區廣告宣傳辦理情形 Promotion in Korea |                                                                                                                                                                                                                                                                                                                                                  |
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| 宣傳方式<br>Promotional Method      | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                   |
| 戶外廣告<br>Outdoor Advertising     | 1. 車廂：釜山捷運車廂。<br>2. 燈箱：大田高鐵站、首爾地鐵、釜山地鐵。<br>1. Coaches: Advertised in Busan Metro coaches.<br>2. Light Boxes: Advertised at the Korean Train Express Daejeon Station, the Seoul Metro, and the Busan Metro.                                                                                                                                       |
| 代言活動<br>Spokesperson Events     | 代言人陳意涵、趙正錫101年12月1日、12月2日分別於首爾COEX MAGABOX、釜山Centum City CGV舉辦「噗通噗通24小時臺灣」微電影首映會，各吸引300位歌迷參加。<br>Spokespersons Ivy Chen and Jo Jung-suk appeared at the premiere of a micromovie produced to promote Taiwanese tourism on December 1 at COEX Megabox in Seoul and December 2 at Centum City CGV in Busan. Each of the events attracted 300 fans. |
| 旅展推廣會<br>Travel Fair Promotions | 參加韓國國際旅展、釜山國際旅展、京畿國際旅展、大邱國際旅展、HANATOUR旅展、仁川觀光休閒運動展等。<br>Attended the Korea World Travel Fair, Busan International Travel Fair, Gyeonggi International Travel Mart, Tour Expo Daegu Gyeongbuk, Hanatour, and Incheon Tour & Leisure Sports Fair.                                                                                                  |



| 美加地區廣告宣傳辦理情形 Promotion in the US and Canada |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| 宣傳方式<br>Promotional Method                  | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 平面媒體<br>Print Media                         | 1. 與The New Yorker合作廣編稿，於平板電腦及網站同步刊登出。<br>2. 與Newsweek合作廣告稿及廣編稿。<br>3. 於USTOA2013年年刊Travel Weekly封底內頁刊登全頁彩色廣告。<br>4. 邀請Motorcyclist編輯（不老騎士）來臺參訪案<br>5. 與舊金山及溫哥華當地旅行社於當地報紙、雜誌刊登臺灣行程廣告。<br>6. 委託The Epoch Times刊登臺灣觀光促銷廣告案。<br>7. 委託Asian Fusion Magazine刊登臺灣觀光促銷廣告案。<br>8. 委託Saveur Magazine刊登臺灣觀光促銷廣告案。<br>9. 委託NTDTV製播臺灣觀光促銷廣告案。<br>10. 委託世界日報刊登臺灣觀光促銷廣告案。<br>11. 委託National Geographic Traveler雜誌刊登臺灣觀光旅遊手冊廣告案。<br>12. 委託Jax Fax Travel Marketing Magazine刊登臺灣觀光促銷廣告。<br>13. 委託東森美洲電視公司製播臺灣觀光促銷廣告案。<br>1. Worked with <i>The New Yorker</i> on advertorials that were published on tablet computers and the internet.<br>2. Worked with <i>Newsweek</i> on advertorials.<br>3. Published full-spread colored advertisement on the back cover of USTOA's <i>Travel Weekly</i> .<br>4. Invited a <i>Motorcyclist</i> editor to report on "Go Grandriders."<br>5. Advertised Taiwanese itineraries in San Francisco and Vancouver newspapers in cooperation with local travel agencies.<br>6. Advertised Taiwan tourism in <i>The Epoch Times</i> .<br>7. Advertised Taiwan tourism in <i>Asian Fusion Magazine</i> . |



1. 2012 韓國國際旅展 2. 時代廣場播放臺灣觀光廣告 1. 2012 Korea World Travel Fair 2. Broadcast of a Taiwan tourism advertisement in Times Square

| 美加地區廣告宣傳辦理情形 Promotion in the US and Canada |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| 宣傳方式<br>Promotional Method                  | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 平面媒體<br>Print Media                         | 8. Advertised Taiwanese tourism promotions in <i>Saveur Magazine</i> .<br>9. Broadcast Taiwan tourism advertisements on NTDTV.<br>10. Advertised Taiwan tourism in <i>World Journal</i> .<br>11. Advertised Taiwanese tourism in National Geographic Traveler.<br>12. Advertised Taiwanese tourism promotions in Jax Fax Travel Marketing Magazine.<br>13. Advertised Taiwanese tourism promotions on ETV America.                                                                                                                                                                                                                                                                                                                                                      |
| 電子媒體<br>Electronic Media                    | 1. 道奇聯合行銷臺灣日活動。<br>2. 7-8月間，於CNN美國及亞洲地區播出觀光局30秒宣傳影片廣告及網路曝光。其中CNN美國部分，於CNN Headline News播出78次，於CNN Airport Network News播出310次、CNNI Asia亞洲部分共計播出232次、CNN網站曝光122萬6,050次。<br>1. Co-promoted Taiwan Day event with the LA Dodgers.<br>2. Broadcast 30-second promotional advertisements on CNN in the US and Asian areas between July and August, with web exposure. Broadcasts in the US market included 78 appearances on CNN Headline News, 310 appearances on CNN Airport Network News, 232 appearances on CNNI Asia, and 1,226,050 hits on the CNN website.                                                                                                                                                                                                             |
| 電視節目<br>Television Programs                 | 1. 邀請好萊塢知名喜劇演員勞伯史奈德來臺參訪、鳳凰衛視美洲臺來臺製作26集旅遊達人、LA18臺主播帶你遊臺灣節目、邀請Travel Channel節目拍攝案、邀請美國猶太電視臺（JLTV拍攝案）。<br>2. 「Time for Taiwan」整合行銷案：由舊金山灣區「Eye on the Bay」攝影團隊帶領灣區民眾來臺旅遊，並將旅遊過程剪輯成2集30分鐘的電視節目。<br>1. Invited renowned Hollywood comedian Rob Schneider to visit and report on Taiwan. Invited Phoenix Satellite Television to film 26 episodes of travel programming in Taiwan. Invited LA18 to film a Taiwan travel episode. Invited Travel Channel and JLTV to film in Taiwan.<br>2. As part of the "Time for Taiwan" promotion, the Tourism Bureau invited an "Eye on the Bay" crew to visit with San Francisco area residents. The trip was filmed in two 30-minute television episodes.                                                                               |
| 戶外廣告<br>Outdoor Advertising                 | 1. 2012年與道奇球場聯合行銷合作案、天仁茗茶異業合作。<br>2. 於舊金山叮噠車、公車車廂、電車車廂與地鐵站刊登臺灣觀光意象廣告。<br>3. 於溫哥華地區公車候車亭及地鐵站刊登臺灣觀光意象廣告。<br>4. 委託VECTOR MEDIA公司辦理宣傳促銷臺灣觀光合作案。<br>5. 委託ESPN New York Radio製播臺灣觀光宣傳促銷廣告案。<br>6. 委託Thomson Reuters公司於紐約時代廣場播放臺灣觀光廣告案。<br>1. Worked with the LA Dodgers stadium and Ten Ren Tea on co-promotion.<br>2. Advertised on San Francisco cable cars, buses, rail carriages, and subway stations.<br>3. Advertised in bus waiting rooms and subway stations in the Vancouver area. Advertised in bus waiting rooms and subway stations in the Vancouver area.<br>4. Hired Vector Media to promote Taiwanese tourism.<br>5. Advertised Taiwanese tourism on ESPN New York Radio.<br>6. Advertised Taiwanese tourism in Times Square New York through Thomson Reuters. |



1.2. 舊金山叮噠車戶外廣告  
Outdoor Taiwan tourism advertisements on cable cars in San Francisco



美加地區廣告宣傳辦理情形 Promotion in the US and Canada

| 宣傳方式<br>Promotional Method | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 網路媒體<br>Online Media       | <ol style="list-style-type: none"> <li>1. 美國部落客及社群網路blogger outreach公關活動；美國運通遊旅行社教育訓練部門赴臺灣熟悉旅遊案。</li> <li>2. 建立TimeforTaiwan.com 活動網站。於CBS5網站刊登活動訊息廣告。</li> <li>3. DailyBeast、BBC 刊登30秒臺灣觀光宣傳影片。</li> <li>4. 委託中央社發佈英語新聞（全球性）。</li> </ol> <ol style="list-style-type: none"> <li>1. Organized blogger outreach PR events for blogs and social networks. Organized Taiwan reconnaissance visits by the American Express travel agency education training department.</li> <li>2. Built the TimeforTaiwan.com website and advertised on CBS5 website.</li> <li>3. Broadcast 30-second Taiwanese tourism promotional videos on the DailyBeast and BBC.</li> <li>4. Published English news through CNA (global).</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 旅展推廣會活動<br>Travel Fairs    | <ol style="list-style-type: none"> <li>1. 參加2012 LA TIMES TRAVEL SHOW 1/14-1/15、參加2012美洲國家國際旅展（FITA）、配合轄區ustoa等大型旅行社辦理北美教育說明會、拉丁美洲旅展等。</li> <li>2. 參加加拿大2012年多倫多旅展案（2011 Toronto's Ultimate Travel Show）。</li> <li>3. 參加佛州邁阿密2012 Seatrade Cruise Shipping Convention。</li> <li>4. 配合辦理「2012 Met's臺灣之夜」活動。</li> <li>5. 參加2012蒙特婁旅展。</li> <li>6. 參加2012紐約長島「亞美文化節」活動參展案。</li> <li>7. 參加康州國際藝術文化創意節。</li> <li>8. 臺灣旅遊及文化節（Taiwan Tourism and Culture Festival）活動案。</li> <li>9. 配合參加Passport to Taiwan辦理「臺灣巡禮」活動。</li> <li>10. 國家地理雜誌臺灣采風攝影展暨觀光說明會。</li> <li>11. 參加2013紐約時報旅展。</li> <li>12. 加拿大花博展—臺灣之夜觀光說明會。</li> <li>13. 參加2012華府龍舟賽。</li> <li>14. 結合九天民俗技藝團參與紐約市政府夏日市集「Summer Street Fair」活動案。</li> <li>15. 參加紐約2012 LuckyRice亞洲美食節活動。</li> </ol> <ol style="list-style-type: none"> <li>1. Participated in the 2012 LA Times Travel Show between January 14 and 15. Participated in 2012 FITA. Cooperated with USTOA and other large travel agencies to hold educational seminars in North America. Participated in Latin American travel fairs.</li> <li>2. Participated in 2012 Toronto Ultimate Travel Show.</li> <li>3. Participated in Miami's 2012 Seatrade Cruise Shipping Convention.</li> <li>4. Co-organized 2012 Mets Taiwan Heritage Night.</li> <li>5. Participated in 2012 Montreal Travel Show.</li> <li>6. Participated in 2012 New York Long Island Asian-American Cultural Festival.</li> <li>7. Participated in International Festival of Arts and Ideas in Connecticut.</li> <li>8. Held Taiwan Tourism and Culture Festival.</li> <li>9. Participated in Passport to Taiwan events.</li> <li>10. Held National Geographic Taiwan photography exhibition and tourism seminar.</li> <li>11. Participated in the 2013 New York Times Travel Show.</li> <li>12. Organized a tourism seminar at the Canadian horticultural festival.</li> <li>13. Participated in a dragon boat race in Washington DC.</li> <li>14. Participated in New York's Summer Street Fair in cooperation with ChioTian Drums &amp; Arts Troupe.</li> <li>15. Participated in the 2012 Lucky Rice Asian food festival in New York.</li> </ol> |



1. 紐約雙層巴士遊覽車

1.A Taiwan tourism advertisement on a double-decker tour bus in New York City

| 歐洲地區廣告宣傳辦理情形 Promotion in Europe |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| 宣傳方式<br>Promotional Method       | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 平面媒體<br>Print Media              | <p>1. 英國：</p> <p>(1) 刊登廣告：Sunday Times Travel Magazine、Wanderlust Magazine、Time Magazine、Daily Telegraph Magazine、Daily Telegraph報紙、Travel Weekly、TTG、Selling Long Haul、Lonely Planet、Newsweek、Intelligent Life、Compass Magazine。</p> <p>(2) 報導臺灣介紹專文：Daily Express(2012.2.13)、Selling Long Haul (2012.2)、The Sunday Post (2012.1.8)。</p> <p>2. 德國：</p> <p>(1) 報導臺灣燈會或旅遊介紹專文：drodia.de (2012.8.17)、La province (2012.4.1)、Le Telegramme (2012.3.21)、Northern Ireland Travel NEWS(2012.6)、Reiskarent(2012.8.11)、EASR! (2012 winter)、Prestige (2012 autumn)、Humberger mor gen post am Sonntag (2012.7.1)、Berliner Kurier (2012.7.1)、Urlaub Tipp (2012.9)、Rheinische Post (2012.9.9)。</p> <p>(2) 刊登廣告：Touristik Aktuell、InAsien、Abenteuer und Reisen、Clever Resien、Reisen und Preise、Diploymacy Magazin。</p> <p>3. 歐陸地區與Newsweek合作廣告稿及廣編稿。</p> <p>1. UK:</p> <p>(1) Advertised in the Following Publications: <i>Sunday Times Travel Magazine, Wanderlust Magazine, Time Magazine, Daily Telegraph Magazine, Daily Telegraph, Travel Weekly, TTG, Selling Long Haul, Lonely Planet, Newsweek, Intelligent Life, Compass Magazine.</i></p> <p>(2) Articles advertising Taiwan appeared in <i>Daily Express</i> (2012.2.13), <i>Selling Long Haul</i> (2012.2), <i>The Sunday Post</i> (2012.1.8).</p> <p>2. Germany:</p> <p>(1) Articles about the Lantern Festival or Taiwan in general appeared in <i>drodia.de</i> (2012.8.17), <i>La province</i> (2012.4.1), <i>Le Telegramme</i> (2012.3.21), <i>Northern Ireland Travel News</i> (2012.6), <i>Reiskarent</i> (2012.8.11), <i>EASR!</i> (2012 winter), <i>Prestige</i> (2012 autumn), <i>Humberger mor gen post am Sonntag</i> (2012.7.1), <i>Berliner Kurier</i> (2012.7.1), <i>Urlaub Tipp</i> (2012.9), <i>Rheinische Post</i> (2012.9.9).</p> <p>(2) Advertised in <i>Touristik Aktuell, InAsien, Abenteuer und Reisen, Clever Resien, Reisen und Preise, Diploymacy Magazin.</i></p> <p>3. European Region: Worked with Newsweek on advertisements and advertorials.</p> |
| 電子媒體<br>Electronic Media         | <p>1. 刊登廣告：BBC World News歐洲地區、BBC World News南亞地區及BBC Knowledge（亞洲）頻道。</p> <p>2. 德國：</p> <p>(1) 以名人帶路方式邀請德國NTV電視臺來臺拍攝，並製作播放30分鐘臺灣觀光專輯。</p> <p>(2) 委託中央社發布英語新聞（全球性）。</p> <p>1. Advertised on BBC World News in the European region, BBC World News in the South Asian region, and BBC Knowledge in Asia.</p> <p>2. Germany:</p> <p>(1) Invited Germany NTV to film a 30-minute travel special in the format of celebrity tour guide.</p> <p>(2) Published English news through CNA (global).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



德國登山達人 Mr. von kapff 宣傳臺灣觀光  
Mr. von Kapff, a German mountain climber, promoted tourism in Taiwan.

歐洲地區廣告宣傳辦理情形 Promotion in Europe

| 宣傳方式<br>Promotional Method  | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 電視節目<br>Television Programs | <p>1. 英國：Channel 5「Heaven on Earth」(2012.3.8)、STV「Scottish Passport」(2012.2)。</p> <p>2. 德國SWR「臺灣鐵道之旅」特輯。</p> <p>1. UK: Channel 5「Heaven on Earth」(2012.3.8)、STV「Scottish Passport」(2012.2)。</p> <p>2. Germany: SWR special on Taiwanese railway tour.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 戶外廣告<br>Outdoor Advertising | <p>1. 英國：刊登廣告倫敦地鐵LCD/電子看板、倫敦計程車車身、倫敦巴士車身、機場快捷車站電梯/手扶梯/走廊、倫敦市區等31個火車站海報。</p> <p>2. 法國：於巴黎刊登公車車身廣告、燈箱海報廣告。</p> <p>3. 德國：大城車站燈箱及電子看板廣告、5大城公車及電車廣告、德國臺灣柏林熊彩繪製作、ITB柏林旅展展館廣告。</p> <p>1. UK: Advertised in London Underground LCD/electronic panels, London taxis, buses, airport express train station elevators, escalators, walkways, and 31 train stations throughout the city.</p> <p>2. France : Advertised on light boxes and buses in Paris.</p> <p>3 Germany: Advertised on light boxes at bus stops in three major cities. Advertised on buses and trains in five major cities. Produced painted Taiwanese Berlin bears. Advertised in the ITB Berlin Travel Trade Show.</p>                                                                                                                                                                                                                                                                                                                                                                                                             |
| 網路媒體<br>Online Media        | <p>1. 英國：</p> <p>(1) 刊登廣告：Economics.com、Telegraph Online、Guardian Online、Lonely Planet旅遊網站、Trip Advisor Online。</p> <p>(2) 合作宣傳：Lastminute.com、Black Tomato、國泰航空網站、Cox &amp; Kings網站。</p> <p>(3) 教育訓練：onlinetraveltraining.com。</p> <p>(4) 報導臺灣介紹專文：theurbanbirder.com (2012.4-5)。</p> <p>2. 德國：</p> <p>(1) 持續維護更新社群網站Facebook臺灣觀光網頁，即時更新臺灣觀光活動資訊。</p> <p>(2) 配合年度消費者活動辦理網路宣傳廣告。</p> <p>(3) 於GMX.de、Die Zeist Online等旅遊網站等刊登廣告。</p> <p>1. UK:</p> <p>(1) Advertised in economics.com, Telegraph Online, Guardian Online, Lonely Plant, TripAdvisor Online.</p> <p>(2) Co-promoted on Lastminute.com, Black Tomato, Cathay Pacific website, Cox &amp; Kings website.</p> <p>(3) Educational training: onlinetraveltraining.com.</p> <p>(4) Taiwan special reporter on theurbanbirder.com (2012.4-5).</p> <p>2. Germany:</p> <p>(1) Maintained a Facebook Taiwan tourism page and updated tourism event information.</p> <p>(2) Organized online promotions in conjunction with annual consumers' events.</p> <p>(3) Advertised on GMX.de and Die Zeist Online and other travel websites.</p> |



1. 德國臺灣柏林熊 2. 法蘭克福機場廣告 1. A Taiwan Buddy Bear in Berlin 2. Taiwan tourism advertisements at Frankfurt Airport



| 歐洲地區廣告宣傳辦理情形 Promotional Status in Europe      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 宣傳方式<br>Promotional Method                     | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 旅展推廣會活動<br>Travel Shows and Promotional Events | <ol style="list-style-type: none"> <li>1. 英國：倫敦WTM旅展暨觀光推廣活動、倫敦Destination Show消費者旅展、曼徹斯特Destination Show消費者旅展、PATA英國分會亞洲旅遊業者推廣晚會。</li> <li>2. 法國：巴黎 TOP RESA旅遊展。</li> <li>3. 德國：ITB柏林旅展暨觀光推廣活動、IMEX獎勵旅遊會議展、PATA德國分會巡迴業者展銷會、德國Fulda, Muenster, Bielefeld及Frankfurt推廣會。</li> </ol> <ol style="list-style-type: none"> <li>1. UK: London WTM travel and tourism promotion event, London Destination Show consumers' travel show, Manchester Destination Show consumers' travel show, PATA UK chapter Asia travel industry promotional evening.</li> <li>2. France: Paris TOP RESA travel show.</li> <li>3. Germany: ITB Berlin travel and tourism promotional event, IMEX travel show, PATA German chapter travel industry show. Promoted in Fulda, Muenster, Bielefeld and Frankfurt.</li> </ol> |

| 郵輪市場宣傳辦理情形 Promotion in the Cruise Market      |                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 宣傳方式<br>Promotional Method                     | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                      |
| 旅展推廣會活動<br>Travel Shows and Promotional Events | <ol style="list-style-type: none"> <li>1. 美國：2012邁阿密郵輪展（含「推動國外郵輪來臺獎助要點」發布記者會）。</li> <li>2. 大陸：2012亞洲郵輪大會。</li> </ol> <ol style="list-style-type: none"> <li>1. US Miami 2012 Seatrade Cruise Shipping Convention, including press conference for encouraging cruises to visit Taiwan.</li> <li>2. China 2012 All Asia Cruise Convention.</li> </ol> |



| 港星馬地區廣告宣傳辦理情形 Promotion in Hong Kong, Singapore and Malaysia |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 宣傳方式<br>Promotional Method                                   | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 平面媒體<br>Print Media                                          | <ol style="list-style-type: none"> <li>1. 香港：U雜誌、新假期、快周刊、TVB週刊、東方日報、澳門日報、明報、經濟日報、星島日報、新報、蘋果日報等媒體刊登臺灣主題及區域旅遊相關訊息。</li> <li>2. 新加坡：聯合早報（中文）、聯合晚報（中文）、新明日報（中文）、海峽時報（英文）、今日報（英文）、我報（捷運報）等刊登臺灣主題及區域旅遊相關訊息。</li> <li>3. 馬來西亞： <ol style="list-style-type: none"> <li>(1) 中文報紙：星洲日報、光華日報、中國報、東方日報、詩華日報、東方日報「臺灣十大觀光小城」旅遊專刊；中文雜誌：好玩旅遊、食尚、旅行家、探世界、The Charm 魅力健康、商天下、新健康 100、吃風、風采、號外週報、美味風采、Newtide 新潮、My Wedding 囍、豐、資訊報、旅游玩家。</li> <li>(2) 英文報紙：The Star；英文雜誌：Gaya、Leisure Travel、food&amp;travel、HELLO!、Astelior、Marie Claire、TimeOut、Calibre、Essenze、Travelution、Spotlite。</li> <li>(3) 馬來文報紙：Utusan Malaysia、Mingguan；馬來文雜誌：Santai。</li> </ol> </li> <li>4. 東南亞新興市場： <ol style="list-style-type: none"> <li>(1) 泰國地區：Travel Guide Magazine、ThaiRath、Daily News。</li> <li>(2) 印尼地區：Guo Ji Ri Bao。</li> </ol> </li> </ol> |

1.2012 亞洲郵輪大會 1. The 2012 All Asia Cruise Convention

港星馬地區廣告宣傳辦理情形 Promotion in Hong Kong, Singapore and Malaysia

| 宣傳方式<br>Promotional Method | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 平面媒體<br>Print Media        | <p>(3) 菲律賓地區：Philippine Star。</p> <p>(4) 越南地區：Tuoi Tre News等廣告。</p> <p>1. Hong Kong: Advertised Taiwanese themed and travel related information in U Magazine, Weekend Weekly, Express Weekly, TVB Weekly, Oriental Daily, Macao Daily, Ming Pao, Hong Kong Economic Times, Sing Tao daily, Hong Kong Daily News, and Apple Daily.</p> <p>2. Singapore: Advertised Taiwan and related travel information in Leanne Zaobao (Chinese), Lianhe Wanbao (Chinese), Shin Min Daily News, The Straits Times, Today, and My Paper.</p> <p>3. Malaysia:</p> <p>(1) Chinese Newspapers: Sin Chew Jit Poh, Kwong Wah Yit Poh, China Press, Oriental Daily, See Hua Daily, and the "10 Taiwan tourism town travel special" in Oriental Daily; Chinese Magazines: Jalan Travel, Foodsion, Traveller's Digest, Leisure Travel, The Charm, Global Business Magazine, New Health 100, Let's Travel, Feminine, Special Weekly, Oriental Cuisine, Newtide, My Wedding, Feng, Smart Info, and Travelmate.</p> <p>(2) English Newspaper: The Star; English Magazines: Gaya, Leisure Travel, Food &amp; Travel, HELLO!, Astelior, Marie Claire, Times Out, Calibre, Essenze, Travelution, and Spotlight.</p> <p>(3) Malaysian Newspaper: Utusan Malaysia, Mingguan Malaysian Magazine: Santai.</p> <p>4. Southeast Asian Emerging Markets.</p> <p>(1) Thailand: Travel Guide Magazine, ThaiRath; Daily News.</p> <p>(2) Indonesia: Guo Ji Ri Bao.</p> <p>(3) Philippines: Philippine Star.</p> <p>(4) Vietnam: Tuoi Tre News and others.</p> |
| 旅遊書<br>Travel Books        | <p>香港作家葉錦鴻：遇見幸福臺灣民宿</p> <p>Hong Kong author Kenneth Ip: "Encountering Taiwan's Homestays."</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 電視節目<br>Television Shows   | <p>1. 香港：</p> <p>(1) 「旅行臺灣」 90 分鐘電視節目 13 集。</p> <p>(2) Now TV 「去吧！臺灣浪吃團」 30 分鐘共 8 集。</p> <p>2. 新加坡：</p> <p>(1) 「旅行臺灣」 90 分鐘電視節目 13 集。</p> <p>(2) 亞洲新聞台 30 分鐘台灣旅遊節目 52 集。</p> <p>(3) 新傳媒 【另一片天空】 電視節目 1 集。</p> <p>(4) 新傳媒 「打工看世界」 電視節目 2 集。</p> <p>(5) 新傳媒 【好男好料理】 電視節目 2 集。</p> <p>(6) 新傳媒 「食在好源頭 3」 電視節目 3 集。</p> <p>3. 馬來西亞：「旅行臺灣」90分鐘電視節目13集。</p> <p>1. Hong Kong:</p> <p>(1) 13 episodes of a 90-minute television series on travelling in Taiwan.</p> <p>(2) Eight episodes of 30-minute television series on travel and food in Taiwan for Now TV.</p> <p>2. Singapore:</p> <p>(1) 13 episodes of a 90-minute television series on traveling in Taiwan.</p> <p>(2) 52 episodes of a 30-minute television series on Taiwanese travel for Channel News Asia.</p> <p>(3) MediaCorp "Bliss Seeker" episode.</p> <p>(4) MediaCorp "My Working Holiday" two episodes.</p> <p>(5) MediaCorp "Good Man, Good Cooking" two episodes.</p> <p>(6) MediaCorp "Food Source 3" three episodes.</p> <p>3. "Time for Taiwan" 13 episodes of a 90-minute television show.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



1. 吉隆坡春季旅展 1. The 2012 All Asia Cruise Convention

港星馬地區廣告宣傳辦理情形 Promotion in Hong Kong, Singapore and Malaysia

| 宣傳方式<br>Promotional Method | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 廣播媒體<br>Broadcast Media    | <ol style="list-style-type: none"> <li>1. 香港：香港商業1台、商業2台、新城娛樂臺宣傳廣告。</li> <li>2. 新加坡 <ol style="list-style-type: none"> <li>(1) 100.3電臺旅遊宣傳廣告。</li> <li>(2) 穆斯林電臺Warna FM94.2。</li> </ol> </li> <li>3. 馬來西亞：MY FM、988宣傳廣告。</li> <li>4. 泰國：Cool 93 Fahrenheit宣傳廣告。</li> </ol> <p>1. Advertised on Commercial Radio Hong Kong stations 1 and 2, Metro Broadcasting entertainment station.</p> <p>2. Singapore</p> <p>(1) Advertised on station 100.3</p> <p>(2) Advertised on Muslim radio station Warna FM94.2.</p> <p>3. Malaysia : Advertised on MY FM and station 988.</p> <p>4. Thailand : Advertised on Cool 93 Fahrenheit.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 網路媒體<br>Online Media       | <p>YAHOO&amp;Google旅遊及關鍵字廣告</p> <p>Yahoo and Google travel keyword advertisements.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 戶外媒體<br>Outdoor Media      | <ol style="list-style-type: none"> <li>1. 香港：大型巴士車體廣告、地鐵圓柱廣告、商用大樓電梯門廣告、機場快線廣告、宣傳車廣告。</li> <li>2. 新加坡：計程車體廣告、會議中心（旅展場地）外牆通道廣告、地鐵全站廣告（手扶梯、圓柱、屋頂、通道、地板、燈箱等）、宣傳車廣告。</li> <li>3. 馬來西亞： <ol style="list-style-type: none"> <li>(1) 吉隆坡計程車體廣告。</li> <li>(2) 吉隆坡國油雙峰塔會議中心至KLCC購物廣場之人行隧道廣告。</li> <li>(3) 2012年臺灣觀光30秒宣傳影片馬來西亞電影院映前廣告播放。</li> <li>(4) 吉隆坡機場快線火車、快線候車室、吉隆坡</li> <li>(5) 金三角購物中心電子螢幕廣告。</li> <li>(6) 檳城LED戶外廣告。</li> </ol> </li> </ol> <p>1. Hong Kong: Advertised on large buses, on pillars in subway stations, outside elevators in commercial office towers, airport express, and advertising vehicles.</p> <p>2. Singapore: Advertised on taxis, conference center (travel show venue) walls and walkways, on escalators, pillars, ceilings, walkways, floors, and light boxes in subways, and advertising vehicles.</p> <p>3. Malaysia Advertised on:</p> <p>(1) Kuala Lumpur taxis.</p> <p>(2) Passage-way between Petronas Twin Towers to KLCC shopping center in Kuala Lumpur.</p> <p>(3) 2012 Taiwan tourism 30-second advertising video prior to movie screenings in Kuala Lumpur.</p> <p>(4) KLIA Express trains, waiting rooms, and Kuala Lumpur.</p> <p>(5) Golden Triangle shopping center electronic display screens.</p> <p>(6) Penang LED outdoor display boards.</p> |



新加坡地鐵全站廣告  
Taiwan tourism advertisements throughout a Singapore MRT station



| 港星馬地區廣告宣傳辦理情形 Promotion in Hong Kong, Singapore and Malaysia |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 宣傳方式<br>Promotional<br>Method                                | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 推廣/公關活動<br>Promotional/<br>PR Events                         | <p>Time for Taiwan 演唱會</p> <p>1. 新加坡：辦理旅行業者臺灣主題教育訓練說明會（2月及6月）。</p> <p>2. 馬來西亞：</p> <p>（1）與攝影人出版社合作辦理6場「旅行臺灣 就是現在」馬來西亞旅遊攝影巡迴講座活動。</p> <p>（2）參加馬來西亞中秋節辦理臺灣燈會推廣。</p> <p>Time for Taiwan Concert</p> <p>1. Singapore: Organized Singaporean tourism industry operators to attend Taiwan themed educational seminar (February and June).</p> <p>2. Malaysia:</p> <p>（1）Worked with photography publication company on a series of six touring "Time for Taiwan" Malaysia travel photography lectures.</p> <p>（2）Participated in Malaysia Mid-Autumn Festival Taiwan Lantern Festival promotions.</p>                                                                                                                                                                                                                                  |
| 旅展活動<br>Travel Show Events                                   | <p>1. 香港：參加香港國際旅展。</p> <p>2. 馬來西亞：參加春季MATTA旅展、柔佛MITM春季旅遊展、MITE（Malaysia International Tourism Exchange）國際旅遊交易展案、檳城旅展（MATTA）、檳城MITM旅遊展、沙巴MATTA旅遊展、馬六甲MITS MATTA旅遊展、秋季MATTA旅展、柔佛MITM秋季旅遊展、吉隆坡攝影節暨FITE旅遊展、第2屆柔佛中英文圖書博覽會、吉隆坡MITM國際旅展等12項旅遊展覽。</p> <p>1. Hong Kong: Attended the Hong Kong International Travel Expo.</p> <p>2. Malaysia: Attended 12 travel shows, including the spring MATTA travel fair, Johor MITM spring travel fair, MITE (Malaysia International Tourism Exchange), Penang MATTA travel fair, Penang MITM travel fair, Sabah MATTA travel fair, Malacca MITS MATTA travel fair, autumn MATTA travel fair, Johor MITM autumn travel fair, Kuala Lumpur Photography Festival and Free Independent Travel Exchange, 2nd Johor Chinese and English book fair, and Kuala Lumpur MITM international travel fair.</p> |

### 三、優惠措施

#### （一）好禮大相送

1. 臺北捷運票，共發 250,000 張。
2. 遊樂園券，共發 22,494 張。
3. 農特產品兌換券，共發送 181,814 張。
4. 夜市美食券，共發送 71,501 張（至 101 年底）。

#### （二）桃園—臺北接駁巴士券

為吸引國際旅客來臺旅遊，使旅客感受臺灣便利好行之大眾運輸系統，於101年6月1至9月30日推出「桃園機場—臺北」國道客運巴士兌換券，共發送30,000張，兌換13,614張。

（三）過境到臺灣，送你免費遊：共計 4,148 人次參加。

（四）包機補助：共補助 317 架包機、41,733 人次。

（五）郵輪迎賓補助：共補助來臺停靠 54 艘次、43,547 人次。

（六）獎勵旅遊補助：共補助 253 個單位、14,005 人次。

（七）接待修學旅行學校獎助：共獎助 162 所學校、15,494 人次。

| 大陸地區廣告宣傳辦理情形 Promotion in Mainland China |                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 宣傳方式<br>Promotional Method               | 內容<br>Contents                                                                                                                                                                                                                                                                                                                                                                                     |
| 平面媒體<br>Print Media                      | <p>美食與美酒雜誌報導、浙江日報報導、人民日報報導、北京旅行家雜誌、風景名勝雜誌社、榜中榜傳媒公司、上海旅行者雜誌、上海外灘畫報傳媒公司、《旅遊世界》雜誌社、風景名勝雜誌社、《旅行攝影》雜誌社。</p> <p>Appeared in Food Wine report, Zhejiang Daily report, Renmin Ribao report, Beijing Traveler, Fengjing Mingsheng magazine, Best Travel Media, Shanghai Traveler, The Bund Media Communications, Tour the World magazine, Luxing Sheying magazine.</p>                                      |
| 電子媒體<br>Electronic Media                 | <p>CCTV新春臺灣行、CCTV十大觀光小城專輯、鳳凰衛視「鏘鏘臺灣行」5集、上海旅行者TOP 10×10節目6集、旅遊衛視「行者請上車」節目15集、人民網臺灣美食影音15集。</p> <p>CCTV programs on Taiwan travel including a "top 10 tourism town" special feature, a five-episode travel series on Phoenix TV, a six-episode TOP 10x10 travel series for Shanghai Traveler, a 15-episode series on the Travel Channel, a 15-episode series on people.com.cn.</p>                   |
| 網路媒體<br>Online Media                     | <p>票選旅遊達人，社群口碑行銷、經營微博社群如新浪微博@個人遊臺灣、臺旅會網站全新改版。</p> <p>百度時代網絡技術（北京）、北京螞蜂窩網絡科技、浙江在線新聞網站等報導。</p> <p>Organized a vote to choose travel experts, promoted on social media, managed microblog communities (such as a site for independent Taiwan travel on Sina), redesigned the Taiwan Strait Tourism Association website. Reported in Beijing Baidu, Beijing Mafengwo, Zhejiang Online, and others.</p> |
| 戶外廣告<br>Outdoor Advertising              | <p>廣州、重慶、天津、深圳、成都等大樓戶外LED影音廣告、南京及北京等城市巴士車體廣告。</p> <p>Outdoor LED advertisements in Guangzhou, Chongqing, Tianjin, Shenzhen, and Chengdu. Exterior advertisements on buses in Nanjing, Beijing and other cities.</p>                                                                                                                                                                                |
| 推廣活動<br>Promotional Events               | <p>赴各省市舉辦16場臺灣觀光說明會、2012蘇州旅遊節彩船巡遊宣傳旅行臺灣推廣活動、2012江蘇臺灣兩岸交流燈區推廣活動。</p> <p>Held 16 Taiwan tourism seminars in various cities. Promoted Taiwanese tourism at the 2012 Suzhou International Tourism Festival's boat parade, and the 2012 Jiangsu Taiwan cross-straits exchange lantern event.</p>                                                                                                        |

### III. Promotional Offers

#### (I) Giveaways

1. 250,000 Taipei Metro tickets.
2. 22,494 amusement park tickets.
3. 181,814 agricultural produce coupons.
4. 71,501 night market gourmet coupons (as of 2012 year-end).

#### (II) Taoyuan – Taipei Shuttle Bus Coupons

To attract international visitors to come to Taiwan and to promote the ease of travel using public transport, 30,000 coupons for shuttle bus transit between Taoyuan International Airport and Taipei were given away as part of a promotion

between June 1 and September 30, 2012. A total of 13,614 coupons were exchanged for tickets.

- (III) Free Tours for Layover Travelers: 4,148 participants
- (IV) Chartered Flights Subsidy: 317 charter flights subsidized with a total of 41,733 travelers.
- (V) Cruise Stop-over Subsidy: 54 cruises subsidized with a total of 43,547 travelers.
- (VI) Travel Incentive Subsidy: 253 organizations subsidized with a total of 14,005 travelers.
- (VII) Educational travel subsidy for schools: 162 schools subsidized with a total of 15,494 travelers.

臺灣  
好  
悠活

Taiwan's Leisurely Life









# 國民旅遊 推展與行銷

## 第三章

### Chapter 3

### Domestic Travel Promotions and Marketing

#### 第一節 推動大型節慶賽會活動

臺灣具有豐富多元且珍貴的觀光資源，可提供做為觀光事業及遊憩發展的素材及主題，據以行銷宣傳並吸引國際觀光客來臺灣旅遊，並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向國際觀光行銷，工作重點如下：

##### 一、辦理「2012 台灣燈會」

「2012台灣燈會」於101年2月6日起至2月19日止，假彰化縣鹿港鎮立體育場及周邊地區熱烈展開，依照我國傳統民俗與值年生肖「龍」，設計主燈「龍翔霞蔚」，並根據現地條件進行整體規劃設計，結合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。除吸引1,146萬人次參觀，創造近新臺幣100億元的商機外，並吸引132位國際媒體、265位國際旅遊業者及3萬2,222位外籍旅客在燈會期間來臺參訪，成功的讓世界看到臺灣。



「2012 台灣好湯－溫泉美食嘉年華」啓動儀式  
Opening ceremony of the 2012 Taiwan Hot Spring & Fine Cuisine Carnival

##### 二、辦理「2012 台灣好湯－溫泉美食嘉年華」

結合溫泉及美食遊憩資源，於101年10月20日至102年1月31日期間整合全臺17處溫泉區121家業者，提出優惠方案製作「2012台灣好湯－溫泉美食優惠護照」暨聯合提供「台灣好湯住宿卡」、「台灣好湯樂透卡」等大獎，並輔導辦理各溫泉區系列活動，藉由整合性宣傳，鼓勵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，推展國際觀光客來臺消費。

## Section 1 Promotion of Major Festivals, Competitions and Activities

Taiwan is endowed with rich and valuable tourism resources that can serve as the theme and material for tourism and leisure developments. Through marketing and advertisements these resources have the potential to attract international tourists. For international promotion, the Tourism Bureau selected festivals and events that possess special Taiwanese characteristics and are attractive to prospective domestic and international visitors. Highlights are as follows:

### I. The 2012 Taiwan Lantern Festival

The Taiwan Lantern Festival was held between February 6 and 19, 2012, in Lukang, Changhua and surrounding areas. According to Taiwanese tradition, the main lantern featured dragon designs in accordance with the Chinese zodiac year. Integrating the overall lighting environment and digital rhythms created a visual feast. The event attracted 11,460,000 visits, created NT\$10 billion in revenue, and was attended by 132 international media outlets. During the period of the lantern festival, 256 international travel industry operators and 32,222 foreign travelers visited. The event successfully increased Taiwan's exposure on the international stage.

### II. The 2012 Taiwan Hot Spring & Fine Cuisine Carnival

A total of 121 hot spring and fine cuisine businesses in 17 areas across Taiwan participated in the 2012 Hot Spring & Fine Cuisine Carnival between October 20, 2012, and January 31, 2013. Promotional deals included the hot spring and fine-cuisine passport, hot spring accommodation cards, hot spring lottery cards and other prizes. The Tourism Bureau helped hot spring areas organize a series of events and encouraged domestic and foreign travelers to enjoy these products through integrated promotions. A pleasant, friendly, and value-for-money environment was created to encourage consumption by foreign and domestic visitors.

### III. The 2012 Taiwan Culinary Exhibition

President Ma Ying-jeou opened the four-day 2012 Taiwan Culinary Exhibition, which ran from

August 17 to 20. The event attracted 167,000 visitors. Programming was designed according to the theme of Tainan, Lukang, and Monga, whereby the context of food was developed through traditional culture and history. The East Coast National Scenic Area administration introduced food exhibits based on fish. Other exhibits included health-oriented vegetarian banquets, Taichung's fresh fruits and honey, as well as Nantou's bamboo shoots in conjunction with tea and papermaking. Domestic and foreign media as well as members of the public became better acquainted with Taiwan's food history and culture. At the same time, the use of local foods reflected global environmental trends.

### IV. 2012 Taiwan Cycling Festival

The Taiwan Cycling Festival was held from November 10 to 18, 2012, to take advantage of the tourism potential of new transportation infrastructure. The three main activities were the Taiwan KOM Challenge, Formosa 99, and the Sun Moon Lake Come Bikeday. The activities combined locally planned packaged tours that brought foreign tourists to eastern Taiwan to experience competitions, and cycling along various routes on the east coast, in Yilan, and around the Anyang river. Other activities included the Taiping mountain vintage train ride and cycling along the East Rift Valley. These opened the possibility of new itineraries combining trains, cycling, and leisure. The event attracted approximately 37,500 visits and created about NT\$100 million in revenue.



2012 台灣燈會  
The 2012 Taiwan Lantern Festival





2012 臺灣美食展  
The 2012 Taiwan Culinary Exhibition



2012 臺灣美食展  
The 2012 Taiwan Culinary Exhibition

### 三、辦理「2012 臺灣美食展」

「2012臺灣美食展」特邀請馬總統蒞臨開幕典禮，為4天活動期間揭開序幕，展期4天（8月17日至8月20日）共計湧入16萬7,000人次參與，節目規劃以「一府二鹿三艋舺-飲食文化特展」為主軸，由傳統文化、歷史典故，連成美食脈絡出發，追尋先人的飲食足跡。還展出東部海岸管理處最經典、最推薦，讓美食與景點巧妙融合的「LIYAL東海岸蠶味展」，也特別推出健康養生概念元素的「傳統創意素食辦桌」、「Honey 臺中果珍饌」以及「筍鮮茶香南投紙美」等多項精彩節目，邀請國內外媒體及民眾參與體驗臺灣在地美食及開臺古成之飲食典故，讓更多民眾藉由美食展出對臺灣飲食歷史文化有更深入的了解與認識，同時體認飲食習慣隨著全球時事綠色環保風，以落實在地食材、在地消費概念而調整。

### 四、辦理「2012 臺灣自行車節」

為將交通建設的創新成果轉換為觀光旅遊的新資源，於101年11月10日至11月18日辦理「臺灣自行車節」系列活動，以「臺灣自行車登山王挑戰」、「騎遇福爾摩沙（Formosa900）」及「日月潭Come Bikeday!」做為三大主軸活動，結合多元在地文化規劃套裝旅遊活動，讓國內外遊客到東臺灣看比賽、騎鐵馬，體驗東海岸社區部落慢騎漫遊套裝遊程、宜蘭濱海單車逍遙遊活動、環蘭陽溪南北環線挑戰、太平山森林懷舊鐵道逍遙遊、輪轉花東單車嘉年華、票亮花東101特色珍珠亮點店家等活動，結合鐵路、公路及觀光休憩資源，以自行車與鐵路結合的新遊憩型態，開啓東臺灣可以這樣玩-「潮」單車的新旅程。活動期間約有3萬7,500人次參與，並創造約新臺幣1億元之觀光產值。

## Section 2 Measures to Create a Friendly Travel Environment

To increase the ease with which domestic and foreign tourists may obtain related information, facilitate the deeper understanding of Taiwan's important sights, resolve transportation issues, create a quality, friendly international travel environment, and raise Taiwan's international profile, the Tourism Bureau implemented the following measures:

### I. Establishment of Visitor Information Centers

- (I) Increased the functions of currently existing Taoyuan and Songshan Airport visitor information centers with regard to improving services for foreign travelers.
- (II) Guided local governments to set up visitor information centers at major transportation hubs, urban centers with heavy foreign tourism traffic, and key entry points to travel routes and sightseeing locations, based on the Tourism Bureau's corporate identity system for visitor information centers. New locations were added at the Taoyuan Train Station and the Hengchun Bus Station, widening the service network.
- (III) Offered guidance to local governments regarding operation of visitor information centers.
- (IV) Provided educational training to service staff.
- (V) Assessed and evaluated visitor information centers to improve quality.

### II. The Travel Information Hotline

Chinese, English, Japanese, and Korean-speaking staff operated a 24-hour travel information service hotline (0800-011765). The hotline provided emergency telephone numbers and other travel related information. In 2012, a total of 66,188 calls were serviced, of which foreign travelers composed 33.37%.

### III. Established the Taiwan Tour Bus System

- (I) The Tourism Bureau guided travel industry operators in establishing 26 packaged tour routes across Taiwan (which offered 43 types of itineraries). As of year-end 2012, the system had serviced 94,280 trips by foreign tourists and 65,016 trips by domestic tourists, for a total of 159,296 individuals. Direct tourism revenue was over



2012 臺灣自行車節  
The 2012 Taiwan Cycling Festival

## 第二節 友善旅遊環境設施

爲使國內外觀光客能便捷的取得各類觀光旅遊資訊，及協助深入瞭解國內各重要觀光景點，並解決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。其具體作法如下：

### 一、建置旅遊服務中心

- (一) 強化現有桃園、松山機場及高雄國際機場旅客服務中心功能，加強對國際旅客之服務。
- (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、旅遊路線門戶及風景遊憩點設置旅遊服務中心及遊客中心；101年並於桃園火車站及恆春轉運站各新增1處旅遊服務中心，廣布服務網絡。
- (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) 辦理旅客服務中心、旅遊服務中心、遊客中心督導考核評比，提升服務品質。

### 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0800-011765（CALL CENTER），由熟悉中、英、日、韓文之服務人員，提供即時專人專件之旅遊諮詢服務，以及提供全國境內之國外旅客交通、旅遊與緊急聯絡電話等相關資訊之諮詢服務。101年共服務6萬6,188人次，其中外籍旅客比例占33.37%。

### 三、建置「台灣觀巴」系統

- (一) 輔導旅行業者，建置全臺灣北、中、南及

東共計26條套裝旅遊路線（43種行程），截至101年12月底止國外旅客計9萬4,280人次，國內旅客計6萬5,016人次，總旅客量計15萬9,296人次，直接觀光收益計達2.07億餘元；自93年度開辦至今，總旅客量超過96萬人次，其中國外旅客50萬多人次（約占總數52%），國內旅客46萬多人次（約占總數48%），直接觀光收益計達11億3,000餘萬元。

- (二) 執行「交通部觀光局補助『台灣觀光巴士』宣傳行銷暨提升服務品質要點」，共補助10家業者，並落實業者輔導之工作。
- (三) 建立「台灣觀巴」統一形象識別系統，製作「台灣觀巴」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）、形象磁鐵、服務人員背心及帽子，以加強行銷並塑造品牌形象。
- (四) 與政府相關機關、電視臺、電影、網路、報紙、雜誌、廣播電臺等媒體及各民間企業團體合作加強宣傳。
- (五) 於全臺航空站、臺鐵及高鐵交通場站設置「台灣觀巴」集合點，提供旅客友善旅遊服務。
- (六) 配合「台灣觀巴」品牌更新辦理行銷宣傳活動，並針對家庭及銀髮族群等多元客層提供優惠，提升「台灣觀巴」搭乘率，另透過資源整合及提供遊客多元化之旅遊產品選擇，讓「台灣觀巴」便捷及多樣化優質服務引起迴響。
- (七) 鼓勵業者參加國內外旅展，爲「台灣觀巴」促銷及宣傳。
- (八) 辦理「台灣觀巴」服務人員訓練，提升服務品質。





「我愛 88—我搭台灣觀巴！」記者會  
A press conference for the "I Love 88 Taiwan" Tour Bus event



樂活銀髮 GO 幸福  
Celebration of a Taiwan Tour Bus event to mark Double Ninth Festival

NT\$207 million. Since the program began in 2004, total volume has exceeded 960,000 trips. Of the total, 52% (approximately 500,000 trips) were by foreign tourists and 48% (approximately 460,000 trips) domestic tourists. Direct tourism revenues exceeded NT\$1.13 billion.

- (II) Execution of a plan to subsidize Taiwan Tour Bus marketing and raise the quality of service. Ten operators received subsidies and guidance.
- (III) Established a uniform image identification system for the Taiwan Tour Bus, including official website in Chinese, English, Japanese and Korean, product pamphlets (Chinese, English, Japanese), posters (Chinese and English), magnets, staff vests and hats. The Taiwan Tour Bus brand image was reinforced and solidified.
- (IV) Worked with related government bodies, television stations, film, internet, newspaper, magazine, broadcast radio, and other media, as well as the general public and commercial organizations to reinforce marketing.
- (V) Provided friendly services to travelers at airports, train stations, and high-speed rail stations throughout Taiwan by establishing Taiwan Tour Bus meeting points.
- (VI) Used discounts targeting families, seniors, and other client bases as a marketing technique held in conjunction with the Taiwan Tour Bus brand

renewal. Made Taiwan Tour Bus services better and more diverse by integrating resources and providing a broader selection of tourism products.

- (VII) Encouraged industry operators to attend domestic and foreign travel shows to promote the Taiwan Tour Bus services.
- (VIII) Organized Taiwan Tour Bus service staff training to raise quality.

#### IV. Established Taiwan Tourist Shuttle and Provided Packaged Tours

Established to encourage travelers to tour Taiwan using public transit, Taiwan Tourist Shuttle is now in its third year of operation. Reinforcing brand loyalty was the main point of focus in 2012. The Tourism Bureau therefore carried out tasks related to improving services and content of ticket packages. In terms of improving services, it introduced integrated GPS guiding services and a model for long-distance journey ticket reservations. As for improving the content of ticket packages, other than providing guidance to raise the quality of itineraries, the bureau introduced integrated ticket packages for different areas to improve convenience. It is expected that these measures will further enrich the Taiwan Tourist Shuttle services. Other actions and results are as follows:



票亮遊臺灣人形立牌  
A sign advertising a special meet-and-greet event, for fans to meet spokespersons of Taiwan Tourist Shuttle



台灣好行·票亮遊臺灣記者會  
A press conference for Taiwan Tourist Shuttle

#### 四、建置「台灣好行」景點接駁旅遊公車系統並推出套裝遊程

為鼓勵旅客搭乘公共運具旅遊臺灣，已進入第3年的「台灣好行」推動重點定為「建立品牌忠誠度」，故針對「服務提供再進化」及「套票內涵再提升」等面向工作加強推動，其中有關「服務提供再進化」部分，規劃導入整合GPS導覽解說服務及推動示範性長途路線訂位機制，至於「套票內涵再提升」部分，除輔導各路線套票朝精緻化發展外，亦整合區域型套票，擴大旅遊便利性，期使「台灣好行」的服務更臻完善，另其他具體作法及成果如下：

(一) 101 年度重新辦理「台灣好行」計畫評選後，計有 11 個縣市政府及 6 個觀光局所轄國家風景區管理處推動計 22 條路線，除延續 100 年的服務路線外，並新增到達

北海岸、嘉南濱海及花蓮太魯閣等景點路線，全年累計搭乘量逾 180 萬人次。

(二) 執行上除延續 100 年整合交通及觀光產業進行套票包裝外，並擴大辦理「建立品牌忠誠度」工作，主要內容及績效如下：

1. 服務提供再進化：規劃導入整合 GPS 導覽解說服務及推動示範性長途路線訂位機制，總計有 11 條路線完成語音導覽系統建置，3 條路線提供部分訂位機制。
2. 套票內涵再提升：全年計推出 50 餘款優惠套票，其中包含 9 款區域套票，最低達原價 33 折，提供跨區域及路線 2 至 3 日深度旅遊優惠。

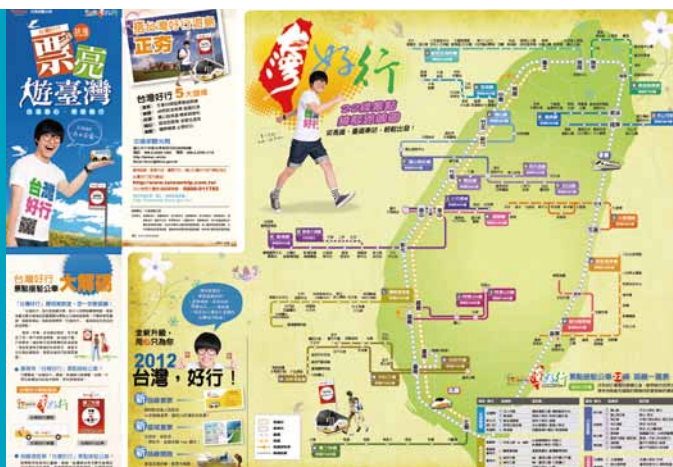
(三) 為持續行銷「台灣好行」，並鼓勵民眾搭乘，持續委外辦理整體行銷宣傳，於 101 年 6 月 26 日辦理「台灣好行·票亮遊臺灣」記者會，7 月 24 日辦理「台灣好行



- (I) After re-evaluation of the Taiwan Tourist Shuttle in 2012, 11 local governments and six Tourism Bureau national scenic area administrations introduced 22 routes. Other than continuing services on routes from 2011, new routes to the north coast, Chiayi and southwest coast, Hualien, and Taroko Gorge were added. In 2012, ridership on the Taiwan Tourist Shuttle was 1.8 million.
- (II) In addition to continuing 2011 plans of integrating transport and tourism industries to produce ticket packages, the Tourism Bureau built brand loyalty. Main content and results were as follows:
  - 1. Improved Services: Integrated the GPS guiding system and introduced models for long-distance journey ticket reservations. Fitted 11 routes with guided tour recordings and implemented partial ticket reservation systems on three routes.
  - 2. Improved ticket package contents: Introduced approximately 50 ticket package promotions in 2012, including nine area specific packages. Reduced prices by as much as 77%. Cross-regional and two-to three-day in-depth tour promotions were also made available.
- (III) To promote Taiwan Tourist Shuttle and encourage the public to make use of the program, the Tourism Bureau engaged in integrated marketing. On June 26, 2012, it held a press conference for the

Taiwan Tourist Shuttle, and on July 24, 2012, it hosted a spokesperson meet-and-greet event for fans. In addition, the bureau ran four-month long campaigns to garner fans for the Taiwan Tourist Shuttle. It produced various promotional materials including pamphlets, posters, and placards, and filmed short videos shown at major transportation hubs including those of Taiwan Railways Administration, Taipei MRT, King Bus, and Songshan Airport. The bureau also advertised Taiwan Tourist Shuttle services on newspapers, radio, and other media.

- (IV) To maintain service quality, the Tourism Bureau evaluated customer satisfaction on each Taiwan Tourist Shuttle route. It then honored superior routes and used them as examples for system-wide improvement.
- (V) On October 17 and 18, 2012, the Tourism Bureau completed the evaluation of 2013 plans to provide seamless services between sightseeing locations. To enlarge the travel service network, it chose 23 administrative units, comprising 16 localities and seven national scenic area administrations (including the northeast coast and Yilan) to provide 32 tourism routes.
- (VI) Taiwan Tourist Shuttle was recognized at the 4th Ministry of Transportation service quality awards.



台灣好行宣傳文宣  
Promotional material for Taiwan Tourist Shuttle



台灣好行－阿里山線  
Alishan Route, Taiwan Tourist Shuttle



代言人粉絲見面會」，並辦理為期 4 個月的「台灣好行粉絲募集」網路活動；另企劃各類文宣（摺頁、海報、人形立牌）印發，製播短片於各大交通場站（臺鐵、臺北捷運、國光客運及松山機場等）露出，並透過報紙及電臺廣播等媒宣，行銷「台灣好行」旅運服務。

- （四）為維持各路線服務品質，亦完成「台灣好行」各路線滿意度評比作業，並針對績優單位給予表揚，以達標竿學習之目的。
- （五）順利於 101 年 10 月 17 及 18 日完成 102 年度「觀光景點無縫隙旅遊服務計畫」評審作業，計選出臺北市等 16 個縣（市）政府，及觀光局所屬東北角暨宜蘭海岸等 7 個國家風景區管理處共 23 個單位，32 條旅遊路線，未來將可擴大旅遊服務路網。
- （六）「台灣好行」景點接駁旅遊服務專案，榮獲「第 4 屆交通部服務品質獎」。

## 五、辦理 101 年春節觀光遊樂地區交通疏運措施，提供國人安全、順暢及愉快之春節假期。

- （一）101 年春節期間全國觀光遊樂地區推估達 1,160 萬 3,537 旅遊總人次，較 100 年成長約 29.49%，並與 98 年（假期天數相同）相比，旅遊人次持平。
- （二）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）重點觀光遊樂地區輔導開行景點間接駁專車，並配套辦理交通疏導措施。

- （四）針對春節交通疏運需求，由各疏運責任分區執行單位，企劃製作轄內疏運宣導摺頁資料計 13 種，共計約 193 萬份，並於各地警廣電臺、旅遊服務中心、主要鐵公路車站、郵局及高速公路服務區等處提供民眾免費索取參用。

## 第三節 推動國民旅遊卡

政府為落實公務人員國內休假旅遊補助制度，帶動非假日旅遊風潮，提高觀光資源之平日使用率，以振興國內觀光產業之發展，自 92 年 1 月 1 日起實施「國民旅遊卡」措施，為符合該項政策之宗旨，除洽請「國民旅遊卡」收單機構加強特約商店之布設，增加公務人員消費的便利性及選擇外，亦將各界的反映意見透過政策協調會，研訂相關改善措施，其中包括鼓勵公務人員從事國內旅遊活動並將「國民旅遊卡」消費用於觀光產業之優惠措施，實施以來已具一定成效。

為持續提振國內觀光、鼓勵公務人員休假以及增加內需消費等考量，行政院 101 年至 102 年賡續辦理「國民旅遊卡」措施，觀光局亦配合政策並依權責分工繼續推動「國民旅遊卡」業務；101 年公務人員休假補助費約新臺幣 78 億元，其中用於觀光產業及其他相關行業（旅宿業、旅行業、觀光遊樂業、農特產及手工藝品、餐飲業、交通運輸……）之金額約有 52 億元，另外公務人員以「國民旅遊卡」額外帶動之其他消費約有 350 億元，對於帶動整體觀光及經濟之成長已發揮實效。

#### V. Traffic Control Measures in Tourist Areas for the 2012 Lunar New Year, to Ensure a Safe, Smooth and Pleasant Holiday

- (I) Approximately 11,603,537 visits were made to tourist attractions during the Lunar New Year in 2012, an increase of 29.49% over 2011, but equivalent to 2009 (same number of holidays).
- (II) With regard to parking and congestion issues around tourist and recreational areas, the Tourism Bureau coordinated central, local, and other related administrative bodies to cooperate on alleviation tasks.
- (III) The Tourism Bureau assisted in establishing shuttles between major tourist and recreational areas to ease traffic.

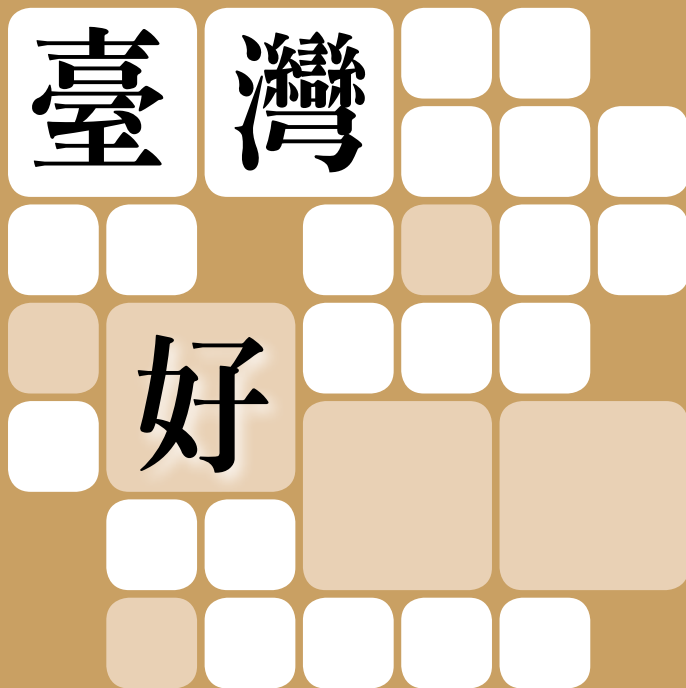


吳副總統親臨表揚『第四屆政府服務品質獎頒獎典禮』  
Vice President Wu honored recipients at the 4th Government Service Quality Awards

### Section 3 Promotion of the National Travel Card

The government introduced the national travel card on January 1, 2003, to provide subsidies for public servants vacationing domestically, encourage non-holiday travel, raise the usage rate of tourism resources on non-holidays, and encourage domestic tourism industry development. In accordance with policy aims, facilities that accept the national travel card reinforced the deployment of outlets to increase convenience and choice. Furthermore, a policy coordination committee established related improvement measures based on feedback, including encouraging domestic travel among public servants and using the national travel card on promotions introduced by the travel industry. Implementation has produced specific results.

To continue developing domestic tourism, encourage public servants to vacation domestically, and increase domestic consumption, the Executive Yuan extended the national travel card scheme for 2012-2013. Holiday subsidies for domestic servants in 2012 totaled approximately NT\$7.8 billion. Of the sum, approximately NT\$5.2 billion was spent on tourism and related industries (hostelry, travel, tourist amusement, agriculture, handicrafts, food and beverage, transportation etc.) Furthermore, national travel card spending by public servants facilitated approximately NT\$35 billion worth of related consumption. The scheme had a definite impact upon tourism and economic growth.



## Taiwan's Innovations







# 觀光資源 開發與管理

## 第四章

### Chapter 4 Development and Management of Tourism Resources

#### 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；直轄市、縣（市）級風景特定區計 15 處，由直轄市、縣（市）政府公告並負責規劃經管。

(二) 國家公園及國家自然公園：內政部依「國家公園法」劃設之國家公園 8 處及國家自然公園 1 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。

(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 21 處自然保留區、18 處野生動物保護區及 35 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。

## Section 1 Planning, Development and Management of Tourism Resources

### I. Development and Management of Tourism Resources

Tourism resources can roughly be divided into two categories: cultural and natural, with emphasis generally placed on the latter. Taiwan has an abundance of natural tourist resources which fall under the management of several agencies, including the Ministry of the Interior, Ministry of Transportation and Communications, Council of Agriculture, Veterans Affairs Commission, and local governments. These agencies cooperate in the planning and conservation of tourism resources under their jurisdiction.

#### (I) Scenic Areas

Designated scenic areas are reviewed, evaluated and demarcated based on the "Act for the Development of Tourism" and the "Regulations Governing the Management of Designated Scenic Areas." The national scenic area administrations under the Tourism Bureau manage 13 national scenic areas. Local governments have announced 15 designated scenic areas that they plan and manage.

#### (II) National Parks and National Nature Parks

The Ministry of the Interior established eight national parks and one national nature park, as well as administrative units to oversee them, in accordance with the "National Park Law."

#### (III) National Forest Recreation Areas

The Council of Agriculture established 18 forest recreation areas in accordance with the

"The Forestry Act" and the "Regulations Governing the Establishment and Management of Forest Recreation Areas." A designated unit established by the Forestry Bureau manages each of these. The National Forest Recreation Area system also includes two forest areas administered by the Veterans Affairs Commission, as well as two experimental university forests established by the Ministry of Education in accordance with the "University Act."

#### (IV) National Farms

The Veterans Affairs Commission established eight national farms in accordance with "The ROC Veterans Assistance Act." Specially designated farm units administer these farms.

#### (V) Nature Reserves and Refuges

Refuges for important plants and animals as well as unique geological features are vital for the development of ecotourism. The Council of Agriculture and the Ministry of Economic Affairs established 21 nature reserves, 18 wildlife refuges, 35 important wildlife habitats and six nature refuges in accordance with the "Cultural Heritage Preservation Act" and the "Wildlife Conservation Act."

#### (VI) Other Scenic Areas

These include scenic and recreation zones developed by local governments that are not designated scenic areas.



全球十大最美自行車道 - 日月潭  
Sun Moon Lake was included on a list of 10 of world's best bike routes for cyclists



世界最美麗海灣 - 澎湖  
Penghu joined the ranks of the "The Most Beautiful Bays in the World"



## 觀光資源開發現況表

### Development Status of Tourism Resources

| 觀光資源類型<br>Type of Resource | 設立依據<br>Basis for Establishment                                                                                                                                                                                                                                       |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 風景特定區<br>Scenic Areas      | 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<br>The Tourism Bureau and local governments conducted review, evaluation and demarcation in accordance with the "Act for the Development of Tourism" and the "Regulations Governing the Management of Designated Scenic Areas" |

#### 內容 Contents

- 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管。
  - 省級（定）：臺灣省政府前曾公告的計有石門水庫、澄清湖、烏來及十分瀑布等 4 處省級（定）風景特定區。
  - 縣（市）定：青草湖、淡水、礁溪及霧社等 4 處縣定風景特定區。
  - 直轄市、縣（市）級：各直轄市、縣市政府公告碧潭、七星潭海岸、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、大湖及鐵砧山等 15 處風景特定區。
  - 未評定：完成特定區計畫尚未辦理評鑑等級，有中崙、仁義潭、六龜彩蝶谷、田尾、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 16 處風景特定區。
- National Scenic Areas: National scenic area administration units under the Tourism Bureau manage 13 national scenic areas: the Northeast and Yilan Coast, East Coast, Penghu, Dapeng Bay, East Rift Valley, Mazu, Sun Moon Lake, Tri-Mountain, Alishan, Maolin, North Coast and Guanyinshan, Southwest Coast and Siraya.
  - Provincial Scenic Areas: The Taiwan Provincial Government has designated four scenic areas: Shimen Reservoir, Chengcing Lake, Wulai and Shifen Waterfall.
  - Local Scenic Areas: The four local scenic areas are Qing-Cao Lake, Tamsui, Jiaoxi and Wushe.
  - Municipal and Local Grade: Municipal and local governments have announced 15 scenic areas: Bitan, Qixingtian Coast, Xiaowulai, Moon World, Dongshan River, Mingde Reservoir, Zhiben Inner Hot Spring, Zhiben Hot Spring, Taian Hot Spring, Meihua Lake, Ruifang, Fenghuanggu, Jiaoxi Wufengqi, Dahu and Tiezhenshan.
  - Unevaluated Scenic Areas: Planning was finished on 16 scenic areas that were not yet given a grade level: Zhonglun, Renyitan, Liugui Butterfly Valley, Tianwei, Shigang Dam, Wufeng Temple, Lalashan, Dongpu Hot Spring, Meinong Zhongzheng Lake, Caoling, Qingquan, Xitou Forest Recreation Area, Cuifeng, Longtan Lake, Lushan Hot Spring, and Lantan.

| 觀光資源類型<br>Type of Resource | 設立依據<br>Basis for Establishment                                                                        |
|----------------------------|--------------------------------------------------------------------------------------------------------|
| 國家公園<br>National Parks     | 內政部依「國家公園法」劃設<br>Demarcated by the Ministry of the Interior in accordance with the "National Park Law" |

#### 內容 Contents

包括墾丁、玉山、陽明山、太魯閣、雪霸、金門、東沙環礁（海洋）及台江國家公園等 8 處及壽山國家自然公園，由內政部設置國家公園管理處專責經營管理。

The Ministry of the Interior has established eight national parks: Kending, Yushan, Yangmingshan, Taroko, Sheipa, Kinmen, Dongsha Atoll (Marine), and Taijiang, as well as Shoushan National Nature Park. To manage these, the ministry has established national park headquarters for each.

| 觀光資源類型<br>Type of Resource                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 設立依據<br>Basis for Establishment                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 國家森林遊樂區<br>National Forest Recreation Areas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 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<br>Demarcated by the Council of Agriculture in accordance with the "The Forestry Act" and the "Regulations Governing the Establishment and Management of Forest Recreation Areas," along with the Ministry of Education in accordance with the "University Act" |
| 內容 Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                            |
| <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: The Forest District Offices of the Council of Agriculture's Forestry Bureau manage 18 National Forest Recreation Areas: Taipingshan, Alishan, Daxueshan, Kending, Dongyanshan, Manyueyuan, Neidong, Hehuanshan, Wuling, Basianshan, Aowanda, Shuangliu, Tengzhi, Zhiben, Fuyuan, Chinan, Guanwu, and Xiangyang.</p> <p>2. VAC Agricultural and Forestry Agencies: The Forest Conservation Office of the Veterans Affairs Commission administers two forest recreation areas: Qilan and Mingchi.</p> <p>3. University Experimental Forests: National Taiwan University and National Chung-Hsing University have established and manage two experimental forests: Xitou and Huisun.</p> |                                                                                                                                                                                                                                                                                                            |

| 觀光資源類型<br>Type of Resource                                                                                                                                                                                   | 設立依據<br>Basis for Establishment                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 國家農場<br>National Farms                                                                                                                                                                                       | 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<br>Established by the Veterans Affairs Commission in accordance with "The ROC Veterans Assistance Act" |
| 內容 Contents                                                                                                                                                                                                  |                                                                                                                                        |
| <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>Specially designated farm units administer eight national farms: Wuling, Fushoushan, Qingjing, Changhua, Chiayi, Pingtung, Hualien and Taitung.</p> |                                                                                                                                        |

| 觀光資源類型<br>Type of Resource                                                                                                                                                                                                                                                                                                                                                    | 設立依據<br>Basis for Establishment                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 自然保留區及保護區<br>Nature Reserves and Refuges                                                                                                                                                                                                                                                                                                                                      | 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<br>Established by the Veterans Affairs Commission in accordance with "The ROC Veterans Assistance Act" |
| 內容 Contents                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                           |
| <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 21 處自然保留區、18 處野生動物保護區、35 處野生動物重要棲息環境及 6 處自然保護區。</p> <p>The government has established 21 nature reserves, 18 wildlife refuges, 35 important wildlife habitats and six nature refuges for the conservation of important plants and animals as well as unique geological features. These are vital for the development of ecotourism.</p> |                                                                                                                                           |

| 觀光資源類型<br>Type of Resource                                                                                                                                                                            | 設立依據<br>Basis for Establishment                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 其他觀光遊憩區<br>Other Scenic Areas                                                                                                                                                                         | 由相關主管機關、地方政府或民間開發建設<br>Developed by central or local government agencies or private organizations |
| 內容 Contents                                                                                                                                                                                           |                                                                                                   |
| 供民衆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。<br>These include tourist and recreation areas such as tourist agricultural areas, leisure farms, large parks, fruit orchards, ranches and amusement parks. |                                                                                                   |

## 二、觀光資源之規劃建設與經營管理重點

### (一) 協助縣市政府整建競爭型國際觀光魅力據點示範計畫

以「由下而上」的方式，透過競爭型計畫協助縣市政府發揮創意、善用在地優勢特色資源，整備相關軟硬體設施，打造吸引國際觀光客之據點。計畫內容如下：

1. 臺北市「歷史體驗·儒道發光－孔廟歷史城區觀光再生計畫」運用孔子第 79 代裔孫在臺灣擔任奉祀官之唯一性及大龍峒為民間捐地興建之獨特性，發揚正統儒道文化，並結合孔廟、大龍峒及花博進行整建改造，形塑為全球儒道文化中心。
2. 新北市「水金九地區國際觀光魅力據點發展整合計畫」串聯整備現有旅遊環境，結合礦業遺址、在地人文歷史與社區藝術營造，形塑為具精緻、深度的「礦業生態旅遊地」。
3. 臺中市「綠·園·道－都會綠帶再生計畫」從單純提供民眾散步之景觀園道，蛻變成為整合提供文化展演、休閒活動、觀光資訊及時尚購物之都會觀光綠帶。
4. 彰化縣「工藝薈萃、追求極致，鹿港魅力再現」以臺灣傳統工藝體驗、古蹟鑑賞采風為資源特色，透過鹿港周邊歷史街區漫步（整建）及傳統工藝體驗空間建置及國際推廣，形塑小眾、精緻及深度旅遊的歷史小鎮。
5. 屏東縣「國境之南·看見屏東之美」結合恆春古城景觀營造、影視旅遊、在地民謠音樂，創造文化感動，以半島特色街區再生、特色場景景點改善及推動民謠嘉年華（展演場域再生）為整備重點，成為能體驗臺灣常民生活及風土民情、具有愜意感的觀光小鎮，提供除墾丁旅遊外之新選擇。
6. 新竹縣「風華再現－打造漫畫夢工場」結合本土優質動漫及內灣鐵道文化，形塑具文化創意之旅遊軸線，開發日、韓、大陸及華人世界旅遊市場之潛力，形塑為臺灣第一座漫畫夢工場。
7. 苗栗縣「客家桃花源」發展「客家桃花源」及「臺灣油礦原鄉」，打造客家文化魅力據點，建設水上花樹劇場，打造大型定目劇場及發揚亞洲第一個油礦坑之歷史地位。整合為兼具人文及自然景觀特色的觀光部落。



## II. Key Points of Tourism Resource Planning, Development and Management

### (I) A Model Plan to Assist Local Governments in Developing International Tourist Attractions

This model plan adopted a bottom-up approach. Through competitive plans, the Tourism Bureau assisted local governments in finding creative ways to use local advantages and resources. By improving infrastructure and services, these locales have built attractions that brought in international visitors. Details of related plans are as follows:

1. Taipei: The purpose of this plan was to regenerate the tourist area surrounding the Taipei Confucius Temple. It took advantage of a pair of unique traits — first, a 79th generation relation of Confucius had served in Taiwan as an official in charge of sacrificial rites, and, second, a private land donation in Dalongdong. Besides making improvements to the Confucian Temple, Dalongdong and the Flora Expo areas, it developed orthodox Confucian culture so the area could become a global center for Confucianism.
2. New Taipei City: The purpose of this development plan was to turn the Shuijinjiu region (Shuinandong, Jinguashi and Jiufen) into an international tourist attraction. It integrated the existing tourism environment with mining relics, local culture/history, and community arts building programs to create a deeply meaningful mining-themed travel destination.
3. Taichung: The purpose of this plan was to regenerate an urban green area. The city envisioned a transformation from providing simple places to walk to building a comprehensive green zone for urban tourism

where cultural performances, recreational activities, tourism information and shopping all thrived.

4. Changhua County: The purpose of this plan was to revisit the beauty of Lugang through its crafts and historic landmarks. By encouraging people to visit renovated old streets, building spaces to experience traditional crafts, and conducting international promotions, the plan turned Lugang into a refined niche tourism town with deep meaning.
5. Pingtung County: The purpose of this plan was to get people to visit the southern tip of Taiwan so they could see the beauty of Pingtung. In terms of culture it combined construction on the Hengchun old city, film-themed travel, and local folk music. Work focused on regenerating the peninsula's specialty streets by renovating landmarks and performance stages (where folk music carnivals could take place). The county will become a place to experience everyday life and local customs, letting travelers know that there is more to Pingtung than just Kending.
6. Hsinchu County: The purpose of this plan was to usher in another golden age of tourism through the comics industry. Neiwan rail culture was combined with local strengths in animation, building a central axis for tourism that combined culture and creativity. The comic dream factory was the first of its kind in Taiwan and attracted visitors from Japan, Korea, Mainland China and overseas Chinese communities.
7. Miaoli County: The purpose of this plan was to develop Miaoli's reputation as a Hakka paradise and the hometown of Taiwan oil mining. Attractions and stages for regular performances



臺北市孔廟  
Taipei Confucius Temple



屏東縣恆春  
Hengchun, Pingtung County

8. 南投縣「南投太極美地～茶竹の故郷・臺灣心動線」以茶竹文化作為發展觀光之主軸，透過鹿谷凍頂烏龍茶發源尋根，融入當地茶文化、茶產業、茶藝、竹藝及清末竹山開拓史蹟故事化。搭配產業活動及相關遊憩深度體驗，並串聯溪頭、凍頂山、麒麟潭、小半天等周邊據點之景觀休憩設施改善。
9. 臺東縣「慢活臺東－鐵道新聚落」活化臺鐵舊宿舍空間進行更新改造，並規劃原住民文創舞臺、特色產品展售及南島文化展演空間，以聚焦集客並延長旅客停留時間。
10. 澎湖縣「海峽風華・平湖美學－澎湖灣悠活度假」以創新之手法，增加眷村文化及仙人掌公園為主題之魅力據點，與澎湖既有之優勢觀光資源串聯整合，提供新遊憩體驗，開拓新客源，形塑為兼具生態自然及歷史觀光休閒遊憩行動品牌。

#### （二）執行「整備觀光遊憩設施建設計畫」

協助地方政府整備觀光建設部分，針對地方風景區、觀光地區或旅遊帶之觀光遊憩設施，進行必要之設施服務水準及周邊整體環境品質提升工作；藉由型塑高品質之觀光旅遊據點，產生聚焦集客作用，促進國內旅遊，進而吸引國際觀光客到訪。101 年度合計投資新臺幣 650,000 仟元，補助地方政府執行 84 件風景區公共設施整建及興建工程。重要建設包含「侯硐平溪及濱海地區週邊環境改善工程」、「冬山河森林公園環境教育中心周邊景觀」、「虎頭山風景區入口與遊憩動線設施」、「八卦山大佛風景區景觀暨老舊設施改善」、「草嶺地區幽情谷步道串聯」、「竹崎觀光亮點園區」、「觀音

山及月世界風景區地景設施改善」、「七星潭及白鮑溪遊憩設施改善」及「臺東觀光飛行啓蒙基地」等。

#### （三）執行「區域觀光旗艦計畫」

推動「由上而下」（top-down）的執行策略，委託專業團隊，並邀請國際觀光專業人士協助擬定北部、中部、南部、東部、離島等 5 大區域之觀光發展主軸後，據以指導並補助地方政府進行觀光環境之整備工作。101 年度合計投資新臺幣 700,000 仟元，補助地方政府執行 67 件區域觀光環境整備工作。重要建設包含「拉拉山風景特定區生態教育園區」、「礁溪湯圍溝舊有社區公共浴池暨周邊環境改善」、「潭雅神綠園道周邊環境改善」、「北港復興鐵橋周邊遊憩設施改善」、「高雄城市光廊再現」、「臺 3 明珠觀光發展計畫」、「金樽海濱休憩帶環境改善」及「金門柳營一營區轉化為戰鬥文化體驗園區計畫」等。

### 三、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，101 年度完成「彰化縣芬園鄉（就是愛荔枝樂園）委託民間參與營運案」、「澎湖林投遊客中心營運移轉案」及「澎湖望安綠蠵龜觀光保育中心賣店營運移轉案」，期能帶動國家風景區範圍管理處與民間業者合作戮力推動觀光產業發展。

觀光局未來將持續配合財政部促參司及交通部政策，持續推動民間參與政府公共建設觀光遊憩案件，希望將民間的活力及創意導入遊客旅遊服務設施，提供旅客更新、更便捷的遊憩服務。



|   |   |
|---|---|
| 1 | 3 |
| 2 | 4 |

1. 宜蘭長埤湖親水設施 2. 澎湖縣望安鄉綠蠵龜保育中心 3. 花蓮豐濱鄉部落展演廣場 4. 彰化縣『就是愛荔枝樂園』  
1. Waterfront facilities along Changpi Lake, Yilan 2. The Green Turtle Tourism and Conservation Center on Wangan, Penghu 3. A performance stage in Fengbin Village, Hualien 4. Alice's Garden, Changhua County

were built for Hakka sites, and for mining. The bureau has promoted Miaoli's historic status as the home of Asia's first oil fields. The result was a tourism location with a rich cultural and natural landscape.

8. Nantou County: The purpose of this plan was to promote Nantou's beauty through tea and cultural resources. It used Lugu's status as the origin of Dung Ding tea, blending tea culture, industry and arts with bamboo arts and historic stories related to developing the Zhushan area during the late Qing Dynasty. The plan also included improvements to nearby sites such as Sitou, Dung Ding Mountain, Qi-Lin Lake and Siao-ban-tian.
9. Taitung County: The purpose of this plan was to build a new village themed on the railway, where visitors could travel at their own pace. It involved renovating an old Taiwan Railways dormitory and preparing a stage for aboriginal performances. There were also shops for selling specialty products and exhibition spaces for Austronesian cultural items. By creating a tourism cluster, tourists will be encouraged to linger.

10. Penghu County: The purpose of this plan was to raise Penghu's status as a site for recreation and vacation. It involved innovative methods for developing a military dependents village and cactus park as new tourism sites. It also integrated Penghu's existing tourism resources in a manner that could provide an all-new recreational experience, and in the process open new tourist sources. The plan reinforced Penghu's brand as a tourist location rich in ecology and history.

#### (II) A Development Plan to Bolster Tourism Facilities

The Tourism Bureau assisted local governments in arranging tourism construction projects in scenic areas, tourism areas and tourism belts, so facilities met required standards and the surrounding environment was improved. High-quality tourist sites then became tourism clusters that attracted domestic and foreign tourists. In 2012 investment worth NT\$650 million was poured into subsidizing local governments on 84 refurbishment or building projects involving infrastructure in local scenic areas. Major projects included improvements to: Houtong, Pingxi and surrounding coastal areas; the landscape surrounding the environmental education



## 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>

本風景特定區具有豐富海岸、河口景觀及人文風情，101 年度持續推動「重要觀光景點建設中程計畫（101 至 104 年）」項下「東北角暨宜蘭海岸國家風景區建設計畫」，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) 國際觀光重要景點建設

- a. 改善福隆遊憩區周邊景觀環境，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。如：完成福隆遊客中心解說展示工程、福隆地區建物設施防水整修工程、福隆海水浴場內河大橋結構補強工程。
- b. 外澳火車站周邊景觀改善、舊草嶺隧道南口自行車道地下道引道銜接，提供遊客更多元的旅遊據點及遊憩活動，進而提升當地的旅遊品質。
- c. 壯圍旅遊服務園區新建工程—壯圍旅服園區入口道路整地排水景觀工程。
- d. 蘇澳冷泉停車場及周邊環境景觀美化工程。
- e. 外澳港口里及外澳里海堤景觀美化工程。

###### (2) 國內觀光重要景點建設

- a. 改善遊憩服務設施打造質量並進、優質的觀光品牌形象，提升整體旅遊服務品質。
- b. 完成宜蘭濱海遊憩區周邊服務設施改善。
- c. 龍洞南口海洋公園浮動碼頭設施整修工程。

###### (3) 地方觀光重要景點建設：

臺2線沿線綠美化、休憩據點、社區聚落環境改善、南子吝步道整修工程、大溪景觀臺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2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) 持續辦理「促進東北角海岸地區土地利用暨景觀風貌改善」案，以區段徵收開發方式，解決景觀保護區私有土地使用受限及提供觀光產業發展所需土地，以維護海岸自然景觀。
- (2) 持續辦理龍洞南口海洋公園及遊艇港 ROT（龍洞四季灣）與福隆濱海旅館區 ROT+BOT 案之履約管理作業。
- (3) 行銷推廣施政措施及執行便民服務業務成果外，並適時辦理說明會與座談會，以聽取地方意見，即時溝通修正施政內容。



2012 福隆國際沙雕藝術季  
The 2012 Fulong Sand Sculpture Festival



舊草嶺隧道南口自行車道  
The Old Caoling Tunnel cycling path

center at Dongshan River Forest Park; the entrance and recreational facilities at Hutou Mountain Scenic Area; the landscape and facilities at the Eight Trigram Mountains Buddha Scenic Area; the trail links at Caoling's Youqing Valley; the Zhuqi tourism spotlight area; the landscape and facilities of Guanyin Mountain and Moon World; the recreational facilities at Qixingtian and Baibao River; and sites for outdoor tourism events in Taitung.

### (III) Execution of a Regional Flagship Tourism Plan

This plan used a top-down approach, commissioning professional teams, who received support from international tourism experts, in setting tourism development themes for the northern, central, southern, and eastern regions of Taiwan, along with the outlying islands. Their ideas guided the distribution of NT\$700 million worth of subsidies the Tourism Bureau offered to local governments in 2012 to conduct 67 projects for improving regional tourism environments. Major projects included improvements to the ecological and educational park at Lala Mountain Scenic Area; the public baths and surrounding environment of the old community surrounding Jiaosi Tangweigou; the environment surrounding the Tanyashen Green Bikeway; tourism facilities around the Beigang Fuhsing Bridge; the Kaohsiung urban spotlight restoration project; the "pearls" of Meishan Township; the environment

surrounding the Jinzun coastal area tourism band; and the proposed cultural park at Kinmen's Liuying first barracks.

### III. Encouraging Private Investment in Tourism Projects

National scenic area administrations under the Tourism Bureau completed several plans in 2012 aimed at increasing the variety of recreational services and the use of corporate operational models. These included commissioning a private company to run Alice's Garden in Fenyuan Township, Changhua County; transferring operations of the Penghu Lintou Visitor Information Center; and transferring operations of the shop at the Green Turtle Tourism and Conservation Center on Wangan, Penghu. The projects increased opportunities for national scenic area administrations to cooperate with private enterprises in promoting development of the tourism industry.

In the future, the Tourism Bureau will continue to encourage private participation in public tourism infrastructure projects, in line with policies enacted by the Ministry of Finance and Ministry of Transportation. The hope is that by introducing the energy and innovative ideas found in the private sector to tourism facilities, the bureau will be able to provide newer, more convenient recreational services.

- (4) 修訂「龜山島生態旅遊作業管理要點」及「龜山島生態旅遊申請須知」，以維護旅遊秩序及遊憩安全，並於遊客中心、遊憩據點、東北角管理處網站、摺頁及多媒體說明周知。
- (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。
- (6) 推動有感措施：於福隆、大里及南方澳遊客中心加裝溫熱水洗手臺、加裝轄內廁所愛心扶手、即時龜山島封島簡訊及提供愛心登山杖，並建置交通資訊即時動態電子看板。

### 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，如東北角迎曙光活動、騎遇東北角—宜蘭單車逍遙遊、福隆國際沙雕藝術季、草嶺古道芒花季等。
- (2) 為推廣東北角豐富地質景觀，將宣導生態環境保育及觀光資源永續觀念，融入志工訓練課程中，並結合在地國中小、社區及居民，進行解說推廣及導覽訓練，以增進學生及居民認識地質、關懷自然環境之知能。

- (3) 運用轄內「山、海、河」資源，推動優質生態觀光旅遊；並強化旅遊資訊，豐富旅遊行銷宣傳管道，以網頁互動與便利性機能，創造即時通宣傳效能。
- (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。
- (5) 為將特色景點產品化，101年度特別以點·線·面方式，推廣「福隆—舊草嶺隧道—鼻頭、龍洞地質區、九份、金瓜石」沿線各點，成功申請台灣好行巴士行駛本路線，提升散客與國際客交通接駁無縫隙服務。另發行東北角「黃金福隆線」護照、套票，其中1日券方案頗受遊客好評，並有效連結九份、東北角沿線及福隆之遊客，不但提供方便的交通服務，更因提供多樣化的旅遊景點而增加遊客停留時間。
- (6) 「2012台灣好行—黃金福隆線」因沿線各式文宣及相關設計設施成功，榮獲交通部觀光局「台灣好行」滿意度評比推動單位第一名，在全臺22條路線中，脫穎而出，成效卓著，截至101年12月已超過26萬人次搭乘，廣受遊客喜愛。

### 4. 未來發展重點

- (1) 配合「區域觀光旗艦計畫」，加強旅遊資源整合，提升景點設施服務水準及周邊整體環境品質，打造具國際競爭力之觀光魅力指標型據點，宜蘭濱海旅遊線並將以自然生態旅遊及人文體驗為重點，塑造符合海岸資源環境之海濱休閒渡假遊憩區。
- (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



「2012 騎遇東北角」活動  
Holding of a Taiwan cycling festival on the Northeast Coast



## Section 2 Development and Management of Designated National Scenic Areas

### I. Improved Planning, Development and Management

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

To add to the rich coastal scenery, estuary landscapes and cultural attractions of this national scenic area, in 2012 the Tourism Bureau, in conjunction with the government, continued to implement the Northeast Coast and Yilan Coast National Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." The bureau prioritized four areas of investment: international tourist spots, national tourist spots, local tourist spots, and management and maintenance of national scenic areas. Besides continuing improvements to recreational facilities, it encouraged private organizations to invest in tourism businesses. The goal was to transform the area's coastal environment into an international tourist attraction. Major achievements are as follows:

#### 1. Planning and Construction

##### (1) Development of International Tourist Spots

- a. Improved the landscape and environment surrounding the Fulong Recreation Area, enhancing its reputation as a bayside leisure town. Promoted innovative activities suitable for theme-based tours in what is becoming a premier coastal base for vacation and recreation. Specific completed projects included explanations and displays at the Fulong Visitors Center, flood prevention repairs to buildings and facilities in the Fulong area, and structural repairs to the Neihe Bridge (over the seawater bathing area).
- b. Improved the landscape around Waiao Train Station and the underground ramp link at the south entrance of the Old Caoling Tunnel bicycle path, providing visitors with a greater variety of attractions and recreational activities, thereby raising local tourism quality.
- c. Zhuangwei travel service area new construction project — worked on roads, land, drainage, and landscaping of the entryway.

- d. Landscaping and beautification around the Suao Cold Springs parking lot.

- e. Beautified embankments in Gangkou and Waiao neighborhoods, Waiao.

##### (2) Development of National Tourist Spots

- a. Improved recreational service facilities, raising both the quality and volume of travel. Besides providing a better tourism brand image, it raised overall travel service quality.
- b. Completed improvements to the service facilities surrounding the Yilan Coast Recreational Area.
- c. Repaired floating piers at the Longdong South Ocean Park.

##### (3) Development of Local Tourist Spots

Improved local recreational and scenic attractions, including: Beautification of the land along Provincial Highway 2, environmental improvements to recreational facilities and communities, repairs to the Nanzihlin Mountain trails, and repairs to viewing platforms in Daxi.

- (4) Using the principle of waste reduction, continued improvements to recreational facilities and the environment of communities along the main corridor of Provincial Highway 2.

- (5) Implemented miscellaneous projects to form belt-type tourist sites, enriched recreational content, and enhanced quality of the overall travel environment.

#### 2. Operation and Management

- (1) Continued implementation of a plan to promote land use and improve the landscape of the Northeast Coast National Scenic Area. The plan used zone expropriation to resolve restrictions prohibiting private land use inside landscape protection areas and provided the tourism industry with land needed for development. The method conserved the natural landscape of the coastline.

- (2) Continued contractual management associated with an ROT project in the Longdong South Ocean Park and Yacht Port (Four Seasons Bay at Longdong) and the Fulong coastal hotel area ROT + BOT project.

- (3) Besides promoting administrative measures and achievements, the government held explanatory

展，將過路型轉化為目的型，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」，已建置完成「東北角舊草嶺環狀線自行車道」；定期舉辦活動及爭取媒體宣傳露出，加強遊客印象與來訪意願，整合行銷推廣健康慢活遊憩遊程，提升能見度，創造旅遊產值，打造東北角地區為自行車親子遊騎乘聖地。
- (4) 持續推動東北角地質公園，並推展生態旅遊等特色資源與活動，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。

## (二) 東部海岸國家風景區

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

本風景特定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。101年推動「重要觀光景點建設中程計畫（101至104年）」項下「東部海岸國家風景區建設計畫」，重要工作成果如下：

### 1. 規劃建設

#### (1) 先期規劃

- a. 完成「都蘭鼻整體觀光研究發展計畫」案：以整合都蘭鼻地區地方領袖及社區民眾之意見，規劃都蘭地區觀光發展模式，歷經17場溝通說明會後，部落達成自主經營管理之共識。
- b. 辦理「三仙臺觀光發展建構計畫」：針對三仙臺遊憩區及周邊範圍，進行觀光環境資源整體評估及分析，檢討三仙臺內部空

間規劃及動線，輔導觀光產業，並規劃現階段之改善措施及建構該區域之未來發展策略。

#### (2) 工務建設

辦理國際觀光（綠島系統、小野柳/都蘭系統、成功/三仙臺系統）、國內觀光（石梯/秀姑巒系統）、地方觀光（磯崎/鹽寮系統）等重要景點建設，完成綠島朝日溫泉停車場新建、小野柳周邊環境改善、東河橋及新港碼頭遊客中心設施改善、臺11線美山驛站景觀木平臺設置、奚卜蘭遊客中心展演場地及奚卜蘭遊憩區周邊環境改善等29件工程，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

辦理轄管潛在危險地區設置警告牌示、救生樁（含圈繩）及護欄等安全設施、



奚卜蘭遊客中心及展演廣場  
Performance square at Xibulan Visitor Information Center

meetings and conferences. It listened to local opinion and modified administrative measures when appropriate.

- (4) To maintain travel order and recreational safety the government revised guidelines governing ecotourism management on Guishan Island as well as application guidelines for Guishan Island ecotourism. These were explained in depth at visitors centers, attractions, on the Tourism Bureau's website, and in brochures.
- (5) Strengthened promotions for water recreation activities, printed brochures detailing dangerous fishing sites, and produced a water recreation safety video.
- (6) Recognizable Measures: Additions of warm water faucets at Fulong, Dali and Fanfangao visitors centers; addition of support railings in bathrooms; sending out text messages to notify people of Guishan Island closures, providing hiking poles, and addition of LED signs showing traffic alerts.

### 3. Advertising and Promotion

- (1) Promoted major activities based on available resources, season, newsworthiness, cooperation and industrial demands. These included watching daybreak on the Northeast Coast, a cycling festival in Yilan and along the Northeast Coast, the Fulong Sand Sculpture Festival, and a silver grass festival on Caoling Old Trail.
- (2) Volunteer and guide training programs include topics concerning ecological conservation and sustainable use of tourism resources to promote the protection of the rich geological landscapes of the Northeast Coast. Promotion of these ideas at local elementary schools and junior high schools familiarized students and locals with geology and taught them to care for the natural environment.
- (3) Used natural resources to promote high-quality eco-tourism. Improved travel information and provided a broad range of channels for travel promotion, while using the interactive features and convenience of websites to quickly disseminate information.
- (4) Conducted volunteer guide trainings, seminars, awards ceremonies, and evaluations. Established a manpower databank, used social resources, and used professional knowledge.

- (5) As part of its plan to turn local attractions into marketable tourist products, the Tourism Bureau sought points of focus for promotion. In 2012 it chose points along the Fulong-Old Caoling Tunnel route, including Bitou, the Longdong geological area, Jiufen, and Jinguashi, then it included them on a Taiwan Tourist Shuttle route to provide seamless transit for domestic and foreign travelers. The bureau also issued a Gold Fulong Route "passport" and ticket packages, with tourists favoring the day-pass option. By linking diverse areas such as Jiufen, the Northeast Coast and Fulong, the bureau not only provided convenient transportation but also lengthened the duration that tourists spent in the area.

- (6) In 2012 the Gold Fulong Route had the highest satisfaction rating of all 22 routes in the Taiwan Tourist Shuttle system. The honor was attributed to diverse promotion as well as a successful design and facilities. As of December 2012, the route had transported more than 260,000 passengers.

### 4. Future Development

- (1) This development plan, in conjunction with the regional flagship plan, will further integrate tourism resources, raise the quality of facilities and services at attractions, improve surrounding environments, and create model tourist attractions that are internationally competitive. The Yilan coastline will rely on eco-tourism, cultural experiences and local resources to develop a bayside leisure and recreational area.
- (2) The purpose of the plan is to change the area from a place that visitors pass through to one where they linger. By creating a high-quality travel environment, fostering communities, and portraying local characteristics, development of the local tourism industry will be sparked. Encouraging travelers to experience deeper travel by moving slowly through this LOHAS-rich environment will encourage them to stay two to three days, instead of the common current duration of one day.
- (3) The government has finished construction of the Old Caoling Trail Circle-Line Bikeway, in accordance with the "Eastern Taiwan Bikeway Network Demonstration Plan." To turn the area into a favorite place for families to visit and



轄區水域遊憩活動安全管理、督導轄區水域活動經營業者辦理救護演練、年度防災暨自衛消防演練、颱風災害防救工作及整備、檢討修訂「防災應變工作手冊」、觀光旅遊網旅遊安全資訊更新維護、行政資訊網「水域遊憩專區」資訊更新維護、春節連續假日交通疏運等工作。

## (2) 設施維護管理

辦理全區環境維護及設施維持、遊憩設施管理資訊系統、指示及標誌國際化之設置及維護、轄區水域監視系統維護、綠島柴口及石朗浮潛區安全警戒浮球維護、公共建物安全及消防設備缺失改善、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

辦理轄區環境清潔工作、清淨家園全民運動計畫、各據點植栽綠美化、垃圾減量及資源回收、海岸漂流木清理、續依「風景區人性化公廁設計規範」改善轄區據點公廁等工作。

## (4) 運用社會資源

辦理「臺東三仙臺旅館區興建營運計畫」案與「綠島朝日溫泉、朝日旅遊服務中心及露營區 ROT」案履約管理工作、志工招募及解說服務、遊憩或服務設施出租民間經營及委託民間認養、東海岸社區部落觀光發展 Discovery 計畫、東海岸部落特色觀光產業塑造行銷計畫等。

## (5) 特殊項目

101年度觀光景點無縫隙旅遊服務－申請辦理「台灣好行－東部海岸線」，便利國內外遊客來臺東旅遊，達到交通無縫



第 2 屆募集東海岸旅遊達人活動  
The 2nd East Coast Travel Master Activity

隙接駁功能，特規劃三款台灣好行－臺東套票，暢遊東海岸各景點以及到綠島體驗離島風情。

## (6) 推動有感措施

辦理「打鹿岸觀星去」之配套遊程，帶領夜訪遊客另類視覺享受與體驗，並廣受當地認同，將持續辦理。

## 3. 宣傳推廣

### (1) 觀光遊憩活動推廣

- 三仙臺迎元旦曙光活動：號召百人排在 LED 圍成的 101 字型裡，共同迎接民國 101 年，並結合臺鐵曙光郵輪列車安排半日遊程，共吸引 8,000 人次前來，成功打響三仙臺迎曙光活動。
- 第 2 屆募集東海岸旅遊達人活動：利用集點方式行銷全年辦理的活動及遊程，積分最高前 600 名可獲得東海岸榮譽之友卡，內含 500-5,000 元獎金及好康優惠，參加人數突破 1 萬人。
- 2012 年勇闖東海岸單車自我挑戰賽：101 年 4 月 1 日於臺東加路蘭遊憩區辦理，共有 1,500 名車手參加，本活動從 98 年辦理迄今已打響金字招牌並獲得國內外車友認同。

cycle, and thereby increase the output of the tourism industry, the Tourism Bureau holds regular tourism events. It invites reporters and uses marketing campaigns to promote healthy, LOHAS-themed recreation, raising visibility and giving prospective tourists a strong impression of the area.

- (4) The Tourism Bureau will continue to promote the Northeast Coast Geological Park, as well as eco-tourism and other special resources and activities. Its goal is to contribute to the balanced development of local industries while advancing tourism. By turning the area into a tourism belt that protects the natural environment, it will enhance Taiwan's international image as a country that values landscape conservation and sustainable eco-tourism.

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

This scenic area boasts the majestic scenery and rich natural environment of Taiwan's East Coast, as well as unique prehistoric archaeological sites and the traditional culture of the Amis people. It offers tourists opportunities for rafting, hot springs, scuba diving, whale watching, and a multitude of other activities. To further enhance the area's status as a four-season tourist destination, in 2012 the Tourism Bureau, in conjunction with the government, continued to implement the East Coast National Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

##### 1. Planning and Construction

###### (1) Initial Planning

- a. Completed the Dulanbi comprehensive tourism research and development plan. After gathering opinions of local leaders and residents, the plan was composed as a tourism development model for the Dulan area. Following 17 meetings, a consensus was reached with the local indigenous community for the community to take over operations and management.
- b. Conducted the Sanxiantai (Nuwalian) tourism development plan, which focused on the Sanxiantai recreational area and surrounding environment. Assessment of tourism resources in the area, followed by spatial planning and layout, led to initial improvement measures and future development strategies.

###### (2) Public Works

A total of 29 construction projects took place at major international attractions (Green Island, Xiaoyeliu/Dulan, Chenggong/Sanxiantai), national attractions (Shiti/Siougulan), and local attractions (Jici/Yanliao). These included completion of the Zhaori Hot Springs parking lot (Green Island), improvements to the environment surrounding Xiaoyeliu, improvements to the visitor information center facilities at Donghe Bridge and Singang Harbor, installation of a wooden observation platform at the Meishan relay station (Provincial Highway 11), improvements to the exhibition area at Xibulan Visitor Information Center, and improvements to the environment surrounding the Xibulan recreational area. Enhancement of recreational facilities led to better overall travel services.

##### 2. Operations and Management

###### (1) Raising Traveler Safety

To ensure traveler safety within the East Coast National Scenic Area, the following items were inspected: warning signs in potentially hazardous areas, lifebuoys (and the poles/ropes they are attached to), safety barricades, safety management of water recreation areas, rescue drills carried out by companies involved in water activities, annual disaster prevention drills, annual security drills, annual fire drills, typhoon disaster prevention and rescue, typhoon preparations, review and revision of a handbook for disaster prevention and response, updates and maintenance of travel safety information on the tourism website, updates and maintenance of information on water recreation zones on administrative sites, and transportation management during the extended Lunar New Year holiday.

###### (2) Managing Maintenance of Facilities

Completed tasks included: Maintenance of the environment and facilities, update of a recreational facility management information system, installation and maintenance of signs (while ensuring they meet international standards), maintenance of water monitoring systems, maintenance of safety and warning buoys at Green Island's Chaikou and Shilang diving areas, improvements to public building safety and firefighting equipment, operations

- d. 2012年秀姑巒溪泛舟觀光活動：101年6月17日辦理，結合泛舟、路跑、單車三項運動的泛舟鐵人競賽活動，成功創造話題。並規劃「奚卜蘭出海口生態」及「奇美部落慢走漫遊」等套裝行程，讓選手與遊客們除了能享受急流瘋泛的快感外，也能體驗東海岸極具特色的部落文化。
  - e. 加路蘭手創市集：101年7-8月每週六、日傍晚至晚上於加路蘭遊憩區辦理，倡用手作、原創、原味觀，結合部落工藝、小吃、DIY產業及在地表演，並以風為主軸創造四週不同主題吸引遊客來此遊玩，體驗海風、樂活的東海岸風情。
  - f. 夜訪小野柳生態導覽遊程：101年5月起每週五、六日晚上，透過星空、地質及動植物生態解說，帶領遊客一起來體驗小野柳越夜越美麗的風情。
- (2) 東海岸辦理三仙臺展演活動推廣、小野柳駐點展演、阿美族民俗中心展演、月光小棧藝文展演等，以歌舞、藝術的形式，讓遊客能深刻體驗東海岸族群的熱情。
- (3) 部落觀光推廣
- a. 東海岸部落慢騎漫遊套裝遊程：帶領中小眾遊客全程以單車及健走作為交通工具，推出「經典套裝遊程路線」、「花東縱走+單車自由行」和「客製化單車行程」三大主題，讓遊客可以慢走漫遊、慢騎漫遊的方式，深度且悠閒的體會這塊土地熱情的魅力。
  - b. 部落觀光啟動儀式：透過多年的陪伴與轄區內部落建立夥伴關係，營造部落的觀光情境，及推展部落觀光產業及遊程，於101年12月11日於奚卜蘭靜浦部落

辦理部落觀光啟動儀式，展現部落觀光成果宣傳不一樣的東部海岸旅遊方式。

#### 4. 未來發展重點

- (1) 維護東部海岸與綠島地區之整體自然景觀與人文資源，促進資源永續發展。
- (2) 形塑東部海岸及綠島地區為漫遊、樂活之觀光旅遊度假天地。
- (3) 促進民間投資及觀光產業發展，增加地方就業機會，繁榮地方經濟。
- (4) 推展部落觀光，協助營造部落觀光環境與建構部落觀光產業，建立東部海岸部落觀光主題旅遊品牌。

### (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的典範。澎湖國家風景區 101 年持續推動「重要觀光景點建設中程計畫（101 至 104 年）」項下「澎湖國家風景區建設計畫」，重要工作成果如下：

#### 1. 規劃建設

##### (1) 開發新景點

古堡遊憩區：為營造西嶼東臺、東昌營區成為澎湖軍事史蹟觀光園區，企圖將當地歷史資源活化再利用。除於遊憩區內引入展示、服務設施外，亦積極辦理媒體踩線及解說教育訓練，運用現地踏勘東臺古堡與東昌營區方式，形塑據點趣味性、健康性及休閒性。以深入瞭解古堡遊憩區內所蘊涵之軍事遺址及歷史人文等豐碩資源，重塑西嶼地區旅遊新印象，共創澎湖旅遊環境之永續。





東海岸部落觀光啟動儀式  
Launch of a tourism activity by an East Coast indigenous tribe



三仙臺迎曙光  
Sunrise at Sansiantai

management of local attractions, autonomous safety inspections of local attractions, and autonomous maintenance inspections of local attractions.

(3) Cleanliness and Beautification of the Environment

Maintained cleanliness of the East Coast National Scenic Area, urged locals to clean their homes, planted vegetation around attractions, reduced waste, promoted recycling, and cleaned up driftwood. Improvements were made to public toilets at local attractions based on design and planning of user-friendly toilets suited to scenic areas.

(4) Use of Social Resources

Implemented a construction and operations plan for the Sansiantai hotel district; managed an ROT plan for Green Island's Zhaori Hot Springs, Zhaori visitor information center, and a camping area. Recruited volunteers, provided guide services, rented recreational and service facilities to private organizations to operate, and urged organizations to adopt facilities. East Coast indigenous communities launched plans to develop and promote specialty tribal tourism, including the "Discovery" plan.

(5) Special Items

To achieve seamless transit between attractions for domestic and foreign tourists who visit Taitung, application was made to run the East Coast Line route of the Taiwan Tourist Shuttle system in 2012. Three Taitung ticket packages

made it easier for visitors to see attractions along the East Coast and travel to Green Island.

(6) Recognizable Measures

Began conducting night tours to give travelers a new visual experience. Local approval of the program led to its continuation.

3. Advertising and Promotion

(1) Promotion of Tourism and Recreational Activities

a. Sansiantai New Year's Day Sunrise: Recruited people to stand inside LED lights that spelled out the numerals "101," to welcome together the year 2012 (101 years since the ROC's founding). Organized a half-day tour in conjunction with the Taiwan Railways New Year's sunrise cruise train. About 8,000 visits were made to Sansiantai during the event.

b. 2nd East Coast Travel Master Activity: Points were awarded at activities and on travel itineraries to promote year-long travel to the East Coast. The 600 people who gathered the most points qualified for a special East Coast honorary travel card, which included rewards and discounts worth between NT\$500 and NT\$5,000. More than 10,000 people participated.

c. 2012 East Coast Super Rider Cycling Race: On April 1, 2012, 1,500 cyclists took part in a race in Taitung's Jialulan Recreation Area. The event began in 2009 and since has developed a strong reputation among local and foreign cyclists.

d. 2012 Siougulan River White Water Rafting Tour: This tour, which was comprised of rafting,

## (2) 景點添新粧

### a. 辦理據點休憩設施改善

西嶼大菓葉、望安天臺山、七美人塚遊憩區、大獅龍埕風景區、望安鴛鴦窟遊憩區增設觀景平臺、遮蔭棚架、遊客座椅，部分地區增設停車場，提供全區更完善、舒適及多元的服務功能。

### b. 據點景觀改善

以庭園景觀手法，加強植栽綠美化，分別辦理馬公、湖西、白沙、西嶼及南海遊憩系統各景點之植栽景觀改善工程，塑造整體庭園環境與景觀風貌。

## (3) 營造友善環境

### a. 建置旅遊服務中心：依旅遊服務中心CIS

使用規範之規定，改善所屬各遊客中心、展館服務臺之裝修，使遊客直接感受專業、親和、友善的旅遊諮詢服務。辦理虎井遊憩區服務設施整建，並完成整修虎井旅遊資訊站。

### b. 興建人性化公廁：辦理二崁公園、虎井遊客中心等公廁整建，達到人性化、無障礙的公廁服務等。目前經管公廁均榮獲澎湖縣政府頒「特優級」公廁獎章。

## 2. 經營管理

### (1) 環境清新潔淨計畫

a. 擇定重點地區，動員社區居民、民間團體、澎湖防衛司令部、聯勤澎湖地區支援指揮部、澎湖地方法院檢察署、相關鄉公所及學校等單位，共同清理海漂垃圾、大型漂流木及廢棄物、雜草等有礙觀瞻之物件，藉此提高淨灘、淨鄉之共識，喚醒住民自覺。活動過程中安排隨隊講師，配合環境生態之教育解說推廣生態旅遊及資源保育。

b. 101年度辦理北寮奎壁山濱海環境、望安鴛鴦窟海岸、七美雙心石滬濱海環境及員貝嶼濱海環境等地之環境整頓清新潔淨宣示活動，總計參與人數達1,000人次以上，共計清理一般垃圾及海漂物垃圾量500公噸。

### (2) 提升同仁及觀光產業人員技能訓練

a. 浮潛指導員訓練：向業者積極宣導「水域遊憩活動管理辦法」法令，並與國立澎湖科技大學合作辦理浮潛指導員課程初訓及複訓包括基本知識、配備操作、入水法、水面浮潛、伴潛、救援法等。使業者具備



虎井旅遊服務中心  
The Hujing Visitor Information Center



員貝嶼清新潔淨宣示行動  
A litter clean-up activity on Yuanbei Island

- running, and cycling, was held on June 17, 2012, to great fanfare. It was integrated with an ecological tour of the mouth of the Xibulan and a relaxed journey through the Kiwit community. Competitors and other visitors could enjoy not only the excitement of the rafting tour but also the unique indigenous culture of the East Coast.
- e. Jialulan Handicraft Market: The market took place every weekend afternoon and evening in July and August 2012. It featured handicrafts and original works together with indigenous crafts, snacks, DIY activities, and performances. To give visitors further incentive to come each week it included different themes based on the concept of "wind." Participants experienced the joyful sea breeze and LOHAS that permeates the East Coast.
  - f. Ecological Night Tours of Xiaoyeliu: Starting from May 2012, every Friday and Saturday evening guides revealed to guests the beauty of Xiaoyeliu at night. They showed the stars, the geology, plants and wildlife.
- (2) Performances on the East Coast: Promoted performances at attractions such as Sanxiantai and Xiaoyeliu as well as regular venues such as the Amis Folk Center and the Moonlight Inn. Used song, dance, and art to show visitors the passion of East Coast aboriginal groups.
- (3) Tribal Tourism
- a. 2013 East Coast Cycling Tour  
These tours led hiking and biking enthusiasts using only these two methods of transportation through the East Coast in a relaxing manner that slowly revealed the passion and charm found on this land. Guests could choose from three main themes: classic package routes, the East Rift Valley (with semi-independent travel), and tailor-made tours.
  - b. Tribal Tourism Launch Ceremony  
After years of fostering strong relations with local aboriginal communities, the conditions were set to build and promote tribal tourism. On December 11, 2012, the Cawi community hosted a launch ceremony in Xibulan. Organizers discussed progress they made in developing tribal tourism and explained how it could become an all-new way to travel the East Coast.

#### 4. Future Development

- (1) Continue preservation of the natural scenery and cultural resources on the East Coast and Green Island while advancing sustainable development.
- (2) Turn the East Coast and Green Island into a model vacation area for relaxed, LOHAS-based trips.
- (3) Encourage greater private investment and development of the tourism industry to increase local employment opportunities and boost the local economy.
- (4) Promote visits to indigenous communities while assisting in building a strong environment and industry for tribal tourism. Enhance tourism themes and the travel brand associated with aboriginals on the East Coast.

#### (III) Penghu National Scenic Area

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

The rich basalt geology, ancient cultural sites, and traditional folk culture resources of the Penghu Archipelago make it a model for the promotion of water activities and maritime ecotourism. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the "Penghu National Scenic Area Development Plan," a sub-plan of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

#### 1. Planning and Construction

##### (1) Developing New Attractions

Fort Recreation Area: This development plan aimed to transform the historical resources of Xiyu Dongtai and Dongchang barracks into the Penghu military relics park. It provided the chance for interesting, relaxed explorations of the Dongtai fort and Dongchang barracks. New exhibitions, service facilities, and trained guides enhanced the experience by revealing deep military, historic and cultural meaning found in the fort recreation area. Media reports gave potential tourists a new impression of Xiyu while the plan presented an opportunity for Penghu residents to cooperate in creating a sustainable tourism environment.

##### (2) Makeovers for Tourist Attractions

###### a. Improvements to Recreational Facilities

Xiyu Daguo Columnar Basalt, Wangan Tiantai Hill, Cimei Tomb of the Seven Beauties, Dashi



有帶領遊客從事浮潛活動能力，提升澎湖地區觀光水域遊憩活動安全品質。

- b. 水上摩托車活動安全訓練：與國立澎湖科技大學共同辦理水上摩托車活動，教授學員各項水上摩托車的技能與安全須知、並宣導配戴安全防護裝備，及遵守騎乘水上摩托車應遵循之規則技巧、救援法等事項，以維護遊客安全。

- c. 樹木栽植與養護研習：特聘請日本國家認定樹木醫生／國立中興大學園藝系副教授劉東啓為授課講師，課程內容包括樹木修剪技術剖析及樹木種植技術剖析。研習課程內容運用理論，以深入淺出的方式進行，增進參加人員綠化知識，並將正確的綠化技術運用於維護管理工作。

### (3) 促進民間投資案

- a. 獎勵民間投資觀光產業完成重要里程碑，其中「林投遊客中心營運移轉（OT）案」及「望安綠蠵龜觀光保育中心賣店營運移轉（OT）案」均已於6月及12月辦理簽約完成。目前積極針對東衛石雕公園促進民間投資開發作業規劃（BOT+ROT），以及南海遊客中心賣店（OT）案辦理公告招商。

- b. 漁翁島休閒渡假區促進民間投資開發計畫（BOT+ROT）案，辦理公告招商完成。

6月11日至9月11日辦理第5次公告招商期間，樺富建設股份有限公司參與本案投標，並於10月18日辦理綜合評審，並獲本案優先議約權。依所提之投資計畫書內容，將投資新臺幣6.53億元，興建232間房間休閒渡假旅館並改善現有遊客中心及遊憩設施。

### (4) 推動有感措施

「外語服務·友善遊」：自101年5月31日至102年5月15日辦理「建構澎湖觀光軟實力—全方位解說導覽提升計畫與執行」案，自7月起由外語服務人員6名進駐南、北海遊客中心，除提供外籍人士旅遊相關問題諮詢，亦即時線上或現地為業者排除個案外語溝通問題。駐點服務至101年11月30日止，共服務蒞滬外籍遊客達454人次，期間獲得廣大的響應。

「菊島一號·無縫遊」：為推展澎湖冬季觀光旅遊市場辦理「2012菊島1號旅遊巴士」，自101年10月14日開始啟動至102年3月底止，天天發車一班並配置解說人員進行全程導覽解說服務，提供旅遊的多元選擇方式，用以行銷澎湖冬季旅遊，體驗不同的澎湖風景，截至101年12月31日止搭載遊客646人次。

## 3. 宣傳推廣

### (1) 澎湖新鮮玩系列活動

為推廣開發低碳旅遊行程，辦理101年度「澎湖新鮮玩」生態旅遊活動，於101年7月至8月期間，透過石滬、燕鷗及地質為主題，以專業、學習、體驗、節能及教育等面向，介紹澎湖地區生態及景觀資源，希望透過鮮明及精緻化的特色遊



林投遊客中心\_愛樂音樂季活動  
Spectators enjoy a music festival at the Lintou Visitor Information Center

Lung-cheng Scenic Area, Wangan Yuanyang Cave: Provided more comfortable and wider ranging services by adding viewing platforms, trellising to provide shade, seating, and parking lots (in some areas).

b. Improvements to Landscaping

Enhanced aesthetics by planting gardens and greenery. New vegetation at Magong, Huxi, Baisha, Xiyu and attractions in the Nanhai recreation system created an extensive garden environment and improved landscaping.

(3) Creating a Friendly Environment

a. Visitor Information Centers

The Tourism Bureau used its corporate identity system to assist in improving the visitor information centers and exhibition halls it oversees. Renovations made service counters more professional, courteous and friendly. Also at the Hujing recreational area, service facilities were rebuilt and repairs completed to the Hujing travel information station.

b. Addition of User-Friendly Toilets

Renovations to the toilets at Erkan park and the Hujing visitor information center led to user-friendly facilities for all, including the handicapped. The Penghu County government recognized all public toilets in its jurisdiction managed by the Tourism Bureau for their excellence.

2. Operations and Management

(1) Environmental Cleanliness Plan

a. A major clean up of beach areas to remove garbage, driftwood, weeds and other unsightly items was carried out via the mobilization of community residents, private groups, the Penghu Defense Command, Combined Logistics Penghu Regional Support Command, the Penghu District Court Prosecutors Office, township offices and schools, and other groups. The activity built a consensus for clean beaches and a clean community. Also joining were lecturers who taught about ecology by discussing the merits of eco-tourism and resource conservation.

b. Clean-up activities in 2012 improved coastal environments around Beiliao's Kuibi Mountain, Wangan's Yuanyang Cave, Cimei's Twin Hearts Stone Weir, and Yuanbei Island. Over one thousand participants were involved in these



RS:X 風浪板世界青年錦標賽  
The RS: X Youth World Windsurfing Championships

events, and more than 500 tons of trash and refuse that drifted in from the sea were removed.

(2) Training of Tourism Bureau and Industry Members

a. Snorkeling Instructor Training: This program taught instructors the "Regulations Governing Water Recreation Activities." It also included beginner and refresher instructor training courses on basic knowledge, equipment use, water entry techniques, surface snorkeling, snorkeling with a partner, and rescue techniques, taught in cooperation with the National Penghu University of Science and Technology. The training ensured that instructors had the necessary knowledge to lead tourists on snorkeling excursions, raising both safety and quality of water recreation activities in Penghu.

b. Jet Ski Safety Training: This program taught jet ski techniques and safety in conjunction with the National Penghu University of Science and Technology. Besides explaining safety accessories and protective gear, the training course covered regulations and technical aspects that should be followed when riding jet skis, as well as rescue techniques. The purpose of the course was to ensure traveler safety.

c. Study of Tree Planting and Care: Liu Tung-Chi, an assistant professor at the National Chung Hsing University Department of Horticulture and a certified tree doctor in Japan, was commissioned to serve as a lecturer. Liu taught proper technique for trimming and planting trees, covering difficult theory in an easy-to-

程及生態旅遊活動，讓遊客來澎湖有多元的遊憩體驗，形塑優質永續的生態旅遊天堂，並希望以島嶼永續發展為重要課題，以兼具資源保護、住民生活、社區發展與環境教育。

#### (2) 望安綠蠵龜生態研習營

為持續推動生態保育與環境保護觀念，澎管處與澎湖縣政府農漁局、望安鄉公所、澎湖海洋生物研究中心及國立臺灣海洋大學持續合作，於6月28日至8月23日暑假期間以三天二夜的課程，共同辦理「2012望安綠蠵龜生態研習營」計12個梯次，其中2梯次以國際遊客為對象。營隊內容包括海龜生態知識的傳授、綠蠵龜觀光暨保育中心的導覽解說，同時更讓參與營隊的學員有機會實地觀察（模擬體驗）海龜上岸產卵的情狀，將以每位參與者的個人親身經驗落實海龜保育之推廣。

#### (3) 推動澎藍心動系列活動

為形塑澎湖觀光意象與海島風情，特別鏈結澎湖觀光元素，包裝唯美、浪漫、多元之旅遊產品與行銷計畫，期以帶動澎湖觀光產業，並籌辦「澎藍心動」系列活動，除持續創造話題外，運用促銷方案推動及行銷澎湖旅遊市場。行銷主題內容包括「創意 PLAY·搭船不累—臺華輪創意玩法徵稿」及「圖文與微電影徵選」、「秋冬遊澎湖集點活動」、「單車遊澎湖」、「文創藝術 Long Stay」等系列活動。

#### (4) 積極宣傳推廣澎湖觀光

澎湖風景區目前已成為一穩健、成熟的國民旅遊市場，然而澎管處仍以積極

宣導方式開闢「大陸地區旅遊市場」及「國際觀光市場」，透過辦理「建構澎湖觀光軟實力—全方位解說導覽提升計畫」、「2012年RS.X風浪板世界青年錦標賽」、「菊島夢幻祕境新婚之旅」、「澎湖觀光宣傳大使」、「2012澎湖國際觀光行銷嘉年華暨農特產品展銷」、「2012菊島1號旅遊巴士」等活動來落實，並運用媒體行銷的手法，將澎湖觀光產業加以包裝。統計101年度國內外媒體採訪踩線計25次、廣播採訪計12次、行銷記者會7場、運用志工協助導覽解說及觀光行銷活動達35場次。

#### (5) 澎湖遊客人次再創佳績

澎湖國家風景區遊客人次雖受交通及冬季氣候東北季風因素影響，去（100）年度仍突破66萬5,978人次創近10年歷史新高，101年度在澎湖產官學各界努力下，再次創下67萬7,020人次，遊客人數較去年成長1.66%，為澎湖帶來47.68億元之觀光產值。



澎藍心動系列活動  
A series of activities were held to promote Penghu



understand manner. Students learned new green knowledge and gained a correct understanding of techniques that they could then apply to future maintenance and management.

(3) Promote Private Investment

- a. Major milestones in encouraging private investment in tourism industry projects were achieved in 2012, notably signing an OT contract in June to transfer operations of the Penghu Lintou Visitor Information Center and another OT contract in December to transfer operations of the Green Turtle Tourism and Conservation Center on Wangan, Penghu. The government sought private investment and development in Dong Wei Stone Park (BOT and ROT), and it announced a tender to operate the shop in the Nanhai Visitor Information Center (OT).
- b. The tender process was completed for private investors to develop a resort district on Yuweng Island (BOT and ROT). Huaifu construction joined the fifth tender, held from June 11 to September 11, and on October 18 was awarded priority in negotiating a contract after bids were evaluated. The company planned to invest NT\$653 million to build a 232-room resort and improve the visitor information center and recreational facilities.

(4) Recognizable Measures

Foreign Language Services for Friendlier Travel:  
A comprehensive plan to improve guide services

took place between May 31, 2012, and May 15, 2013, as part of a larger plan to raise the soft power of Penghu's tourism industry. Starting in July, a total of six staff members adept in foreign languages were stationed at the Nanhai and Beihai visitor information centers. Besides answering inquiries from foreign travelers, the staff provided online and onsite language support to private businesses involved in the tourism industry. As of November 30, 2012, they had answered inquiries from foreign travelers 454 times.

Launch of the Chrysanthemum Island Tour Bus No. 1: To promote winter tourism on Penghu, the government operated the Chrysanthemum Island Tour Bus No. 1 between October 14, 2012, and the end of March 2013. The bus ran once daily and included guide service, giving tourists another travel option as well as the opportunity to experience Penghu in a different light during winter. By the end of 2012, the bus had made a total of 646 trips.

3. Advertising and Promotion

(1) Fun New Penghu

A series of eco-tourism activities in July and August 2012 promoted the development of low-carbon itineraries on Penghu. They introduced Penghu's ecological and tourism resources through specialization, study, experiences, energy reduction and education, based primarily on the themes of weirs, egrets and geology. The purpose was to give travelers diverse recreational experiences by offering new and refined specialty tours and eco-tourism activities. These could then turn Penghu into a premier destination for sustainable eco-tourism. An important part of the activities was to promote sustainable island development through resource conservation, lifestyle of residents, community development and environmental education.

(2) Wangan Green Turtle Ecological Camp

To promote ecological conservation and environmental protection, the Penghu Scenic Area Administration joined the Penghu Bureau of Agriculture and Fisheries, the Wangan Township Office, the Penghu Marine Biology Research Center, and National Taiwan Ocean University in holding the 2012 Wangan Green Turtle Ecological Camp. The three-day, two- night

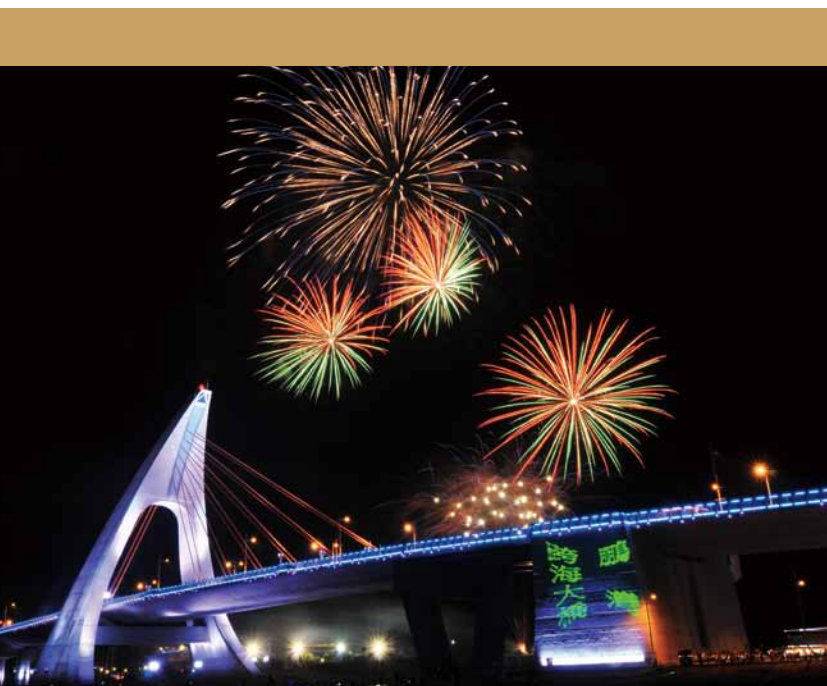


澎湖新鮮玩\_生態旅遊系列活動  
One of many eco-tourism activities on Penghu

#### 4. 未來發展重點

澎湖國家風景區是一座島嶼型的風景區，在觀光旅遊市場上，仍需要面對區域及國際性的競爭，因此加強國際化觀光行銷及拓展多元化觀光市場為澎管處在規劃建設、經營管理與行銷推廣工作上積極推廣之目標。又隨著澎湖地區加入世界最美麗海灣、花火節入選「臺灣觀光年曆」國際級活動，以及持續與大陸地區包機直航等契機下，將積極辦理2013世界最美麗海灣觀光行銷，運用「綠色觀光、低碳旅遊、在地生產、在地消費」策略來落實澎湖低碳島，展望澎湖觀光能持續向上提升。

未來持續以「環境生態優先」、「改善景觀亂象」、「追求國際水準」「遊客服務導向」等4大工作理念來永續營造澎湖的美。期許未來澎湖持續展現清新亮麗的景觀風貌、友善便利服務環境與國際水準的觀光產業，成為一碧海藍天、自然悠閒國際渡假島嶼。



鵬灣跨海大橋光雕點燈典禮  
Dapeng Bay Bridge was lit up for a celebration

#### (四) 大鵬灣國家風景區

<http://www.dbnsa.gov.tw>

大鵬灣國家風景區緊鄰高雄都會區，行政轄區橫跨屏東縣東港鎮、林邊鄉2鄉鎮及琉球鄉全鄉，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，101年配合推動「重要觀光景點建設中程計畫（101至104年）」項下之「大鵬灣國家風景區建設計畫」，重要工作項目如下：

##### 1. 規劃建設

###### (1) 國際觀光重要景點建設

- a. 持續辦理環灣景觀道路CH03標拓寬及景觀設施工程。
- b. 持續辦理潮口導流堤及青洲岬灣保護工程。
- c. 完成鵬灣跨海大橋照明美化工程。
- d. 辦理區內基礎建設，完成環灣40米綠帶景觀設施、公濕地服務區聯外道路、環灣道路及自行車道交通安全設施改善、大鵬灣濕地公園修繕等工程。

###### (2) 國內觀光重要景點建設

持續辦理琉球風景區建設，完成琉球白沙港區遊客中心遮陽棚工程、三隆宮周邊景觀工程、竹林生態公園公廁等設施整建工程，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案工作協調會議，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、琉球管理站附屬賣店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。

camp was held 12 times between June 28 and August 23, 2012, including two times specifically geared toward foreign visitors. Topics covered knowledge related to green sea turtles and tours of the Green Turtle Tourism and Conservation Center. Also, in a simulated activity, participants gained firsthand experience of sea turtle conservation by observing sea turtles coming ashore to lay eggs.

(3) Diverse Activities to Promote Penghu

A series of events packaged Penghu tourism elements based on the themes of beauty, romance and diversity. The project not only portrayed new impressions of tourism and the island setting of Penghu but also boosted promotion of the archipelago's tourism industry. Promotional themes included a pair of activities that called for submissions: innovative play on the Tai Hwa cruise, and picture and micromovie production, along with an autumn point-collecting activity, a cycling tour of Penghu, and a literary and arts long stay program.

(4) Promotion of Penghu Tourism

Penghu National Scenic Area was already a stable and mature domestic tourism market when the area's administration took steps to expand the Mainland China and international tourism markets in 2012. These included: a comprehensive plan to improve guide services, the 2012 RS: X Youth World Windsurfing Championships, a special marriage ceremony, recruitment of Penghu tourism ambassadors, the 2012 Penghu Tourism Promotion International Festival, and operation of the Chrysanthemum Island Tour Bus No. 1. The administration also used media reports to present an image of Penghu's tourism industry. Estimates show that domestic and foreign media visited Penghu 25 times in 2012, broadcast news covered the archipelago 12 times, and there were seven press conferences to promote Penghu. On 35 occasions volunteers assisted with guided tours or tourism promotion activities.

(5) High Tourist Arrivals to Penghu

Despite transportation issues and the impact of a strong winter and northeast monsoon winds, in 2011 Penghu reached a 10-year high of 665,978 inbound tourist arrivals. It surpassed that in 2012 when, bolstered by the hard work

of the public and private sectors, there were 677,020 arrivals, for year-on-year growth of 1.66%. Visitors contributed NT\$4.768 billion in tourism receipts.

4. Future Development

The Penghu National Scenic Area faces many regional and international rivals in the island tourism market. To overcome this competition, when the area's administration plans development projects, management, and marketing promotion, it seeks ways to strengthen international tourism promotion and expand diversity of tourism offerings. Recognition of its hard work came when Penghu joined the "world's most beautiful bays" club, when the Penghu Fireworks Festival was chosen for promotion as part of the "Time for Celebration — Taiwan Tourism Events," and when Penghu was able to continue direct charter flights with Mainland China. In 2013 Penghu will continue to make most beautiful bays recognition part of its promotional campaign and will create a low carbon island environment by adhering to the principles of green tourism, low carbon travel, local manufacturing and local consumption. The archipelago can look forward to the continued expansion of tourism.

In the future the Tourism Bureau and government will continue sustainable development of Penghu by prioritizing the environment, improving the landscape, pursuing international standards, and always seeking to serve tourists. We anticipate a Penghu that can maintain its fresh and bright appearance, friendly and convenient service environment, and world-class tourism industry. The day will come when Penghu is widely recognized as an international resort of great marine beauty and natural recreation.

(IV) Dapeng Bay National Scenic Area

<http://www.dbnsa.gov.tw>

Dapeng Bay National Scenic Area is near Greater Kaohsiung. It is a tourist attraction that extends into Pingtung's Donggang and Linbian townships, as well as the entirety of Liuqiu. Its abundant coastal features include lagoons, mangrove forests and coral reefs. To further enhance its eco-tourism environment and multifunctional recreation area, in 2012 the Tourism Bureau, in conjunction with the government, continued to implement the Dapeng Bay National Scenic Area section of the "Mid-term Plan for the



(3) 推動有感措施

- a. 配合鵬灣跨海大橋光雕工程於101年9月13日完工，於夜間持續點亮鵬灣跨海大橋，並於每整點展演光雕秀，提供民眾遊憩新據點。
- b. 於杉福潮間帶進行遊客管制暨遊客導覽解說服務。另於101年9月9日結合周邊社區辦理大潭濕地夜間生態觀察旅遊活動，由專業講師細說、體驗大潭濕地夜間豐富生態及寧靜之美。

3. 宣傳推廣

- (1) 辦理「大鵬灣盃風帆橫渡小琉球」、「鵬灣跨海大橋光雕啟動音樂會」、「東港、小琉球迎王平安祭活動」、「大鵬灣觀光盃樂觀型帆船全國排名賽」、「大鵬灣冬季全民長泳活動」、「BIKE 訪鵬灣、HIGH 翻東港、LIGHT 在墾丁」等行銷推廣活動，持續行銷大鵬灣海陸玩樂旅遊。

- (2) 配合東港鎮公所共同辦理「2012 龍舟競賽」。

- (3) 配合屏東縣政府辦理「2012 黑鮪魚文化觀光季」及「恆春古城國際民謠音樂季」。

- (4) 配合「恆春半島觀光產業聯盟」共同參加高雄、臺中、臺北國際旅展及廈門國際旅遊交易會、香港等國際旅展，共同行銷「恆春半島旅遊線」。

- (5) 配合推動墾丁快線銜接東琉線，推出套裝行程推展旅遊活動。

- (6) 辦理「冬戀小琉球」及「小琉球淨灘活動及海洋生態保育宣傳」等活動，持續強力行銷「小琉球風景區」。

4. 未來發展重點

- (1) 促進民間參與大鵬灣國家風景區開發，結合公部門共同開發大鵬灣為「國際級多功能複合式休閒渡假勝地」。
- (2) 利用人工濕地公園，營造生物多樣性棲息環境。



大鵬灣風帆橫渡小琉球活動  
The Dapeng Bay national windsurfing championship



東港迎王平安祭典 - 王船遶境  
Celebration of the Donggang King Boat Festival

Construction of Major Scenic Sites (2012–2015)."  
Major achievements are as follows:

#### 1. Planning and Construction

##### (1) Development of International Tourist Spots

- a. Continued work on Tender CH03, involving widening and landscaping work to a scenic road encircling the bay.
- b. Continued work on the bay's tidal training dike and a project to protect Qingzhou cape.
- c. Finished aesthetic improvements to the lighting on Dapeng Bay Bridge.
- d. Completed other infrastructure including landscaping for the 40-meter green belt that encircles the bay, access roads to the wetland service area, improvements to safety equipment on the road that encircles the bay and cycling paths, and renovations to the Dapeng Bay wetland park.

##### (2) Development of National Tourist Spots

Continued to develop the Liuqiu scenic area, including completion of a shading canopy at Baisha port visitor's center, landscaping around Sanlung Temple, and renovations to public toilets at the Zhulin ecological park. By improving recreation areas, these changes raised traveler satisfaction.

#### 2. Operations and Management

- (1) Continued contractual management associated with Dapeng Bay projects, regular BOT work negotiation meetings, and management over annual targets and progress.

- (2) The operation and management of visitor information centers, shops attached to the management stations of Oyster Shell Island and Liuqiu, and the Liuqiu ecological campsite were commissioned to private organizations to reduce manpower requirements and increase income.

##### (3) Recognizable Measures

- a. The Dapeng Bay Bridge was lit at night following the completion of decorative lighting on September 13, 2012. On each hour a light show took place, providing a new tourist attraction.
- b. Managed tourist visits and provided guide services in the intertidal zone at Shanfu Harbor. Also on September 9, 2012, cooperated with surrounding communities in holding evening ecological activities in the Datan Wetland. Professional guides led visitors in observing the

abundant ecological wildlife that could be found in the wetland at night.

#### 3. Advertising and Promotion

- (1) Held the Dapeng Bay national windsurfing championship, a concert to celebrate the opening of decorative lighting on the Dapeng Bay Bridge, Donggang-Liuqiu King Boat Festival, a national sailing competition in Dapeng Bay, winter swimming across Dapeng Bay, as well as a festival featuring cycling in Dapeng, fun in Donggang and lights in Kending. Each event promoted excitement on sea and land.
- (2) Held the 2012 dragon boat races in collaboration with the Donggang Township Office.
- (3) Held the 2012 Blue Fin Tuna Cultural Festival and the Hengchun International Folk Song and Music Festival in collaboration with the Pingtung County government.
- (4) Promoted travel on the Hengchun Peninsula at international travel fairs in Kaohsiung, Taichung, Taipei and Hong Kong as well as the Xiamen International Travel Mart.
- (5) Launched package itineraries and travel activities in cooperation with the Kending Express Bus linking to the Tungliu Travel Ship.
- (6) Continued promotion of the Liuqiu Scenic Area included a winter love in Liuqiu event as well as beach cleaning and marine conservation promotional activities.

#### 4. Future Development

- (1) Encourage private participation in Dapeng Bay National Scenic Area development projects, so the public and private sectors can join in turning Dapeng Bay into an international, multifunctional resort destination.
- (2) Use manmade wetlands to create a diversified biological habitat.
- (3) Establish a coral reef ecological study island to improve the recreational environment of the Liuqiu Scenic Area. Use yachting events to link the Liuqiu, Dapeng Bay and the Kaohsiung Urban areas.
- (4) Create a convenient tourism and travel transportation network that can connect Kending and Sichong River, building a tropical coastal resort corridor.

- (3) 建立珊瑚礁生態學習島，改善小琉球風景區遊憩環境，並藉由遊艇活動串聯大鵬灣、高雄都會區等三角遊憩帶。
- (4) 建構便捷觀光旅遊交通網串聯墾丁、四重溪成為「熱帶海岸渡假走廊」。

#### (五) 花東縱谷國家風景區

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

花東縱谷位於兩山之間，以發展「綠動·自在·心縱谷」樂活理念，打造自然、簡單且精緻的旅遊服務為發展定位，形塑出花東縱谷幸福慢活之風格，並以提升整體旅遊服務品質，帶動花東縱谷休閒事業發展，活化區域經濟達到地方產業深根目標。101 年持續推動「重要觀光景點建設中程計畫（101-104 年）」項下「花東縱谷國家風景區建設計畫」，重要工作成果如下：

##### 1. 規劃建設

###### (1) 國際、國內重要景點建設及維護

鯉魚潭潭北停車場及周邊環境改善工程、鯉魚潭潭西涼亭改善工程、鯉魚潭至慕谷慕魚地區自行車道公共服務設施改善工程、羅山石雕創作案、鹿野高臺人車分道改善工程，提升遊憩環境品質。

###### (2) 據點景觀及環境友善性

鶴岡遊客中心暨鐵馬驛站周邊景觀改善工程、鶴岡遊客中心暨鐵馬驛站周邊景觀改善工程（第二期）、鶴岡遊客中心戶外景觀改善工程、處本部戶外意象改善工程、卑南遊客資訊站景觀改善及池上遊客中心暨鐵馬驛站周邊環境改善工程，提高旅遊服務休憩環境。

###### (3) 形塑地方觀光特色

崙天部落景觀暨公共服務設施改善工程、鳳凰山莊周邊景觀設施改善工程、

197 線南入口綠美化意象工程、舊東里車站鐵馬驛站整修暨周邊景觀（璞石閣）設施改善工程、光復地區自行車道及友善環境整治工程（第三期），營造縱谷新亮點。

###### (4) 持續配合交通部推辦「東部自行車路網示範計畫」

整建與強化鯉魚潭、慕谷慕魚地區、光復鄉、瑞穗鄉、富里鄉、池上鄉、關山鎮、卑南鄉等地區自行車道，並強化自行車休憩驛站環境據點及友善性，續而打造綠色景觀廊道，珍珠景點串聯。

###### (5) 全區化考量規劃，建設整體優質環境

臺 9 線槽化島綠美化工程、臺東地區自行車道公共服務設施改善工程、鯉魚潭地區水質監測系統、鳳林遊憩區環境監測計畫、指標牌示改善工程、全區各據點綠美化建設及設施環境維護。

###### (6) 辦理「花東縱谷國家風景區主題旅遊計畫規劃案」

將縱谷規劃為「綠動生趣」、「自在濯暖」、「心米樂地」和「大地探索」四大主題旅遊，透過市場調查、深度訪談和焦點座談會、「輕旅感動心縱谷」遊程競賽活動等進行產業診斷、辦理主題旅遊成果發表研討會等，提出改善遊憩據點和未來規劃建設建議方向。



羅山管理站暨遊客中心  
The Luoshan administrative station and visitor center



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

The East Rift Valley National Scenic Area, situated between two mountain ranges, was developed based on the LOHAS principles of: "Green your life, green your heart." The goal was to use nature, simplicity and refined travel services to turn the East Rift Valley into a place of great prosperity where tourists could enjoy relaxed journeys. High quality travel services would in turn advance development of the East Rift Valley recreational industry, promoting regional economic stability. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the East Rift Valley National Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

1. Planning and Construction

(1) Development and Maintenance of Major International and Domestic Attractions

Raised the quality of the recreational environment by improving the north Liyutan parking lot and surrounding environment, the pavilion to the west of Liyutan, and the bicycle paths and other service facilities between Liyutan and the Mukumugi area. Added stone sculptures to the Luoshan area and separated pedestrian and vehicle traffic in the Luye Plateau area.

(2) Landscape and Environmental Improvements Around Attractions

Completed the first and second stage landscaping improvements to the area around the Hegang Visitor Information Center and cyclist rest stop, outdoor landscaping improvements to the Hegang Visitor Information Center and cyclist rest stop, landscaping improvements to the Beinan Tourist Information center, and environmental improvements to the area around the Chishang Visitor Information Center and bike station. These changes improved travel service and the recreational environment.

(3) Developing Local Tourism Characteristics

Completed improvements to landscaping and public service facilities in the Izukan community, improvements to the landscaping and facilities in the area around Phoenix Resort, added greenery

at the south entryway to County Highway 197, renovations to the bike stations at the old Dongli Station and improvements to the landscaping and facilities around the station, repairs to the cycling paths in the Guangfu area and changes to make the environment friendlier (third stage). These projects created new tourism spotlights in the East Rift Valley.

(4) Continued Implementation of the Ministry of Transportation's "Eastern Taiwan Bikeway Network Demonstration Plan"

Renovated and improved cycling paths in Liyutan, the Mukumugi area, Guangfu Township, Ruisui Township, Fuli Township, Chishang Township, Guanshan Township, and Beinan Township. Improved landscaping and made the environment friendlier around cyclist rest stops. These changes continued progress in building a green landscape corridor and linking attractions.

(5) Regional Planning to Build an Excellent Environment

Completed green channelization islands on Provincial Highway 9, improved public service facilities and cycling paths in the Taitung area, and added a water quality monitoring system to Liyutan. In the Fenglin recreation area, created an environmental monitoring plan, improved signage, planted vegetation around attractions, maintained facilities, and maintained the environment.

(6) Planning Themed Travel in the East Rift Valley National Scenic Area

Set four travel themes in the East Rift Valley focused on green activities and exploration. Through market investigation, in-depth interviews, conferences, and a competitive tour itinerary activity, the Tourism Bureau determined industry needs and held seminars on achievements in themed travel. It also used findings to determine recommendations for future recreational area improvements and construction planning.

2. Operation and Management

(1) Conducted safety management of water activities, introduced a plan to prevent drowning, and added equipment to assist in preventing drowning. Cooperated with the eastern boating affairs division of the Maritime and Port Bureau to conduct inspections on paddle-boats,

## 2. 經營管理

- (1) 落實轄區水域活動安全管理，策訂防溺水計畫、設置防溺水救生設備及監視系統，不定期會同交通部航港局東部航務中心辦理水上腳踏船安檢、船籍查核保險及合格救生員證照查核等資料，於水域活動期間協請轄管警局加強巡邏。
- (2) 為維護飛行傘場地安全管理，101年3月12日公告訂定發布「臺東縣鹿野高臺起飛場、龍田降落場及泰平山起飛場禁止危害安全之行爲」，執行鹿野高臺飛行傘場地禁止未取得合法營業項目飛行傘業者經營雙人載飛營利行爲，仍開放供合法取得飛行認證人士或訓練單位使用。
- (3) 辦理遊憩設施活化再利用，履約中促參案計有：林榮休憩區、鯉魚潭露營區、鳳凰山莊、崙天遊憩區等4案，履約中出租案計有：池上休憩區出租案、鯉魚潭賣店出租等2案。
- (4) 辦理公共遊憩設施委由民間團體機構認養協助維護工作，累計完成：北區11處（月眉社區部落周邊環境清潔、長橋

鐵馬驛站、光復鄉大富地區周邊之地及相關設施等）、中區13處（春日鐵馬驛站、玉里鐵道自行車道、東豐觀景涼亭等）、南區3處（卑南遊客中心、利吉遊客中心、天龍公廁）共計27處認養案，有效紓解縱管處設施維護經費負擔。

- (5) 籌組原住民族地區「資源共同管理會」，遴聘民間意見領袖及機關代表等21人為管理會委員，101年12月20日於「臺東鸞山森林博物館」召開原住民族地區「資源共同管理會」第八次諮詢會議，所議決事項皆錄案研辦。
- (6) 推動有感措施：推出「珍珠景點巴士」套裝遊程活動、「輕旅感動心縱谷」競爭型遊程競賽活動、花東花海系列活動整合行銷，以及縱谷產業暨生態培訓課程，並積極辦理「暢遊花東點亮珍珠」FB社群網站經營。

## 3. 宣傳推廣

- (1) 辦理「2012鯉魚潭生態觀光活動」、「2012洄瀾國際鐵人菁英賽」、「2012超級馬拉松賽」、「2012珍珠巴士整合行銷活動」、「2012輪轉花東單車嘉年華」等活動。
- (2) 辦理花東縱谷觀光發展 15 周年系列活動，包括「綠動·自在·心縱谷」Slogan 票選活動、本處 logo 意象設計徵稿、處慶活動、「山中精靈」石雕展覽、「攜手共創心縱谷」業者交流研討會、發行幸福縱谷珍珠手札有感文宣。
- (3) 製作《縱谷心假期》微電影影片及《自在縱谷》旅遊季刊，透過發表會方式行銷並提供旅遊服務中心及轄區業者廣為宣導。



2012 珍珠巴士整合行銷活動  
A special bus package offered in 2012 to visit tourist attractions

insurance, and ship registry. Lifeguard licenses were also inspected. During major water activities, local police were asked to increase patrols.

- (2) To improve safety management of paragliding facilities, promulgation of new restrictions governing the takeoff facilities at Luye Plateau (Taitung County), the landing facilities at Longtian, and the takeoff facilities at Taiping Mountain took place on March 12, 2012. The new rules prevented non-licensed operators from conducting two-person flights in the Luye Plateau area while allowing licensed operators and instructors to remain.
- (3) Private Cooperation to Revitalize and Reuse Recreational Facilities: Continued to oversee contracts associated with the Linrong Recreation Area, Liyutan campground, Phoenix Resort, and the Luntian Recreation Area. Rental contracts included the Chishang Recreation Area and a shop at Liyutan.
- (4) Commissioned private organizations to adopt and maintain 27 public recreational facilities, including 11 areas in the north (cleaning of the environment around the Yamay community, the cyclist rest stop at Changqiao, improvements to the land and facilities around Guangfu Township's Dafu area, etc.), 13 areas in central Taiwan (the cyclist rest stop at Chunri, the cycling paths around Yuli railway line, viewing platforms at Dongfeng, etc.), and three areas in the south (the Beinan Visitor Information Center, Liji Visitor Information Center, and Tianlong Temple). These partnerships lowered maintenance costs for the East Rift Valley National Scenic Area Administration.
- (5) Established a resources joint management committee for indigenous areas consisting of 21 local opinion leaders, organization representatives, and others. The committee held its eighth inquiry meeting on December 20, 2012, at the Luanshan forest museum. All proposals were recorded, researched and implemented.
- (6) Recognizable Measures: Launched a special bus package activity linking major attractions, a competitive tour itinerary activity, joint promotion of a series of flower blossom events, as well as classes on East Rift Valley industry and ecology.

Also continued to promote East Rift Valley attractions on Facebook.

### 3. Advertising and Promotion

- (1) Events held in 2012 included a Liyutan ecological tourism activity, the Huilan international triathlon, an ultramarathon, the bus attraction package, and the East Rift Valley Taiwan Bike Day (Taiwan Cycling Festival).
- (2) Held a series of activities to celebrate 15 years of tourism development in the East Rift Valley. Included was a "Green your life, green your heart" slogan vote, a submissions call for design proposals for the East Rift Valley National Scenic Area Administration logo, administration anniversary activities, a mountain spirit stone-carving exhibition, a summit with tour industry businesses on creating a caring environment in the East Rift Valley, and distribution of touching pamphlets highlighting the joy of visiting the East Rift Valley's top tourist attractions.
- (3) Produced microfilms on holiday travel to the East Rift Valley and a travel periodical on carefree visits to the valley. These items were marketed through launch events and offered at both visitor information centers and local tourism industry businesses.
- (4) For large-scale activities press conferences were held in both Taipei and Hualien. Dedicated websites were established, and media outlets from Taipei were invited to conduct interviews. These promotions were integrated with marketing by local industries.
- (5) Continued to provide tourism services based on events, administrative area duties, and travel group and guide requirements. Visitor information centers assisted with sending postcards and faxes; calling taxis; loaning strollers, wheelchairs, and mosquito repellant; calling for emergency automobile service; and providing cell phone recharging.
- (6) Added sections on accessible travel for handicapped visitors along with touching travel stories to the tourism website. Related activities were regularly promoted on Facebook.

### 4. Future Development

- (1) Build excellent landscape corridors in the East Rift Valley area, enhance gateway appearances of major landmarks, build a friendly travel environment, and provide visitors





2012 輪轉花東單車嘉年華  
The 2012 East Rift Valley Taiwan Bike Day (Taiwan Cycling Festival)



馬祖 \_ 南竿遊客中心開幕  
Opening of the Nangan Visitor Center in Mazu

- (4) 辦理大型活動均召開臺北及花蓮縣記者會、設置專屬活動網站、邀請臺北媒體參訪結合地區產業共同行銷。
- (5) 廣續辦理配合活動及管理站服勤及隨團接待導覽解說服務推廣觀光業務。各遊客中心均提供明信片代寄、傳真代收、計程車代叫，及嬰兒車、輪椅、防蚊液等物品借用暨緊急汽車接電、手機充電等服務。
- (6) 觀光旅遊網站新增無障礙旅遊暨有感小故事專區，並定期於 Facebook 粉絲團推廣相關活動。

#### 4. 未來發展重點

- (1) 建構花東優質景觀路廊，形塑重要門戶及據點入口意象；營造友善旅遊環境，提供遊客親和性、安全及舒適的旅遊體驗。
- (2) 繼續執行縱谷「好咖」與「部落觀光」之故事行銷，帶動縱谷六大產業，創造新的珍珠亮點，形塑花東縱谷與原鄉部落間幸福浪漫之生活美學氛圍。

- (3) 積極推動38綠色旅遊，籌組「80%使用在地食材、食物里程不超過80公里、80%員工為在地人」之商家認證輔導，整合部落觀光與地方特色產業發展之機制。
- (4) 導入創意之旅遊商品，有效行銷推廣與經營縱谷幸福觀光產業，以結合珍珠亮點及自然文化資源，推廣永續生態深度旅遊。
- (5) 增加區域產業之品牌度與能見度，打造花東地區成為具國際水準之陸、海、空之多元遊憩活動觀光度假勝地。

#### (六) 馬祖國家風景區

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

馬祖國家風景區範圍，涵蓋馬祖列島全部陸域及部分海域；自 88 年 11 月 26 日成立馬祖國家風景區管理處以來，專責推動辦理該風景區各項開發建設與經營管理工作。101 年推動「重要觀光景點建設中程計畫（101 至 104 年）」項下「馬祖國家風景區建設計畫」，重要工作成果如下：

with a courteous, safe and comfortable travel experience.

- (2) Continue to promote tribal tourism in the East Rift Valley based on the narrative marketing of good companions and tribal tourism to boost the area's six major industries and create new travel spotlights. Create a more prosperous and romantic lifestyle aesthetic in the East Rift Valley and its indigenous communities.
- (3) Implement a three "8s" eco-tourism plan to assist businesses in achieving certification for using at least 80% local materials, food that comes from less than 80 km away, and employing at least 80% locals. The plan will spark industrial development through both tribal tourism and local characteristics.
- (4) Use innovative travel products to market and manage a prosperous tourism industry in the East Rift Valley. Combine travel spotlights as well as natural and cultural resources to promote sustainable eco-tourism.
- (5) Enhance branding and visibility of regional industries to transform the East Rift Valley into a world-class tourism resort and a place for land, sea, and air recreational activities.

#### (VI) Mazu National Scenic Area <http://www.Mazu-nsa.gov.tw>

The Mazu National Scenic Area comprises all onshore territory of the Mazu Islands and a portion of the offshore territory. Since the founding of the Mazu National Scenic Area Administration on November 26, 2009, the Tourism Bureau and government have cooperated to develop and manage the scenic area. In 2012, this cooperation continued through implementation of the Mazu National Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

##### 1. Planning and Construction

- (1) Conducted an innovative marketing plan based on the goddess Mazu being on the Mazu islands, in conjunction with the Mazu religious and cultural park. The structure and developmental direction integrated resources from nearby areas: the Tianhou Temple, the Magang commercial street, the Magang community, and military installations. The purpose was to develop innovative industries rich in local characteristics, solidify the area's

culture, provide for the long-term development of the area, and boost travel and tourism. Major execution directions included strengthening the religious and cultural meaning found on Mazu, building the impression that the goddess Mazu is on the Mazu islands, design and development of cultural products, giving new life to surrounding tourist and recreational resources, and fulfilling operations and management duties. Five completed cultural products included Anka sauce, a commemorative gift box to celebrate Mazu on Mazu, and a Mazu ruler. A goal is to turn the Mazu religious and cultural park into the world's most distinct and meaningful Mazu religious and cultural center. This will turn "Mazu on Mazu" into a brand and cause people to associate the archipelago with the goddess.

- (2) Conducted the geology and plant sections of a strategic plan for developing eco-tourism in the Mazu National Scenic Area. The basis of the plan was the rich geological landscapes and unique plants found in Mazu's four townships and five islands. This involved planning eco-tourism itineraries, formulating a comprehensive recreational management plan, and providing necessary services and facilities. Ecological survey research was used as a component of eco-tourism as well as environmental education, promotion and tours. Three guide training classes took place from July 15 to 17, 2012, at Dongyin, Nangan and Juguang, with total attendance reaching 137. By turning strategies for developing eco-tourism in a national scenic area into an executable plan, the government planned to spur the Mazu environment, economy, society, and culture, putting the archipelago on a path to sustainable development.
- (3) Completed interior renovations to the Nangan Visitor Information Center, repairs to the landscape at the Beihai recreational area, and rebuilt the pedestrian spaces at the Beihai recreational area. The improvements provided better services and comprehensive travel itinerary information to travelers to the Mazu area.
- (4) Completed renovations to Stronghold No. 8 in the Peace Memorial Park and surrounding landscape. Reuse of military locations and

## 1. 建設規劃

- (1) 辦理「媽祖在馬祖創意行銷策略規劃案」，配合「媽祖宗教文化園區」架構及發展方向，整合周邊地區如天后宮、馬港商街、馬港社區、軍方設施等資源，發展具地方特色的創意產業，創造文化深耕、地方長遠發展及觀光旅遊之三贏。主要執行方向包括強化媽祖信仰文化意涵、媽祖在馬祖意象塑造、相關文創商品設計開發、活化周邊觀光遊憩資源及營運管理等工作項目，文創商品開發業完成有「佳釀紅糟醬」、「祈福惜福媽祖在馬祖紀念禮盒」、「媽祖在馬祖紅糟面膜」、「媽祖在馬祖東引高粱紀念酒」、「媽祖尺」等 5 項；建構並促進馬祖的「媽祖宗教文化園區」，成為世界上最具特色與內涵的媽祖信仰文化中心，並將「媽祖在馬祖」品牌及媽祖與馬祖密不可分的關聯深植人心。
- (2) 辦理「馬祖國家風景區生態旅遊策略規劃建置案—地質及植物部分」，以馬祖四鄉五島豐富多元之地質景觀及特色植物為基礎，規劃馬祖生態旅遊路線，擬定完整遊憩管理計畫，提供合理必要的服務設施建置說明，整合生態調查研究成果於生態旅遊、環境教育宣導及解說教育內容，並於101年7月15日至17日分別於東引、南竿、莒光舉辦三場次馬祖地區地質及植物解說培訓課程，參與總人次共137人次。將國家風景區生態旅遊的策略化為實際可行之執行計畫，並希冀同時促進馬祖地區的環境、經濟、社會和文化之永續發展。
- (3) 完成南竿遊客中心內部裝修整建工程、北海遊憩區景觀整建工程、北海遊憩區

人行空間整建工程，充實遊客蒞馬服務及提供馬祖全區完整旅遊行程資訊。

- (4) 完成戰爭和平紀念公園暨周邊景觀整建工程（08 據點），將戰地軍事據點設施活化再利用，創造馬祖軍事特色氣氛。
- (5) 完成莒光遊客中心內部裝修暨周邊景觀整建工程，強化莒光遊客中心服務機能，創造慢活休憩空間。
- (6) 完成東引地區景點整建工程（三山據點），健全三山據點遊客動線為一整體觀光遊憩區。
- (7) 與連江縣政府分工進行媽祖宗教文化園區全區整建工程，眺望臺整建工程委託設計暨監造，有效協助媽祖巨神像周邊環境整理，並形塑媽祖宗教文化園區整體觀光吸引力，使達國際觀光景點之水準。

## 2. 經營管理

- (1) 持續辦理廣受來馬遊憩旅客好評的「愛趴GO服務工作」活動。自 99 年 8 月開始，為了能提供遊客如背包客等散客，可以即時獲得馬祖相關旅遊資訊與親切的服務，100 年增加機關及地區業者據點以提供更全面包含靜態及動態性的無縫隙式服務，101 年更持續加強辦理此項貼心服務。
  - a. 從體貼旅客的角度思考，提供全方位走動式的動態服務系統，進行四鄉五島各重要景點的探訪巡察，規劃各項便利的導覽解說資訊及產品。
  - b. 持續推動提供遊客滯留機場的貼心服務，99 年度針對南竿因霧季或冬季班機延誤等原因與交通部民航局及連江縣政府協調，由交通部民航局南竿航空站提供場地，馬管處在候機室設置閱讀環境執行貼



facilities enhanced the characteristic military feel of the islands.

- (5) Completed interior renovations to the Juguang Visitor Information Center and repairs to the surrounding landscape. The changes strengthened service functions of the center and created a better space for slow travel.
- (6) Completed renovations to the landscape around the Three Mountain Stronghold on Dongyin, turning it into a complete tourism and recreational area.
- (7) Cooperated with the Lienjiang County government to renovate the Mazu religious and cultural park. Outsourced and monitored progress on the design and rebuilding of a viewing platform, and assisted with environmental improvements to the landscape around the large Mazu statue. These changes made Mazu a more enticing place for tourists to visit and represented progress toward turning it into a world-class tourist attraction.

## 2. Operations and Management

- (1) Continued to conduct the popular "I party go" service activities in 2012. The program began in August 2010 to provide independent travelers (such as backpackers) with updated Mazu travel information and courteous service. Furthermore, in 2011, locations of agencies and local businesses were added to provide seamless support.
    - a. Considered the needs of tourists from their perspective and provided a comprehensive mobile dynamic service system. Proceeded with survey and exploration of every important scenic spot in the area to plan convenient guide resources and products.
    - b. Continued to provide courteous services to tourists during Nangan airport delays. Given flight delays due to fog and poor weather conditions in winter, in 2010, the Tourism Bureau, in conjunction with the Civil Aeronautics Administration and the Lienjiang County government, created reading environments at airport departure lounges. This improvement was met with great success. In 2011, tourist service center and airport lounge maintenance and improvements were also carried out at the Beigan airport. In 2012, to raise the usage rate of the reading rooms, books and magazines
  - were ordered for tourist consumption during their stay.
  - c. With regards to independent travelers, special pamphlets for backpackers were created and the travel website and backpacker website were updated. This allowed backpackers to obtain relevant information more easily while providing more related travel resources to other tourists.
  - d. Set up a printing service for postcards and photographs at the Nangan Visitor Information Center. Tourists can choose photos from their visit to Mazu to print customized and unique souvenirs. Between July and September 2012, approximately 850 tourists took advantage of the service and the response was overwhelmingly positive. This service will be continued to serve more visitors.
  - e. During the peak season in 2012, volunteers helped out at Nangan, Beigan, Dongyin, and Juguang. In Nangan, a pilot program for free guided tours received positive feedback from tourists.
  - f. It is hoped that these services will transform Mazu into a friendly island destination to attract more visitors.
- (2) Tour guide volunteer training was provided in conjunction with local homestays as well as travel and taxi industry operators. Furthermore, training courses for improving language abilities were held. Volunteers participated in training and site visits to improve their ability to guide and also their quality and capabilities. A total of 48 individuals participated in the training.



北海坑道獨木舟音樂饗宴  
A boat symphony in the Beihai tunnels

心服務，反應良好，100年廣續辦理北竿機場-旅遊服務中心及候機大廳維護整修計畫案，提升北竿機場遊客貼心服務度，101年為加強閱讀室之使用率，訂閱書籍及雜誌供遊客休憩或滯留時閱讀。

- c. 另外針對散客部分，特別製作「背包客旅遊摺頁」及全面更新旅遊網站和背包客族群專屬主題網，除了使散客能夠獲得更切合其需求的旅遊資訊外，一般遊客也能利用該網站來獲得相關旅遊資訊。
  - d. 於馬管處南竿遊客中心服務臺設置「貼心服務明信片相片印表機」，讓遊客可以挑選在馬祖旅遊行程中所拍攝的照片，印製成客製化且富有特色的紀念品，101年度7-9月約有850餘位遊客使用本項服務並大受好評，將持續推動以服務更多遊客。
  - e. 101年旺季期間臺籍志工於南北竿、東引、莒光四島服勤，並於南竿地區試辦免費導覽服務，遊客反應良好。
  - f. 希望能藉此一系列服務的推動，建立馬祖成為友善島，吸引更多民眾來馬祖旅遊。
- (2) 結合馬祖本地民宿、旅行業者與計程車業者，進行旅遊導覽志工的培訓並設計加強語言能力的訓練課程，及安排志工參與研習會、參訪，以增進志工解說服務的品質與實力，計參與人數48人，並結合臺灣地區績優志工來馬祖協助服務，藉以提升地區服務品質。
- (3) 推動有感措施：建置太陽能溫熱水淋浴間、女廁獨立化妝空間、廁所貼心扶手等設施，並提供酒精消毒噴液、於廁所撥放輕音樂，及騎車愛趴GO資訊等服務。



2012 海上看馬祖暨生態賞鷗活動  
The 2012 Mazu tern watching eco-fest

### 3. 宣傳推廣

- (1) 持續舉辦馬祖年度觀光盛事－「2012海上看馬祖暨生態賞鷗活動」本年度7至9月於每週一、三、五辦賞鷗，提供背包客深入的生態旅遊活動，共計 27 趟次賞鷗船，服務 716 人次遊客，平均每航次 28.6 人次、載客率為68%。本活動特別於今（101）年度加入地質解說服務，提供遊客除了燕鷗生態外，沿岸更介紹海上看芹壁之岸上風光及地質之美的多元面向。並結合連江縣政府一大坵尋鹿、渡船賞鷗生態之旅、莒光鄉公所－2012 莒光海洋文化年、東引鄉公所－2012 海上看東引及北竿鄉公所北竿樂活遊（淡菜、磯釣、牽罟）共同推出，遊客可以破浪出海，不管是從海上看東引，也可以登上大坵島享受與野生鹿群為伍的新奇感受，近距離的觀察無人島保護區上鷗鳥的生態，體驗最具自然風情的馬祖。
- (2) 為推廣馬祖觀光、增加民眾來馬祖觀光的誘因，以及鼓勵旅行業者招攬遊客前來進行相關文化旅遊，延續辦理去年「聞戰下馬－慢遊馬祖」觀光旅遊行銷活動，針對蒞臨馬祖旅遊的團體進行獎助，以提升淡季遊客量。

- (3) Recognizable Measures: Set up solar powered hot water showers; independent make-up areas in female toilets; added hand-rails, alcohol hand sanitizers, and background music in toilets; provided information on biking.

### 3. Advertising and Promotion

- (1) From July to September 2012, the annual Mazu tern watching eco-fest was held on Mondays, Wednesdays, and Fridays, giving backpackers and others the opportunity to join popular eco-tourism activities. Tourists made 716 trips on 27 tern-watching boats, for an average of 28.6 passengers per boat, or 68% of capacity. Guides enhanced the tours compared to previous years by adding explanation of the landscape and ecology found along the Qinbe coast.

Cooperation took place with the following government units to integrate the festival with other events: Lienjiang County government (Daqiu eco-tours and ferry tern watching tours); Juguang Township Office (2012 Juguang year of marine culture); Dongyin Township Office (offshore views of Dongyin); Beigan Township Office (Beigan LOHAS tours featuring mussel bakes, rock fishing, and net trawling). Each event gave tourists an exciting experience and acquainted them with the natural side of Mazu, whether it was getting their feet wet in the sea, observing deer on eco-tours, or watching terns up-close on an uninhabited island.

- (2) Last year's tourism promotional activity involving slow-travel was continued to promote Mazu tourism, increase incentives for visits, and encourage tourism operators to attract tourists. Tour groups that visited Mazu received rewards and subsidies in order to boost volume during the low season.
- (3) A scavenger hunt for stamps on Mazu was held in conjunction with local travel agencies, hotels, food and beverage operators, and airlines. The classic activity route took the public to visit Mazu's 15 most unique sights. Visitors could also make storm lamp piggy banks according to their route.
- (4) Local travel agencies, hotels, restaurants, and airlines joined in holding a tourism passport event. It encouraged Mazu residents and visitors to participate in more activities by gathering

stamps that could be exchanged for rewards.

- (5) The 1968 launch of the Beihai plan led to the construction of underground tunnels in Mazu exclusively for berthing battleships. The army subsequently released these tunnels to the public, making them part of tourist battlefields. To promote these unique landscape features, in 2011 a project was launched to commission the hosting of a kayaking activity in Nangan's Beihai tunnels, and in 2012 another project was launched to rent out kayaking facilities in the tunnels. These cooperative efforts, which had served 30,161 travelers, allowed Mazu to exploit the abundant resources of the private sector to develop the overall tourism industry.
- (6) Activities took place on August 14-15 and 24-25, 2012, to mark the opening of the Nangan Visitor Information Center. Highlights included opening performances by a brass quintet and a female band in the Beihai tunnels, combining Mazu's unique battlefield features with the sound of music. The event integrated a culinary tour offered in conjunction with the Tieban community development association.
- (7) Produced new "Mazu on Matsu" promotional materials. These introduce the origins, faith, rituals, and religious impact of the goddess Mazu, as well as the features of the Mazu temples and the origin of the giant Mazu statue found on the archipelago. Included are maps showing Mazu routes in the four townships and five islands. Through these materials visitors can gain a deeper understanding of the cultural features of Mazu.

### 4. Future Development

- (1) Enhance natural landscapes, maintain cultural resources, and develop Mazu's unique features while adhering to the principle of sustainable development. The goal is to turn Mazu into a marine paradise that combines ecological landscapes, religious culture, traditional settlements, and battlefield themes. Mazu can then become a major tourist destination among Taiwan's outlying islands.
- (2) Upgrade recreational quality and service standards across the board to provide a comprehensive, high-quality travel environment that is friendly and safe.



- (3) 結合地區旅行社、飯店、餐飲業者、航空公司共同推動「馬祖尋奇百年集章活動」，規劃馬祖經典路線帶領民眾找尋在地最具獨特性的 15 個景點，遊客亦可依線製成風燈撲滿。
- (4) 結合地區旅行社、飯店、餐飲業者、航空公司延續辦理「馬祖卡踹觀光護照—蓋印好禮加碼送」活動，提高馬祖民眾以及遊客的參與度。
- (5) 57年因戰略需要而開始「北海計畫」，在馬地區開鑿了不少「地下碼頭」，專供突擊戰艇停泊使用，在軍方釋出之後，成為馬祖特殊的「戰地景觀」。為推廣馬祖戰地風光特色，供民眾多元遊程安排，於 100 年辦理「南竿北海坑道獨木舟活動委託工作案」暨 101 年辦理「南竿北海坑道獨木舟營運設備出租案」，藉民間充沛資源與活力促進馬祖地區之觀光事業整體發展，共計服務 30,161 人次。
- (6) 於 101 年 8 月 14、15 日及 8 月 24、25 日辦理「南竿遊客中心開幕活動」，特邀交響樂團銅管五重奏及女子樂坊於北海坑道中演奏，為活動揭開序幕，將戰地特色與悠揚樂聲做結合，另結合由鐵板社區發展協會所協辦的園遊會活動宣傳馬祖特色美食。
- (7) 新製作「媽祖在馬祖」文宣，內容介紹媽祖之緣起故事、媽祖之宗教信仰及祭祀活動、媽祖對馬祖地區之信仰影響、馬祖各島之媽祖廟宇特色介紹、媽祖巨神像建造之緣起故事及規劃馬祖四鄉五島媽祖宗教旅遊路線圖等相關內容，讓讀者能更深入瞭解馬祖之人文特色。

#### 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) 引入民間資源，著手籌設觀光旅館及具規模之購物中心，以提升遊客之旅遊品質。
- (4) 持續推動雙語化旅遊環境，加速與國際接軌。

#### (七) 日月潭國家風景區

<http://www.sunmoonlake.gov.tw>

本風景特定區為臺灣第 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、多樣化的休閒度假遊憩體驗區。101 年持續推動「重要觀光景點建設中程計畫（101 至 104 年）」項下「日月潭國家風景區建設計畫」，重要工作成果如下：



日月潭國際花火節  
The Sun Moon Lake International Fireworks Festival

- (3) Encourage private investment in building tourism hotels and shopping malls to upgrade the quality of tourism resources.
- (4) Continue to promote a bilingual travel environment to make Mazu an international destination.

(VII) Sun Moon Lake National Scenic Area

<http://www.sunmoonlake.gov.tw>

The Sun Moon Lake National Scenic Area contains Taiwan's largest lake, a body of water that is crescent-shaped at the south and round in the north. Development focused on two themes: high altitude lake and Thao culture. By combining activities on land and water, the area has become a high quality and diverse recreational space. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the Sun Moon Lake section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

1. Planning and Construction
  - (1) Continued to maintain and improve public facilities in the Sun Moon Lake National Scenic Area, including the Ita Thao Square, Checheng tourist center, Checheng community, and Jiji streets to raise overall service quality.
  - (2) Continued separation of pedestrian and vehicle lanes. The Shuiwatou Trail was linked to the cable-car trail and Yuchijian Mountain Trail was renovated to improve safety.
  - (3) Completed the Zushi Yuan ecology research center and surrounding area improvements. The center will become the ecological tour education center of the Sun Moon Lake National Scenic Area to increase opportunity for eco tours.
  - (4) Completed wastewater treatment improvement construction and resolved issues regarding separation of waste and rainwater as well as blockage of wastewater pipes. Overall quality of leisure and functions of the wastewater treatment plant were improved.
  - (5) Made Sun Moon Lake more accessible for disabled travelers by adding lift facilities at Shuishe pier, improving links to the high-speed rail and Taiwan Tourist Shuttle, and adding handicap-friendly buses, boats, trails and cable cars. These changes made Sun Moon Lake accessible to all by land, air, and water.
2. Operations and Management
  - (1) Promoted conversion of passenger crafts on Sun Moon Lake to electrical power. Introduced a strategic plan to convert Sun Moon Lake's passenger crafts to electrical power and announced main points for related subsidy. In 2012, two electrical crafts were launched, setting an important milestone for carbon-reduction and green energy at Sun Moon Lake.
  - (2) An emergency medical station was established at the Ita Thao tourist center to prepare for the large volume of holiday tourists.
  - (3) Signed rental contracts with 32 of the original 38 stall vendors in front of Wen Wu Temple after four years of negotiation, thereby establishing a basis for future management and reconstruction.
  - (4) Improved and Alleviated Traffic: In conjunction with the Institute of Transportation at the Ministry of Transportation, during major holidays traffic congestion on roads along the Sun Moon Lake travel route were alleviated using the CMS system to transmit important traffic control messages. Roads affected included National Freeway 6 as well as Provincial Highways 14, 21, and 16. Furthermore, shuttle transportation was used to overcome geographic limitations and split stream organization was used to increase efficiency and improve order. These measures effectively reduced public complaints.
  - (5) Recognizable Measures: Produced video tours in English and Chinese for the Taiwan Tourist Shuttle's Sun Moon Lake line and the Sun Moon Lake bus. Furthermore, made Google street view services available to allow visitors to experience the beauty of Sun Moon Lake prior to and after visiting the area.
3. Advertising and Promotion
  - (1) Organized and executed annual tourism and leisure activities including the 2012 New Year's Eve celebrations, the Formosan Aboriginal Culture Village Cherry Blossom festival, the Merida Sun Moon Lake bike ride, fireflies festival, the international fireworks and music carnival, etc., to promote local tourism.
  - (2) Combined tourism and culture and organized various arts and crafts exhibits at the Xiangshan Visitor Information Center to raise general arts literacy. These events also provided opportunities to showcase local artists and

## 1. 規劃建設

- (1) 持續維護並提升日月潭國家風景區公共建設：包括伊達邵廣場整建、車埕遊客中心整建、車埕社區及集集街道景觀改善，提升遊憩服務品質。
- (2) 持續建設日月潭人車分道系統：串聯水蛙頭至纜車站步道，並進行魚池尖山步道整建，提升旅遊環境安全性。
- (3) 完成竹石園生態研習中心暨周邊景觀改善，規劃為日月潭國家風景區之生態遊程解說教學中心，提高遊客參與生態旅遊之機會。
- (4) 完成污水處理廠功能提升工程，解決原雨、污未分流及污水管線堵塞等問題，改善污水廠運作功能，提升整體遊憩品質。
- (5) 新建水社碼頭無障礙升降設施，提高行動不便者之旅遊便利性，串聯高鐵、台灣好行無障礙巴士、無障礙遊艇、步道及纜車，打造日月潭水、陸、空無障礙旅遊環境。

## 2. 經營管理

- (1) 推展日月潭載客船舶電動化政策：公告「日月潭推動電動船行動策略方案」及「日月潭發展電動載客船舶補助要點」，101 年度計有 2 艘電動船下水，為日月潭邁向低碳綠能湖泊重要里程碑。
- (2) 伊達邵遊客中心創先引進急診醫療站，以因應伊達邵地區假日遊客量多，即時安全救護之需。
- (3) 文武廟前佔用攤販管理：歷經4年成功輔導文武廟前38戶原佔用攤販，與管理處簽訂32件租約，返還6戶攤位，俾利納管與推動日後攤販區整建。

- (4) 交通疏運改善：與交通部運輸研究所合作，於重要節慶活動假期期間整合日月潭旅遊線上國六、臺14、臺21、臺16線等道路CMS系統，傳遞重要交管措施與訊息，有效疏導車流。另接駁車運用上克服地形限制，以分線分流方式提高接駁效率並提升排隊秩序，有效降低排隊民怨。
- (5) 推動有感措施：於「台灣好行」日月潭線及日月潭遊湖巴士建置影音導覽影片（中、英文版），提供更即時及適地性之貼心服務；另提供 Google 街景視圖服務，讓遊客於行程前、中、後都能預覽或回味日月潭之美景。

## 3. 推廣宣傳

- (1) 規劃、執行年度觀光遊憩活動，如2012 日月潭跨年祈福、日月潭九族櫻花祭、活力日月潭美利達單車好行、星光螢火季、日月潭國際花火音樂嘉年華等，促進地方觀光產業發展。
- (2) 結合觀光與文化藝術，於向山遊客中心「日昇月恆藝廊」辦理「埔里紙藝品聯展」、「日耀青山，月映風雲」、「呂雪芬金工創作個展」、「2012澀水窯傳統柴燒陶藝展」等活動，提升民眾藝術涵養，亦增加在地藝術家露出機會，創造日月潭獨特藝文氣息。
- (3) 運用民間資源，辦理活力單車好行、萬人泳渡、日月潭聖山挑戰賽、日月潭 Come!Bikeday 等年度活動，營造日月潭健康休閒、運動觀光旅遊印象。
- (4) 持續推展大日月潭無縫隙旅運服務，繼原推行之6大套票，再新增發行「日月潭一溪頭」好行套票，拓展潭區外圍旅遊圈，落實環保慢遊旅遊概念。



established Sun Moon Lake's unique creative atmosphere.

- (3) Leveraged public resources to organize events such as bike rides, the group swim across Sun Moon Lake, the North Face Mountain Music Festival, and Come!Bikeday to create a sportive and leisurely image.
- (4) Continued to develop seamless travel services in the greater Sun Moon Lake area. After the original six main ticket packages, introduced Sun Moon Lake to Xitou tickets. The new package furthered tourism development in the surrounding area and implemented the concept of environmentally friendly, slow travel.

#### 4. Future Development

- (1) Create a safe, sustainable, beautiful, and culturally rich 21st century lakeside leisure area using the two main themes of high altitude lake and cultural diversity.
- (2) Create an internationally friendly, environmentally protected, clean, beautiful, safe, and comfortable quality tourism environment and improve overall standards of leisure and service.
- (3) Attract international ecological tourists from Europe, North America, Japan, and Mainland China. Attract Hong Kong, Macau, Singapore, and Malaysian tourists by developing the leisure farm industry.

#### (VIII) Tri-Mountain National Scenic Area

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

The Tri-Mountain National Scenic Area includes Lion's Head Mountain, Lishan, and Baguashan. The rich and varied high altitude resources as well as historic sites and aboriginal, Hakka, and Hokkien culture are extremely attractive to tourists. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the Tri-Mountain section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012-2015)." Major achievements are as follows:

##### 1. Planning and Construction

- (1) Completed the Donghe suspension bridge, Yongxing suspension bridge and surrounding area construction plans to improve leisure facilities at Lion's Head Mountain and Nanzhuang areas.
- (2) To improve the Lishan Scenic Area's tourism environment and the quality of accommodation

at the Lishan Guest House, various public service facility construction projects were organized. These include renovations to electric and hydro equipment, retaining wall, and hill remediation for the Lishan Guest House. To reestablish the image of Lishan and Guguan as well as provide diverse leisure experience to tourists, six public leisure facility plans and construction projects were organized. These include design and planning of the cherry blossom path next to Fushoushan Farm, Shaolai Trail improvement and design, as well as Lishan visitor's center and surrounding area public facility improvements.

- (3) To diversity Baguashan's leisure experience and provide comprehensive and high-quality facilities, construction and improvement of the Fushan scenic "sky bridge" and the Baguashan Hwayang Park surrounding area were completed. Further public leisure facility construction and planning projects included improvements to the area surrounding the Changqing Bikeway in Changhua County's Tianzhong Township, extension to the bike path beneath the high-speed rail overpass in the Baguashan scenic area, and extension of the Yinghang Mountain Trail.

##### 2. Operations and Management

- (1) Received the Ministry of Transportation's 2012 front line service quality award.
- (2) Received third place in the Ministry of Transportation's group evaluation of tourist centers.
- (3) Co-organized the 2012 National Scenic Area management and safety maintenance evaluation, and came in third place.



日月潭電動船啟航剪綵儀式

A ribbon-cutting ceremony to celebrate the launch of electric-powered boats on Sun Moon Lake

#### 4. 未來發展重點

- (1) 以「高山湖泊」與「多元文化」為2大發展主軸，構成「安全、永續、美觀、富文化氣息之21世紀湖畔休閒渡假區」。
- (2) 營造國際友善、生態維護、整潔美化、安全舒適的優質旅遊環境，全面提升遊憩品質與服務水準。
- (3) 以吸引歐美、日本、大陸及生態旅遊之國際遊客為目標客源，透過農村休閒產業發展，吸引港、澳、星馬地區旅客從事農業體驗活動。

#### (八) 參山國家風景區

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

本風景特定區所轄之獅頭山、梨山及八卦山風景區擁有豐富多采的高山資源，以及百年歷史古蹟及原住民、閩、客族群文化，深具觀光魅力。101年持續推動「重要觀光景點建設中程計畫（101至104年）」項下「參山國家風景區建設計畫」，重要工作成果如下：

##### 1. 規劃建設

- (1) 為改善獅頭山風景區與南庄地區各項遊憩服務設施，完成「東河吊橋整修及周邊環境改善工程」、「南庄鄉永興吊橋整修及周邊環境改善工程」等設施工程計2項。
- (2) 為提升梨山風景區之旅遊環境、改善梨山賓館之住宿品質，辦理「梨山賓館水電設備工程」、「梨山賓館後方擋土牆改善工程」、「梨山賓館後方坡面整治工程」等公共服務設施工程；另為重塑梨山、谷關新風貌並提供遊客多樣化之休閒體驗，辦理「梨山風景區福壽山農場旁櫻花步道整建工程委託規劃設計」、「谷關捎來步道設施整修工程委



日月潭 Come!Bikeday  
Come!Bikeday at Sun Moon Lake

託設計」、「梨山遊客中心等公共設施改善工程委託設計」公共遊憩設施規劃設計與建設案計6項。

- (3) 為打造八卦山風景區多元遊憩體驗、提供更完善優質之遊憩設施，完成「南投市福山景觀吊橋興建工程（天空之橋）」及「八卦山華陽公園周邊環境景觀改善工程」等公共服務設施；並完成「彰化縣田中鎮長青自行車道周邊據點環境改善工程委託規劃設計」、「八卦山風景區高鐵橋下自行車道延伸工程委託設計」、「彰化縣銀行山登山步道延伸工程委託設計」等公共遊憩設施規劃設計與建設案計5項。

##### 2. 經營管理

- (1) 101年度獲交通部「第一線服務機關服務品質獎」。
- (2) 101年度獲交通部觀光局遊客中心督導考核評比團體獎第3名，谷關遊客中心在個別獎項獲第3名。
- (3) 配合觀光局辦理「101年度國家風景區經營管理與安全維護督導考核」評比作業，並獲國家風景區經營管理與安全維護考核競賽第3名。



梨山賓館開幕典禮  
Opening ceremony of the Lishan Guest House

- (4) Organized the 2012 earthquake and other natural disaster emergency response and medical care training as well as emergency medical care education seminar sessions for front line medical staff.
- (5) Organized the 2012 clean homeland national movement and received first place in the Ministry of Transportation's on-site evaluation.
- (6) Organized the 2012 Lunar New Year tourist amusement area traffic alleviation measures, and the 228 extended-holiday traffic alleviation measures.
- (7) Organized the 2012 Baguashan scenic area tourism industry quality improvement seminar.
- (8) Organized the Nanzhuang line of the Lion's Head Mountain Taiwan Tourist Shuttle. In 2012, the service ranked third in the service quality satisfaction evaluation, out of 22 lines on the Taiwan Tourist Shuttle.
- (9) Managed public investment in outsourced public construction projects at various scenic spots, rental management projects, and others. Results and benefits are as follows:
  - a. Lion's Head Mountain Scenic Area
    - a) The Nanzhuang tourist center parking lot rental and operation management project
      - Signed a rental, operation, and management contract with Hsin Li Sheng Ltd. on March 25, 2012.
      - Contributed NT\$1,572,000 to national revenue in 2012.
    - b) Lion Head Mountain tourist center café rental project
      - Signed a rental contract with Lu Yeh Hsien Tsun on January, 1, 2012.
      - Contributed NT\$135,800 to national revenue in 2012.
  - b. Lishan Scenic Area's Lishan Guest House OT Project
    - a) Outsourced a management contract signed with Lishan Guest House Ltd. Official operations began following a ceremony on December 9, 2012.
    - b) Contributed NT\$638,000 to national revenue in 2012.
  - c. Management and operations transfer project of the Fen Yuan Leisure and Health Park in the Baguashan scenic area.
    - a) Operations and management contract signed with Ti Yuan company, with official name change to "Alice's Garden." An opening ceremony was held on December 16, 2012.
    - b) Contributed NT\$171,433 to national revenue in 2012.
- (10) Recognizable Measures
  - a. Parenting-Friendly Travel Services: Breast-feeding rooms were added at the Lion's Head Mountain, Nanzhuang, Guguan, Lishan, and Songboling tourist centers. The Songboling tourist center was awarded first place in the Nantou County best breast-feeding room competition, and Guguan tourist center was awarded second place in the 2012 Taichung City breast-feeding room competition.
  - b. Accessible services: Guidance and assistance was offered to disabled visitors. Bells for visitors requiring assistance were added at the Baguashan Ecology Visitor Center.
  - c. Established popular photography spots: Popular photography spots were established within the scenic area. The opening of Alice's Garden further provided photography and rest locations.
  - d. Provided sporting opportunities: Virtual cycling experience areas were set up at Songboling and Baguashan Ecology Visitor Centers.
  - e. Family Interactive Education: Hakka lei cha was provided at the Lion's Head Mountain Visitor Information Center. The Baguashan Visitor Information Center also provided family-oriented ecological activities.



(4) 辦理「101年度地震等天然災害應變暨緊急救護訓練」及「緊急災害救護教育」第1線救護人員訓練研習會。

(5) 辦理101年度「清淨家園全民運動計畫」相關事項，並獲交通部「清淨家園全民運動計畫」現場督導訪查評比第1名。

(6) 辦理101年觀光地區春節交通疏運、228連續假期交通疏運等計畫。

(7) 辦理101年「八卦山風景區觀光產業輔導暨提升遊憩品質講習」計畫。

(8) 主辦台灣好行獅山南庄線，於全臺22條好行路線中獲101年度「台灣好行」景點接駁旅遊服務滿意度評比第3名。

(9) 辦理轄內各風景據點民間參與投資公共建設委外經營、出租管理等案件成果及效益如下：

a. 獅頭山風景區

a) 「南庄遊客中心停車場出租經營管理案」

- 101年3月25日與新利昇公司事業有限公司簽訂出租經營管理契約。
- 101年度增加國庫收益新臺幣157萬2,000元。

b) 「獅山遊客中心附設餐飲賣店(歇心茶樓)租賃契約案」

- 101年1月1日與綠野仙蹤簽訂租賃契約。

- 101年度增加國庫收益新臺幣13萬5,800元。

b. 梨山風景區：「梨山賓館OT案」

a) 與梨山賓館股份有限公司簽訂委託經營契約，並於101年12月9日辦理開幕活動正式營運。

b) 101年度增加國庫收益新臺幣63萬8,000元。

c. 八卦山風景區「彰化縣芬園休閒體健園區營運移轉案」

a) 與地園公司簽訂委託經營契約，經更名爲「就是愛荔枝樂園」，並於101年12月16日辦理開幕活動正式營運。

b) 101年度增加國庫收益新臺幣17萬1,433元。

(10) 推動有感措施

a. 親子同遊服務：於獅山、南庄、谷關、梨山及松柏嶺遊客中心業設置哺乳室；松柏嶺遊客中心獲「南投縣優良哺乳室」第1名；谷關遊客中心哺乳室並榮獲「101年度臺中市優良哺乳室競賽」第2名。

b. 無障礙貼心服務：引導行動不便者搭乘電梯及參觀，於八卦山脈生態遊客中心設置愛心鈴服務，提供貼心接待服務。

c. 設置熱門拍照點：於轄內風景區設置遊客拍照熱門景點，並於「就是愛荔枝樂園」開幕後，提供遊客另一新興遊憩及拍照景點。

d. 提供運動樂活體驗：於松柏嶺及八卦山脈生態遊客中設置虛擬自行車體驗區。



就是愛荔枝樂園開幕典禮  
Opening ceremony of Alice's Garden

### 3. Advertising and Promotion

(1) Held tourism promotional activities independently or in cooperation with government agencies and public organizations.

#### a. Lion's Head Mountain Scenic Area

- Organized the 2012 Hakka Tung Blossom Festival, the fifth Nanzhuang Atayal summer concert, the 2012 annual Miaoli Saisiat Pas-tai festival, the 2012 Taiwan Tourist Shuttle Nanzhuang line promotional plan, as well as stamp collecting, bus photography prize draw, and outdoor hiking and sketching at Luchang.

#### b. Lishan Scenic Area

- Organized the 2012 New Year's flag raising and aboriginal culture events series, spring and summer events in Guangu with aboriginal dance and hot spring, as well as the 2012 Guangu hot spring event series, the opening ceremony of Lishan Guest House, New Year's Eve celebrations at Guangu, and others.

#### c. Baguashan Scenic Area

- Organized the Baguashan eagle-watching carnival, the "sky bridge" opening ceremonies, the Fen Yuan tourism carnival, the Baguashan 139 cycling trip, Taiwan water running festival, the Shetou textiles and guava festival, Alice's Garden opening ceremony, and the 2012 Baguashan Merida Cup & Bike Festival, and others.

(2) Prepared Promotional Materials: Ordered additional copies of English promotional pamphlets; produced the 2013 Tri-Mountain notebook, promotional bags, and other small gifts.

(3) Online Promotion: Improved the tourism information website while promoting through travel bloggers, recommended itineraries, online application for guided tours, message boards, director's mail-box and other outlets for publicizing government information and tourism.

### 4. Future Development

Effectively Integrate the characteristic tourism resources of scenic areas to improve leisure facilities and services. Furthermore, raise overall tourism and travel service quality and reach development goals of various areas.

(1) Lion's Head Scenic Area: Combine the cave temples along Lion's Head Historical Trail and Saisiat culture to design a travel network

centered around the Nanzhuang Visitor Information Center. The network would unite diverse culture, refined Hakka gourmet food, and high-quality hostels. The themes of aboriginal atmosphere, religious temples, and pastoral life would be developed.

(2) Lishan Scenic Area: Improve overall service quality and facilities by combining the corporate management philosophy and structure of private enterprises. Additionally, reinvigorate the special tourism attractions of the Lishan Scenic Area and the Lishan Guest House. The Lishan Scenic Area will become comparable to the Swiss Alps as a high-altitude resort focused on Atayal culture, hot-spring spas, and mountainous ecology.

(3) Baguashan Scenic Area: Combine the natural resources of the grey-faced buzzard, cycling events, and the tea industry; develop various tourism themes including eagles, tea culture, coffee, music, arts, and cycling. Transform the Bagua Scenic Area into an ideal leisure resort.

### (IX) Alishan National Scenic Area Administration <http://www.ali-nsa.gov.tw>

In terms of development, the Alishan National Scenic Area Administration holds to principles of environmental protection and low-impact. Furthermore, marketing is focused on characteristic tourism industries and in-depth, diverse itineraries, in the hopes of facilitating the coexistence of nature and tourism while providing a win-win situation for tourists and industry. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the Alishan section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

#### 1. Planning and Construction

(1) Development of International Tourist Spots: Completed four improvement projects to leisure facilities at Chukou Niu Pu Tzu and other areas. These included soil conservation at Chukou Niu Pu Tzu, various construction tasks at Lung Mei transfer station, and the cycling lane on the south side of National Highway 18 at 32K.

(2) Development of National Tourist Spots: Completed five improvement projects to leisure facilities including second stage construction at Danayi Valley in the Shanmei region, a Tsou nature and cultural center follow-up project,



玩美鷹揚八卦賞鷹嘉年華活動  
Preparing for the Baguashan eagle-watching carnival

- e. 親子互動教學：於獅山遊客中心提供客家擂茶體驗；另八卦山脈生態遊客中心辦理親子生態系列活動。

### 3. 推廣宣傳

- (1) 舉辦觀光行銷活動：透過主辦、合辦及協辦等方式與政府機關與民間團體辦理各項觀光行銷活動：

- a. 獅頭山風景區：辦理「2012客家桐花季一桐訪螢找茶趣」、「第5屆南庄新夏泰客音樂會」、「101年度苗栗縣賽夏族巴斯達隘祭典」、「2012台灣好行獅山南庄線行銷案」-九宮格集章戳、拍巴士抽大獎、鹿場踩鮮寫生等活動。
- b. 梨山風景區：辦理「101年元旦梨山升旗典禮暨原住民傳統文化系列活動」、「春遊谷關-原舞迎賓」、「谷關怡夏-泡湯季」、「2012谷關湯饗」、「2012谷關湯饗系列活動-幸福泡湯趣」、「梨山賓館開幕」及「谷關跨年晚會」等活動。
- c. 八卦山風景區：辦理「玩美鷹揚八卦賞鷹嘉年華活動」、「玩美八卦山系列活動」、「天空之橋開幕」、「芬園荔鳳觀光嘉年華」、「鐵馬139八卦山台地逍遙遊」、「台灣跑水節」、「彰化社頭織襪芭樂節」、「就是愛荔枝樂園開

幕」及「八卦山脈美利達盃&單車嘉年華活動」等活動。

### 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：串聯獅山古道巖洞式廟群、賽夏文化等，規劃以獅山及南庄遊客中心為服務核心，結合區內多元文化、精緻客家美食及優質民宿，建構完整的旅遊網絡，發展「原客風情」、「寺廟宗教」及「山居田園」等主題旅遊方向。
- (2) 梨山風景區：藉由結合民間廠商的企業經營理念與管理制度，有效提升各項服務設施品質及整體服務水準，創造梨山風景區特色觀光吸引力，再造梨山賓館新生命，以「泰雅文化」、「溫泉養生產業」、「高山生態」等主題旅遊方向發展，期將梨山風景區打造成為「山中瑞士」高山溫泉渡假勝地。
- (3) 八卦山風景區：結合本區灰面鵲鷹生態資源、自行車體健活動及茶葉產業等主題特色，發展八卦山全區為「鷹揚八卦」、「茗揚八卦」、「啡揚八卦」、「音揚八卦」、「藝揚八卦」及「騎揚八卦」等主題旅遊，期建設八卦山風景區成為「玩美八卦」休閒旅遊勝地。

### (九) 阿里山國家風景區

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

阿里山國家風景區秉持維護生態、低度開發方式進行規劃建設，並以特色觀光產業、深度多元遊程辦理行銷推廣，期能達成自然與觀光並存，產業與遊客共榮的目標。101年



improvements to area surrounding the Guanyin Waterfall gateway visitor information center, improvements to the ring-road between Tanghu Ancient Trail and the transport bridge, and improvements to the area surrounding Youth Ridge Trail.

- (3) Development of Local Tourist Spots: Completed leisure facility construction at the Kuang Hua Ting Ben Tzu Recreation Area.

## 2. Operations and Management

- (1) Provided shuttle services between Shizhou and Fenqihu in accordance with 2012 Lunar New Year traffic alleviation measures. A total of 8,084 passengers were transported, effectively reducing congestion. In addition, the bureau worked with county and travel industry bus services to promote the Taiwan Tourist Shuttle and Taiwan Tour Bus.
- (2) Completed planting and beautification of Chukou, Niu Pu Tzu, Xiding, Kuan Hua, Shizhou, Xin Mei, Le Ye, Renshou, and Wenfeng. Carried out environment and facility maintenance along major transport routes and at leisure sites.
- (3) Facilities at scenic sites were rented out for upkeep. Constructed maintenance systems for public facilities. Safety and emergency response mechanisms were organized.
- (4) Recognizable Measures: Immediate traffic information updates, free Shizhou to Fenqihu shuttles during Lunar New Year holidays, and warning lines placed around stairs at the Kuan Hua firefly observation pond.

## 3. Advertising and Promotion

- (1) Industry Training and Guidance: Organized the 2012 food and beverage service quality improvement training for the greater Alishan

area and 2012 volunteer tour guide and Tsou tribe cultural guide workshop camps; planned spotlight tour itineraries for the Nan San Village to Shanmei, Xin Mei and Chasan.

- (2) Industry Promotions: Organized photography contests, firefly festivals, hiking events, weddings, ecological events and other activities to promote Alishan tourism.
- (3) Promotional Material and Publications: Completed the digital semi-annual Alishan journal, notebook, Alishan brochures, Fenqihu and Shizhou tourism brochures, and others.

## 4. Future Development

- (1) Make Alishan a safe, sustainable, international tourism resort area with a natural environment and industry culture.
- (2) Create a gateway to Alishan to extend tour itineraries on approach and stream visitors to three main sightseeing systems.
- (3) Develop diverse leisure itineraries with environmental and cultural elements, and create ecological communities and unique aboriginal settlements.

### (X) Maolin National Scenic Area

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

The Maolin National Scenic Area encompasses six districts and townships including Kaohsiung's Maolin, Taoyuan, and Liugui as well as Pingtung County's Sandimen, Wutai, and Majia. The area is an elongated shape running north and south. To the north there is Yushan National Park, to the east, the western edge of the Central Mountain Range, to the west, Shihba Luohanshan, and to the south, Liangshan Falls marks the border. The area has rich rift valley scenery, gifted with hot springs and



2012 神木下婚禮山海戀  
Couples cherish the 2012 Love in Alishan wedding ceremony



2012 阿里山新印象 與螢共舞  
Children join a 2012 firefly-watching event on Alishan

度推動「重要觀光景點建設中程計畫（101至104年）」項下「阿里山國家風景區建設計畫」，重要工作成果如下：

#### 1. 規劃建設

- (1) 國際觀光重要景點建設：完成觸口牛埔仔等地區遊憩服務設施改善工程、觸口牛埔仔遊憩園區工程－水土保持工程、龍美轉運及遊客服務設施雜項工程、臺18線32K南側自行車道系統工程等4項遊憩設施建設。
- (2) 國內觀光重要景點建設：完成山美地區達娜伊谷遊憩設施第二期改善工程、鄒族自然與文化中心後續工程、觀音瀑布入口區遊客服務中心暨周邊設施工程、行運橋至塘湖古道環狀改善工程、青年嶺步道入口意象暨周邊設施改善工程等5項遊憩設施建設。
- (3) 地方觀光重要景點建設：完成光華頂笨仔地區聚落遊憩景點工程1項遊憩設施建設。

#### 2. 經營管理

- (1) 執行101年春節交通疏運計畫－石棹至奮起湖免費接駁服務，接駁人數計8,084人次，有效紓解旅遊旺季交通壅塞，並與縣公車處、旅遊業者合作，推展台灣好行、台灣觀巴等旅遊行程。
- (2) 辦理觸口、牛埔仔、隙頂、光華、石棹、新美、樂野、仁壽、文峰等地區之植栽及景觀美化工程，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。
- (4) 推動有感措施：即時發布交通資訊，並於春節期間提供免費接駁「石棹－

奮起湖」專車服務；另設置光華賞螢生態池及步道階梯警示線，提供遊客賞螢趣處。

#### 3. 宣傳推廣

- (1) 產業輔導培訓：辦理101年度提升大阿里山區餐飲服務品質訓練、101年度1-4期導覽志工暨鄒族文化導覽研習營、阿里山南三村部落－山美、新美、茶山亮點遊程規劃案。
- (2) 產業行銷推廣：辦理 HOLD 住阿里山～寫真達人攝影比賽活動、2012阿里山新印象－與螢共舞、步道遊蹤、神木下婚禮山海戀、鮭魚返鄉鄒遊記及部落行銷推廣等活動。
- (3) 文宣出版品：完成阿里山電子半年刊、手札、阿里山全區摺頁、奮起湖及石棹觀光導覽摺頁等文宣品編印。

#### 4. 未來發展重點

- (1) 建設阿里山為「安全永續、自然生態、產業文化的國際觀光渡假區」。
- (2) 打造阿里山入口門戶，延伸前庭旅遊路廊，分流並串聯三大系統景點。
- (3) 營造生態社區及形塑特色原鄉，發展生態、文化、產業多元遊憩體驗行程。

### (十) 茂林國家風景區

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

茂林國家風景區管理處涵蓋高雄市茂林區、桃源區、六龜區及屏東縣三地門鄉、霧台鄉、瑪家鄉等6個區（鄉），全區地形南北狹長，北接玉山國家公園、東以中央山脈西麓、西以十八羅漢山、南以瑪家鄉涼山瀑布為界，區內擁有極佳之縱谷景緻，特殊之環流丘曲流地質環境，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。101年起持續推動

uniquely meandering geology, further enriched by culture. The abundant plant and wildlife makes the area suitable for adventurous outdoor activities. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the Maolin section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015), in conjunction with post-Typhoon Morakot reconstruction. Broad investments were made in tourism construction and marketing to effectively transform the scenic area into an international attraction. Major achievements are as follows:

#### 1. Planning and Construction

- (1) Completed improvements to Maolin Visitor Information Center, Saijia Recreation Area sports ground and operational facility, Liangshan recreation area, Maolin gateway transit station and 3D audiovisual venue, Maer village parking lot, Bulao parking lot, hill-erosion treatment at Liangshan recreation area, Saijia Recreation Area, and the An-Po Tourist Cycle Path.
- (2) Completed detailed planning of the Bulao Recreation Area, Liugui tourism development, and Maolin tourism development; recorded video documenting typhoon reconstruction and recreation area highlight planning achievements; completed survey of Xinwei Forest Park; updated and maintained geographical information system image data and information; evaluated safety and feasibility of the Sandimen suspension bridge; planned direction signage and QR barcode tour guiding; updated and maintained the Maolin National Scenic Area website.
- (3) Executed the second phase of the Euploea butterfly conservation management plan, the Saijia aviation park overall development plan, and the early stages of the northern Pintung area tourism plan.
- (4) Beautified various locations in the area by adding greenery and maintaining the overall environment.

#### 2. Operations and Management

- (1) In order to attract private enterprises to manage tourism recreation areas, the public was encouraged to take part in the Saijia Recreation Area ROT case, the Liangshan recreation area participation case, and others. Early stage planning and feasibility assessment

were completed and outsourced management is expected to begin in 2013. This is expected to spur tourism along the Kaohsiung-Pingtung mountain range routes.

- (2) Improved professional emergency care skills of tourism service staff. Front line employees, including tourism and hostelry staff as well as tour guides within the region, were invited to attend emergency care training to improve basic competency. This will allow front line staff to perform basic emergency medical care in case of accidents.
- (3) Recreational areas affected by Typhoon Morakot underwent repairs and maintenance to ensure tourist safety. During the reconstruction period, for areas open to visitors, information on potential risk was collected and updated onto the national scenic area website to indicate to visitors whether approaching the area is recommended. Areas closed to visitors were sealed off with clear warnings to prevent trespass and danger.
- (4) To facilitate the revival of Maolin area tourism, a small-scale visitor information center was constructed at Da Jin Qiao Tou, the area's gateway. The center was opened on November 1, 2012; a 3D purple butterfly center was opened in Purple Butterfly Valley on November 17, 2012. These facilities provide diverse travel information, as well as quality leisure and services to tourists. They will attract more tourists to visit Maolin and invigorate the entire area's tourism development.
- (5) Recognizable Measures: Provided customized postcards and aboriginal clothing for visitors to take photographs; held local seminars to



阿里山光華賞螢步道  
The KuanHua firefly trail, Alishan



「重要觀光景點中程建設計畫（101 至 104 年）－茂林國家風景區建設計畫」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，以有效營造風景區為具有國際魅力之景點。本年度重要工作項目如下：

#### 1. 規劃建設

- (1) 完成茂林遊客中心設施改善工程、賽嘉樂園風雨操場及營運設施整建工程、涼山遊憩區委外經營設施改善工程、茂林入口轉運站及 3D 視聽館等改善工程、馬兒村停車場服務設施改善工程、不老地區簡易停車場改善工程、涼山遊憩區邊坡災害治理工程、賽嘉樂園園區及安坡自行車道路面改善工程等國際及國內觀光景點建設工程。
- (2) 完成寶來不老地區觀光遊憩細部規劃、六龜地區觀光發展規劃、茂林地區觀光發展規劃、災後重建與遊憩亮點規劃成果影片拍攝與製作、新威森林公園全區測量案、地理資訊系統圖資及屬性資料更新維護案、三地門吊橋安全可行性評估案、方向指示牌規劃設計與二維條碼解說導覽建置規劃設計案、茂林國家風景區網站更新維護。
- (3) 辦理紫斑蝶生態保育經營管理規劃（第二階段）、賽嘉航空園區整體開發計畫、屏北地區觀光遊憩細部規劃等先期規劃設計。
- (4) 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) 為引入民間企業經營觀光遊憩據點，積極依據促進民間參與公共建設法規劃辦理「賽嘉樂園 ROT 案」、「涼山遊憩區促參案」等，全案已完成可行性評估及

先期規劃工作，預計於102年完成委外經營工作，屆時將可帶動高屏山麓旅遊線觀光產業發展。

- (2) 提升觀光業服務人員專業救護技能，邀集轄區第一線觀光旅遊從業人員辦理「第一線救護人員訓練」提升觀光、旅遊、導遊等產業人員基本救護能力，使其第一線面對遊客意外事件，能進行簡易搶救工作。
- (3) 莫拉克颱風災後，相關遊憩據點積極辦理重建工作，基於遊客安全與設施，重建期間遊客可接近之區域進行各項管理工作，建立潛在風險圖資、適時更新風景據點以「可以前往、不建議前往」方式公告於本處觀光旅遊網站，未開放區域之隔離設施、明顯告示避免遊客闖入發生危險。
- (4) 為加速推動整個茂林地區觀光產業之復甦，特別在大津橋頭，進入茂林區的門戶興建小型的「茂林遊客中心」於101年11月1日啟用；另於紫蝶幽谷設置「3D 紫蝶館」於101年11月17日啟用，提供全方位旅遊資訊、休憩等優質服務給遊客，將能吸引更多遊客到茂林區旅遊，帶動整個茂林地區觀光產業發展。
- (5) 推動有感措施：提供客製化明信片及提供原住民服飾供遊客拍照；另辦理地方座談會，邀請當地工藝、餐飲及文創產業等業者進行交流，積極協助業者進行產業升級或突破現況，並規劃成立「屏東縣藝文產業聯盟推廣協會」，推動屏東地區產業聯盟。

#### 3. 宣傳推廣

- (1) 規劃、執行年度觀光遊憩活動，辦理「2012南島族群婚禮－情牽大武山」、

encourage exchange among artisans, food and beverage operators, and the arts and creative industry; proactively assisted industry upgrades; established the Pingtung arts industry alliance.

3. Advertising and Promotion

- (1) Planned and executed annual recreational activities including: Austronesian wedding ceremonies, motorcycle parades over Liugui bridges, hot spring, fine food, plum blossom celebrations, butterfly watching events and others to promote the tourism resources at Maolin National Scenic Area.
- (2) Cooperated with other government bodies to promote various events including: the Taiwan quinoa festival in Majia, the turtle king cultural festival, the Xlaoguan Mountain MTB mountain bike race, the Maolin Tebesenga festival and cultural heritage event series, and others.
- (3) To promote local tourism specialties, the bureau cooperated with the local government to exhibit at the 2012 Kaohsiung International Travel Fair, the 2012 Kaohsiung Travel Show, and the 2012 Taichung International Tourism Fair.
- (4) To promote the importance of environmental conservation, the Tourism Bureau, in conjunction with local government, schools, and clubs, held training sessions on environmental tourism guiding, and developing local tourism volunteer guides and bicycle tour guides. It is hoped that national conservation awareness might be improved through combining tourism and the environment, and by educating the public on the unique winter lifecycle of the Euploea butterfly. In this way, the environment may be protected and sustained.
- (5) To continue aboriginal cultural inheritance, the Tourism Bureau facilitated local clubs in organizing cultural education programs. Through training and workshops aimed at getting to know the tribal lifestyle, traditional songs, and handicrafts, it is hoped that tribal consensus might be improved and lifestyle preserved. Furthermore, job opportunities may be increased, thereby contributing to future development of the cultural tourism industry.
- (6) In recent years the Tourism Bureau has invested in various plans and constructions as well as marketing. This has made the Maolin National Scenic Area one of the most popular tourist



茂林遊客中心啓用  
Opening ceremony for the Maolin Visitor Center

destinations in southern Taiwan. However, Typhoon Morakot in 2009 caused changes to the geography of some tourist locations. In order to represent the post-typhoon state of cultural sites and natural resources, various promotional materials including brochures, posters, and publications, were redesigned and printed. These were made available for visitor reference. An added benefit was they promoted deeper appreciation of the beauty of Maolin National Scenic Area, making them effective at attracting repeat visitors.

- (7) To improve the quality of food and beverage in the area, more investments have been made in creating a suitable environment for the food and beverage industry. Furthermore, in conjunction with the 2012-13 Maolin Butterfly Valley 2-Year Butterfly-Viewing Activity and 2012 Hot Spring Season of Whispering Flowers in Mountain Town, the National Kaohsiung Hospitality College was invited to provide instruction on activity-themed gourmet foods to Maolin and Baolai area industry operators. The focus was on how to innovate and improve local specialties, create fine foods using local ingredients, combine food culture with tourism development, and improve the food culture. These changes led to a safe, trustworthy, and quality tourism environment.
4. Future Development
- (1) Establish a gateway impression at the entrance to the scenic area and link to travel routes toward other sightseeing destinations, thereby improving service quality to international standards.

「2012驚艷六龜 清涼一夏」、「2012-2013山城花語溫泉季－泡好湯、饗美食、賞梅趣、行大運」、「2011/2012茂林紫蝶幽谷・雙年賞蝶」等系列活動，行銷推廣茂林國家風景區觀光資源，吸引旅遊人潮。

- (2) 與他單位共同遊憩活動推廣，帶動地方觀光產業發展，辦理「瑪家鄉藜不開你－紅藜文化推廣活動」、「六龜區－龜王文化祭」、「小關山MTB登山自行車賽」、「茂林區小米祭Tebesenga系列活動~祭典、文化傳承」等活動。
- (3) 為行銷地方觀光特色，配合地方政府於「2012高雄國際旅展」、「2012高雄巨蛋國際旅展」及「2012臺中國際觀光旅展」推廣展出。
- (4) 為宣導生態保育之重要性，與地方機關、學校、社團共同辦理「生態觀光導覽解說員培訓計畫」、「發展地區觀光志願解說服務培訓計畫」、「煌金傳騎單車逍遙遊－導覽解說訓練計畫」，期藉由生態與觀光的結合，透過解說教育將紫斑蝶特殊之越冬生態傳達，進而喚醒國人的保育意識，讓生態得以獲得永續保護。
- (5) 為能延續傳承原住民文化，輔導地方社團辦理文化教學，透過認識部落生活環境、傳統歌謠及手工藝品等研習訓練，期有效提升部落共識，永續營造部落、創造就業新契機，以賡續推動部落文化觀光產業發展與保存。
- (6) 近年積極投入各項規劃建設及行銷推廣活動，已成為南臺灣熱門觀光旅遊景點之一。然受98年8月「莫拉克颱風」影

響，因部分據點地形地貌改變，為呈現災後轄內各景點現狀、人文景觀及自然資源等旅遊資訊，因而重新規劃並製作轄內各式宣傳摺頁、全區掛圖及簡報冊等文宣品，供遊客索取、參考，以重新瞭解茂林國家風景區之美，有效吸引遊客回遊。

- (7) 為提升轄內飲食文化水準，加強餐飲產業環境營造，並配合「2012-2013茂林紫蝶幽谷－雙年賞蝶活動」及「101年山城花語溫泉季活動」，委請國立高雄餐旅大學協助茂林及寶來地區業者辦理主題活動特色美食輔導，將地方風味餐加以研發改良，開發以當地食材為主之地方美食，並且將在地飲食文化與觀光推廣結合，期藉由推陳出新的設計，提升及建立地方餐飲業之飲食文化並提供遊客安心、信賴、優質的消費及旅遊環境。

#### 4. 未來發展重點

- (1) 塑造本風景區入口門戶意象，串聯各景點之交通動線，提升遊憩服務設施品質，以臻國際水準。
- (2) 建構本風景區為具溫泉休閒、原住民文化、冒險旅遊等之南臺灣旅遊勝地。推動溫泉、生態、宗教、原民文化等四大主軸活動，於轄區內持續推動南島婚禮、雙年賞蝶、山城花語溫泉季等活動。
- (3) 規劃開發新威行政管理中心，建置園區生態步道及自行車道系統，完善公共服務設施，提升遊憩服務機能。
- (4) 增進國民旅遊人次，並吸引國際觀光客到訪，並開發旅遊潛力景點，吸引災後遊客回遊。



- (2) Create a travel paradise featuring hot spring, aboriginal culture, and adventure activities. Promote hot springs, environment, religion, and aboriginal culture as four main activity themes. Continue to promote events such as the Austronesian Wedding, Butterfly-Viewing, and Whispering Flower in Mountain Town hot spring festival.
- (3) Construct a new administrative center, an ecological hiking trail, and a cycling trail to complete public service facilities and improve leisure functions.
- (4) Increase the number of domestic travelers and attract more international visitors. Develop tourism potential and reinvigorate travel to the area post Typhoon Morakot.

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

The North Coast and Guanyinshan National Scenic Area provides a quality, environmental, safe, user-friendly, and welcoming environment based on the philosophy of being guided by tourists' needs. The Tourism Bureau strives to provide various facilities and services, integrate geographical scenery, natural environment, cultural character, and beach atmosphere to transform the region from a pass-through area to a destination featuring slow living and in-depth content. Its goal is to better draw domestic and international travelers. In 2012, the bureau, in conjunction with the government, continued to implement the North Coast and Guanyinshan section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

1. Planning and Construction

- (1) Completed improvements to the Yehliu Geopark gateway environment; constructed the Jinshan-

Zhongjiao emergency path; improved rooftops at Baisha Bay and other constructions to raise the recreation quality and provide guided services.

- (2) Completed improvements to the Sanzhi Visitor Information Center administrative space and the Guanyingshan Nature Reserve to improve activity space and increase travel activity potential.
- (3) Completed cycle path improvements along the North Coast to encourage local tourism growth.

2. Operations and Management

(1) Operator's Management Strategy

Improved software and hardware facilities at recreational sites; made services and facilities more user-friendly and international; created a safe and friendly environment led by customer service. The area received a total of 4,640,000 visits in 2012, an increase from 3,990,00 in 2011. Also, Yehliu Geopark received 2,690,000 visits in 2012. In accordance with regulations concerning environmental education, the Yehliu Nature Center was established, and the Environmental Protection Administration certified the center as an environmental education venue on November 13, 2012. It is the first location within the Ministry of Transportation to receive such certification.

(2) Tourism Resource Maintenance

- a. Enforced safety instruction and training; maintained clean and orderly environment; continued to encourage the reuse of driftwood; maintained and managed the safety and sanitation of recreational facilities.



南島族群婚禮 \_ 情牽大武山  
Couples joined an Austronesian wedding event



茂林紫蝶幽谷 \_ 雙年賞蝶活動  
Celebration of the Maolin butterfly watching event

## (十一) 北海岸及觀音山國家風景區

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

本風景特定區以「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爲「慢活、定點、深度」之目的型遊憩區，以吸引國內外觀光客。

101 年持續推動「重要觀光景點建設中程計畫（101 至 104 年）」項下之「北海岸及觀音山國家風景區建設計畫」，重要工作成果如下：

### 1. 規劃建設

- (1) 完成野柳地質公園入口環境改善、金山中角緊急通道新設工程、白沙灣建物屋頂改善等國際景點建設，增加遊憩品質與提供遊覽解說服務。
- (2) 完成三芝遊客中心行政空間改善及觀音山生態園區改善工程等國內景點建設，改善遊憩活動空間及增加遊憩體驗。
- (3) 完成北海岸自行車道改善等地方景點建設，促進地方觀光發展。

### 2. 經營管理

#### (1) 經營者管理策略

充實遊憩軟硬體設施，加強服務設施人性化及國際化，營造友善及安全旅遊環境，並以遊客服務為導向，全區遊客量由100年399萬人次增至101年度464萬人次，滿意度達85.54分。野柳地質公園101年遊客人次達269萬人次，配合環教法實施，成立「野柳自然中心」，於101年11月13日取得環保署環境教育場所認證，是交通部轄下第一個通過環教場域認證之國家風景區。

### (2) 觀光資源維護

- a. 落實安全教育宣導與訓練、執行環境清潔整頓及清淨家園與綠網計畫，並持續辦理漂流木活化再利用，以落實遊憩設施安全暨清潔維護管理工作。
- b. 鼓勵公私機構團體及個人認養轄管遊憩據點，實施設施出租以培養社區意識促進地方和諧，減少公部門維護費用支出、活絡地方社區經濟。
- c. 辦理臺2線沿線據點等停車空間改善、推行行動式遊客服務站並進行景觀觀清潔維護，減少公部門維管經費支出。

### (3) 安全維護

建立防災作業計畫與災害防救通訊網，提升緊急意外事故之應變處置，並建置遊憩據點監視系統，隨時掌握遠端動態，提升整體安全防護功能。達成緊急救護計畫短、中、長期等各項目標、風險管理危機預防之對策與天然災害應變措施等，強化提升員工緊急應變及專業技能之訓練。

### (4) 推動有感措施

- a. 自101年10月1日至11月30日實施「野柳地質公園團客總量管制方案」，實施團客分流管制，達到分流效果，維護遊憩品質。
- b. 推動「漂流木環保利用計畫」，以莫拉克風災留存之漂流木再利用製作相關作品，其創新提案並榮獲交通部101年創新獎管理類甲等獎。

### 3. 推廣宣傳

- (1) 編製「北海岸及觀音山國家風景區 S3D 海女影片製作案」、「北海任我行MV 影片」、「觀音山步道、獅頭山公園及三芝遊客中心導覽圖」、「北海岸再現

- b. Encouraged private groups and individuals to adopt and manage recreational sites. Local community consciousness was developed through the rental of facilities, which also reduced the public burden of maintenance costs and stimulated the local economy.
- c. Improved parking spaces along Provincial Highway 2, introduced mobile customer service stations and provided cleaning along the scenic route, which reduced the public burden of maintenance costs.

### (3) Safety and Maintenance

Established the contingency operations plan and communication network in preparation for natural disasters and raised first-response capabilities; surveillance systems were installed at recreation areas to remotely monitor status and increase safety functionality; short, medium, and long-term goals for emergency response plans were reached; strategy for risk-management and avoidance as well as emergency response mechanisms were established; improved staff emergency response and professional skills through training.

### (4) Recognizable Measures

- a. Implemented the tour group volume management plan for Yehliu Geopark between October 1 and November 30, 2012 to stream tour group traffic and maintain recreational quality.
- b. Implemented the re-utilization scheme for driftwood from Typhoon Morakot. The innovative project was recognized by the Ministry of Transportation's innovation award in 2012.

### 3. Advertising and Promotion

- (1) Produced various promotional materials including: S3D video of the North Coast and Guanyinshan National Scenic Area, a music video featuring the north coast, roadmaps for Guanyinshan's hiking trails, Lion's Head park, and the Sanzhi Visitor Information Center, and new north coast scenery pamphlets to provide the latest and most complete information to visitors.
- (2) Implemented the 2012 northern national scenic area promotion plan to establish the north coast as a destination for domestic and international travelers to maximize tourism value.
- (3) Organized evening music concerts at Qianshui Bay and Yehliu to market the summer atmosphere of the north coast. The events were



野柳自然中心揭牌  
Sign unveiling ceremony of the new Yehliu Nature Center

combined with promoting agricultural produce and invigorated local tourism development through themes of romantic music and leisurely lifestyle.

- (4) Introduced north coast routes for the Taiwan Tourist Shuttle to facilitate visits to the area. The route began in May 2012 and stops at 12 scenic spots along the north coast. Ease of transportation and convenience for tourists invigorated local tourism and surrounding businesses.
  - (5) Held a wedding and hobby photography competition that received 1,653 entries. A total of 23 wedding photos and 33 hobby photos were chosen and awarded. Winning entries were displayed at tourist centers and international airports to promote tourism.
  - (6) Organized the Jinshan, Wanli, and Bali hot spring and fine foods carnival, the Guanyinshan eagle-watching and hiking event, Shimen kite event, the 10th anniversary of the scenic area, and other promotional events.
  - (7) Organized annual press conferences to announce events and garner media coverage. The press was invited to attend seminars and to gather source materials to ensure accurate reporting and understanding of the scenic area's various facilities.
- ### 4. Future Development
- (1) Internationalize the Geopark to improve tourism service standards.
  - (2) Enrich emotional elements of recreation to lengthen duration of visits.
  - (3) Construct a LOHAS cycling path for cyclists to enjoy the romantic atmosphere.



新風貌摺頁」等文宣品，提供遊客最新完整旅遊資訊。

- (2) 執行「2012北觀國家風景區宣傳推廣計畫」，塑造「北部海岸旅遊線」為國、內外遊客心目中的旅遊目的地，創造觀光旅遊產業價值倍增之願景。
- (3) 辦理北海岸聽海音樂節以「淺水灣之夜」、「野柳之夜」兩場進行，行銷北觀夏日風情，結合農特產推廣，以悠活浪漫音樂方式，帶動地方觀光產業發展。
- (4) 為了方便遊客造訪北觀轄區，推出「台灣好行－皇冠北海岸線」觀光巴士行程，於101年5月開通之皇冠北海岸線，停靠北海岸12站觀光景點，便捷的交通，方便遊客至北海岸遊玩並帶動周邊商家活絡觀光產業。
- (5) 舉辦婚紗留倩影暨采風攝影比賽，共計收件1,653件參賽作品，評出婚紗攝影23件及采風攝影33件優勝作品，得獎作品於遊客中心及國際機場展出，共同推廣觀光活動。
- (6) 辦理「金山萬里八里溫泉美食嘉年華」、「觀音·觀鷹暨林梢步道生態文史活動」、「石門風箏文化新體驗」、「十週年處慶活動」等觀光行銷活動。
- (7) 舉辦年度活動記者會、發布活動新聞稿請記者協助報導宣傳，並適時邀請轄區記者舉行參訪及座談，俾讓其瞭解本處各項建設，並做正確報導。

#### 4. 未來發展重點

- (1) 推動地質公園國際化，提升觀光服務水準。
- (2) 豐富遊憩帶感動層次，延長遊客停留時間。
- (3) 建構樂活自行專用道，享受在地浪漫風情。

- (4) 改善臺灣最北端景點，吸引國內外觀光客。
- (5) 增加觀音山遊憩體驗，提升休閒活動品質。

## (十二) 雲嘉南濱海國家風景區

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

本風景特定區擁有臺灣最大的沙洲、潟湖，特殊的宗教活動及漁鹽產業文化、開臺歷史古蹟、珍貴動植物等，觀光資源豐富且多樣。101年配合推動「重要觀光景點建設中程計畫（101至104年）」項下之「雲嘉南濱海國家風景區建設計畫」，重要工作項目如下：

### 1. 規劃建設

- (1) 完成七股將軍觀光發展暨地景改造計畫、四草大眾廟暨周邊地區觀光發展規劃、雲嘉南國際觀鳥馬拉松規劃、濕地糧倉國際志工工作坊暨研討會規劃、全區3D影片拍攝與規劃、東石鄉觀光工程整體規劃等附屬工程委託規劃設計案。
- (2) 完成「口湖遊客中心室內裝修工程」，新增遊客服務據點，提供雲林濱海地區旅遊諮詢服務；完成「北門遊客中心3D影院附屬工程」、「北門自行車道遊憩工程」，提升北門地區遊客服務功能。
- (3) 辦理「馬沙溝濱海公共服務設施改善工程」、「臺南市聖母綠地廣場公共設施改善工程」、「南鯤鯓停車場擴建工程」，改善旅遊休憩景點，帶動地方觀光產業發展。
- (4) 辦理「北門出張所」歷史建物修復再利用工程，維護珍貴歷史資產並活化再利用。

### 2. 經營管理

- (1) 派員定期巡查轄區遊憩據點，落實設施維護管理及環境整理，提升遊客安全，並規劃辦理北門地區觀光產業輔導工作坊，促進地方觀光產業發展。

- (4) Improve Taiwan's northern scenic sites to attract domestic and international tourists.
- (5) Increase Guanyinshan's leisure opportunities and improve the overall travel experience.

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

The Southwest Coast National Scenic Area has rich and diverse tourism elements, including sandbars, lagoons, special religious activities, salt and fish farming industries, historical resources from Taiwan's early development, as well as precious plants and animals. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the Southwest Coast National Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

1. Planning and Construction

- (1) Completed the Jiangjun and Qigu tourism development and scenic reconstruction, the Sihcao Dajiong Temple and surrounding area tourism development, planning for the Yunlin, Chiayi, Tainan international birdathon, planning for the Wetland Breadbasket International Volunteers Workshop and seminar, planning and filming of 3D footage of the area, as well as the Dongshi township tourism construction planning and other projects.
- (2) Completed a Kouhu Visitor Information Center interior renovation project to increase the number of visitor information center locations and provide tourism services to the Yunlin coastal area; completed the Beimen 3D cinema construction and the Beimen cycle path construction to improve tourist services in the Beimen area.
- (3) Organized the Masago coastal public service facilities improvement project, improvements to public facilities at Sheng Mu square in Tainan, the Nankunshen parking lot expansion and other projects to invigorate the local tourism industry.
- (4) Organized the restoration of the Beiman Salt Administration Office to preserve and re-utilize precious historical heritage.

2. Operations and Management

- (1) Regular inspections were made at recreational spots to maintain and manage facilities and the environment and ensure tourist safety. Furthermore, workshops for the tourism industry

were held in the Beiman area to facilitate local development.

- (2) Organized the rental and management of scenic locations. In addition to the JIAN-LAI-YE Grocery Store rental and management, there were also the Jingzaijiao Tile-Paved Salt Fields rental and management, the Masago coastal leisure facility rental and management, and the Taiwan Salt Museum OT case. In 2012, the 19-ton FRP boat rental case was added. These projects enlivened the area's facilities and encouraged local economic growth.
- (3) Cooperated with the Taijiang National Park administration, the 51st Coast Guards, and the Tainan City Government Agricultural Bureau, the City Fire Department, the Department of Health, and the Environmental Protection Administration to hold the joint Tainan entertainment fishing and boating industry inspections. The inspections focused on improving safety checks for water safety and educating operators in emergency response.
- (4) The Beiman Visitor information Center public toilets were once again rewarded first prize by the Tainan government in the recreational area section's non-institutional category for 2012.
- (5) Recognizable Measures
  - a. Addition of considerate measures and facilities improved the service contents of visitor information centers.
  - b. Established a photography studio and interactive touch-screen electronic message board to provide low-carbon creative experiences.



北海岸聽海音樂節 - 野柳之夜  
North Coast Ocean Music Festival – a night in Yehliu

(2) 辦理轄區景點設施出租經營，除「錢來也商店設施出租經營管理」案、「井仔腳復育鹽田設施出租委外經營管理」案、「馬沙溝濱海遊憩區設施出租經營管理」案及「臺灣鹽博物館 OT 案委託營運」案等，101年再增加「19總噸 FRP 質小船出租案」，活化轄區設施，促進地方經濟發展。

(3) 於101年12月5日會同臺江國家公園管理處、五一岸巡大隊與臺南市政府農業局、消防局、衛生局、環境保護局等相關單位辦理「臺南市娛樂漁筏業者聯合稽查」，加強經營業者水域安全的檢查，並告知業者危機處理的觀念，提升旅遊安全。

(4) 「北門遊客中心優質公廁」再度榮獲臺南市政府頒發「101年度優良公廁非機關類—遊憩區組第1名」獎狀。

(5) 推動有感措施

- 透過貼心服務措施設置，強化遊客中心服務內容。
- 設置攝影棚、遊客觸控式互動電子留言板，提供創意減碳新體驗。
- 建置北門幸福包廂，歡迎民眾取景拍攝婚紗照，營造北門幸福小鎮形象。
- 開發鹽、咖啡等地方特色文創商品，並於聖誕節當月辦理創意系列活動。
- 設置北門遊客中心3D劇院及製播立體影片，引領遊客暢遊雲嘉南濱海美景。

### 3. 推廣宣傳

(1) 101年1月23日至1月29日農曆春節期間，舉辦一系列「龍來過年」活動，包含摸春牛及限量的春節炮竹DIY活動；結合觀光業者推出「漫遊鹽鄉·幸福999」千元有找旅遊行程；在布袋遊客

中心配合展出劉珍珠老師的國畫及刺繡作品，與嘉義縣政府合作辦理「回嘉真好」活動。

(2) 101年3月14日配合白色情人節發行5,000本「雲嘉南濱海白色護照」，擴大整合轄區及周邊82家優質業者，提供100多項好康折扣；網羅濱海10家餐飲業者參加臺灣美食展的成果，發行「賞味雲嘉南濱海食譜集」。

(3) 101年4月27日辦理「穿越百年·飛羽傳情」明信片傳情活動，共協助寄送1,373張前往國內外的祝福明信片。

(4) 101年6月1日台灣好行—鹽鄉濱海線正式啟動服務，路線自嘉義高鐵站發車後，依序串聯濱海相關著名景點，並配合節慶推出優惠促銷方案，自路線開行以來有近2萬人次搭乘。另與臺南市政府臺江99線及嘉義縣政府阿里山線合作包裝區域交通聯票，方便遊客安排多日遊程。

(5) 101年6月2日至7月15日分別在「七股鹽山」、「馬沙溝濱海遊憩區」二個主場地，與臺南市政府等公私單位串聯辦理2012白色雲嘉南-「一見雙雕（鹽雕&沙雕）藝術季」活動，活動期間共吸引近23萬人次參觀，七股鹽山、鹽博館等景點營收較去年同期成長約123%及50%。

(6) 101年7月28日起至8月19日止，為期4週於嘉義縣「東石漁人碼頭」與嘉義縣政府共同舉辦「2012東石漁人碼頭海之夏祭」活動，活動期間共計有數十萬遊客到訪。

(7) 101年7月21日起至8月26日止在暑假期間舉辦一系列創意DIY的「2012年動動手一夏創作雲嘉南」活動。





1. 一見雙雕（鹽雕&沙雕） 2. 平安鹽祭啟動儀式 3. 北門送夕陽 - 鹽田火舞  
1. Beachgoers can admire salt and sand statues 2. Opening ceremony of Kungshen Wangye's Salt of Peace Festival 3. Sunset fire dancing at a Beimen District salt field

- c. Established the Beimen happiness compartment to welcome wedding photographers and build Beimen's image as a joyous small town.
- d. Developed specialty local creative products including salt and coffee. A series of creativity events were held in December for Christmas.
- e. Established the 3D cinema at the Beimen Visitor Information Center to introduce the beautiful scenery along the Yunlin, Chiayi and Tainan coast.

### 3. Advertising and Promotion

- (1) A series of Year of the Dragon festivities were held between January 23 and 29, 2012, including traditional activities such as petting water buffalos and DIY firecrackers. In conjunction with tourism operators, themed tour packages for under NT\$1,000 were introduced. A Chinese painting and embroidery exhibition for Liu Zhenzhu was held at the Budai Visitor Information Center. The Tourism Bureau also cooperated with the Chiayi County government to hold an event themed around returning home to Chiayi.
- (2) In conjunction with White Valentines Day, "white passports" to the Southwest Coast Scenic Area were distributed on March 14, 2012; 82 businesses in the surrounding areas participated and offered more than 100 discounts. Ten restaurants in the area that participated in the Taiwan Culinary Exhibition also published a book of southwest coast recipes.

- (3) Held a postcard event on April 27, 2012, that posted 1,373 postcards domestically and internationally.
- (4) The southwest coast route of the Taiwan Tourist Shuttle began operating officially on June 1, 2012. The route begins at the Chiayi High Speed Rail and links famous sights along the coast. Different discount packages were promoted in conjunction with special events, and nearly 20,000 passengers have traveled this route since it was launched. Furthermore, joint tickets were issued with the Tainan City government's Taijian 99 bus and the Chiayi County government's Alishan line to make it easier for travelers to plan multi-day journeys.
- (5) A salt and sand sculpture festival was held in conjunction with the Tainan City government and various public and private institutions at Qigu's salt mountain and the Masago recreation area from June 2 to July 15, 2012. Nearly 230,000 visits were made to the event. Also revenues at the Qigu salt mountain and the Taiwan Salt Museum increased by 123% and 50%, respectively.
- (6) Held the 2012 Summer Festival at Dongshih Fisherman's Wharf in cooperation with the Chiayi County government between July 28 and August 19, 2012. During the period, hundreds of thousands of visitors came to the area.
- (7) A series of summer DIY activities was held between July 21 and August 26, 2012.

- (8) 101年9月1日起至9月30日止舉辦「夕陽雲嘉南 好攝大賞」攝影比賽，透過不同的攝影鏡頭說出雲嘉南濱海國家風景區內夕陽美景的故事，吸引更多民眾一同前來欣賞這美麗風光。
- (9) 由臺灣鐵路管理局臺中運務段主辦，並與本處共同合作規劃推出郵輪式列車「鹽鹽夏日~濱海鹽鄉1日遊」套裝行程，帶領遊客感受雲嘉南濱海地區的盛夏美景。
- (10) 101年11月2日起，為推廣雲嘉南濱海觀光資源與環境教育，針對北門區6所國小辦理環教課程，參與的師生計589人。
- (11) 101年11月17日及18日與雲林、嘉義、臺南三縣市政府等公私單位於南鯤鯓代天府共同舉辦「2012鯤鯓王平安鹽祭活動」，另配合白色雲嘉南舞動大賽、風箏秀、設計鹽展等新活動元素注入，活動2日共吸引近5萬人次參與，預估間接經濟效益約達1,500萬元。
- (12) 101年11月23日至12月12日舉辦「票選白色雲嘉南景點 iPhone5送給你」網路票選活動，活動期間共有近3萬人次參與投票，另臉書粉絲團同時間有高達1萬6千餘人討論活動專頁。
- (13) 101年12月21日雲嘉南樂團成軍，為白色雲嘉南藝文展演揭開序曲。
- (14) 101年12月23日及12月31日舉辦2012雲嘉南白色觀光系列活動—白色聖誕節&送夕陽，製作全臺唯一「招財聖誕老」及「鹹」伉儷聖誕樹，再搭配上聖誕踩街趴，自11月30日點燈至12月31日約吸引3萬人次前來參觀。101年首度結合臺南市政府的高鐵臺南站跨年晚會及西拉雅管理處的左鎮二寮迎曙光合辦「跨年

三部曲」，12月31日於北門井仔腳鹽田舉辦的送夕陽活動，全天約近1萬2,000人次到訪，活動當下約6,000人次參與送夕陽！

#### 4. 未來發展重點

- (1) 以「LOHAS 樂活雲嘉南」作為觀光發展的方向，以歷史、生態、樂活與綠能雲嘉南作為區域發展定位。
- (2) 以口湖「生態教育園區」、布袋東石「觀光漁業休閒區」、北門「魅力觀光小鎮」及七股將軍「鹽鄉樂活渡假區」為四個核心發展區域。
- (3) 以宗教、文化、生態、樂活及故事行銷作為整體宣傳主軸。

#### (十三) 西拉雅國家風景區管理處

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

本風景特定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。101年度持續推動「重要觀光景點建設中程計畫（101至104年）」項下「西拉雅國家風景區建設計畫」，重要工作成果如下：

##### 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，作為後續開發、行銷、設施建設之參考及依據，持續進行轄內生態資源普查與監測，辦理「西拉雅國家風景區鳥類、兩棲爬蟲類資源調查及應用案」；延續社區輔導方式，由下而上自主發展社區觀光，辦理大關子嶺地區及西拉雅文化部落之觀光輔導與推廣；另辦理「遊客承載量調查評估案」及「西拉雅國家風景區觀光綜合發展計畫檢討案」，因應西拉雅國家風景



雲嘉南白色聖誕節  
A white Christmas in Yunlin, Chiayi and Tainan



2012 浪漫西拉雅系列活動 - 關子嶺溫泉音樂季  
The Guanziling hot spring and music festival, part of a series of romantic activities in Siraya

- (8) A photography competition was held between September 1 and 30, 2012, themed around photographs of the southwest coast sunset. The event drew more visitors to appreciate the beautiful local scenery.
- (9) A cruise-style one-day train tour of the southwest coast was organized by the Taichung section of the Taiwan Railways Administration to introduce travelers to the summer beauties of the region.
- (10) Environmental courses were taught at six primary schools in the Beimen area starting November 2, 2012, to broaden knowledge of the southwest coastal area's tourism and natural resources. A total of 589 teachers and students attended.
- (11) Held the 2012 Kungshen Wangye's Salt of Peace Festival at the Nankunshen Temple in cooperation with the Chiayi, Yunlin and Tainan governments and private and public organizations between November 16 and 18, 2012. Boosted by integration with the 2012 Y.T.C. Battle Session, the kite show, and salt design festival, the event attracted nearly 50,000 participants in two days. Indirect economic benefits were an estimated NT\$15 million.
- (12) Held a vote for favorite scenic spots on the southwest coast with a chance to win an iPhone 5. The event took place between November 23 and December 12, 2012. Nearly 30,000 votes were tallied and the Facebook fan page counted 16,000 individuals talking about the event.
- (13) The Yunlin, Chiayi and Tainan band was formed on December 21, 2012, and performed for an arts festival opening ceremony.

- (14) A series of sunset and white Christmas themed tourism activities were held on December 23 and 31, 2012, featuring Taiwan's only "lucky santa," a salt Christmas tree, and a street party. Around 30,000 visits were made to the area between lantern lighting on November 30 and December 31. In 2012, a three-part New Year's Eve celebration was held in cooperation with the Tainan City government's High Speed Rail station party and the Siraya National Scenic Area administration's Er Liao sunrise event, featuring a sunset event at Jingzaijiao. Over the course of the day, the event drew nearly 12,000 participants, and approximately 6,000 were present during sunset.

#### 4. Future Development

- (1) Make LOHAS the goal for tourism development in the southwest coast region, encompassing history, environment, and green energy.
- (2) Develop the area through the four core attractions including: Kouhu's environmental education park, Budai and Dongshih's tourism fishery leisure area, the small tourism town of Beimen, and the LOHAS salt resort of Qigu and Jiangjun.
- (3) Use religion, culture, environment, LOHAS and narrative marketing as the main themes of promotion.

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

The Siraya National Scenic Area has unique blue limestone formations, geothermal geology, traditional night festivals and the Siraya public shrines. The scenic area is an international tourist



區管理處轄區擴大後觀光資源能夠有效整體規劃發展。

- (2) 將文化藝術納入工程，充實鄉村旅遊內涵，創造文化觀光新魅力。在提供遊客乾淨、友善與便利的旅遊設施方面，完成雲山寺、大凍山和關子嶺紅葉公園設施與環境改善；另整修樟樹林步道、梅嶺梅峰古道及大湖桶步道之改善，符合登山族與遊客之需求；為營造友善的服務環境及因應自行車族需求，完成湖山鐵馬驛站和關子嶺南寮鐵馬驛站工程，提供休憩點及旅遊資訊服務功能。
- (3) 延續轄區內農特產品品牌進行輔導農特產業升級觀光化先期計畫，遴選具代表西拉雅之產業產品，如新化王家燻羊肉、玉井芒果冰、東山大鋤花間手工絲瓜皂、大埔巧包豆、東山龍湖山龍眼等，開發一系列形象包裝，以提升品牌意象並開發銷售通路。

## 2. 經營管理

- (1) 協調公路、市府、警方等管理單位規劃推動春節、清明節、端午節、中秋節及國慶日等連續假期交通疏運，同時針對轄內遊客量多且易擁塞路段之特定景點，協調當地警察局實施交通疏導管制，並規劃提供免費接駁之大眾交通運輸工具，以紓解人潮車潮。
- (2) 為轄區內之旅遊服務設施投保公共意外責任險，以保障遊客遊憩活動期間之安全保障。



東山龍湖山龍眼  
Longan Fruit from Dongshan

- (3) 持續採定期、不定期巡查督導方式，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；並定期完成辦公室兼遊客服務中心之消防安全設備檢修。
- (4) 建置更新管理處資源管理系統，整合轄區設施及現況行動巡查系統，即時查報並掌握轄區狀況。
- (5) 為了讓遊客到轄區內皆能深入瞭解當地文化，完成「西拉雅行動導覽系統」及擴充服務，讓遊客透過具備3G或WIFI行動上網電子產品之隨身LBS（Location-Based Service，位基服務）服務導覽系統，得到所需的旅遊資訊。
- (6) 為提供遊客造訪梅嶺風景區時，能夠有一個方便及友善的旅遊環境，規劃設置梅嶺風景區步道廊道指標導覽系統，以補強現有指標之不足，期望帶給來訪旅客及用路人全新不同感受。
- (7) 為提升轄區業者的服務概念及經營管理品質，辦理16堂改變戰鬥力的課程，針對產業轉型、異業結盟、經營規劃、人資管理及品牌型塑等，邀請產業專家進行分享、交流。
- (8) 持續辦理紅葉公園蝴蝶生態調查監測，並於夏季舉行蝴蝶遊樂園活動並推動輔導社區參與。
- (9) 推動有感措施：為了讓遊客感受友善體貼的服務，營造關子嶺嶺頂資訊站之日式氛圍，製作西拉雅 logo 雕塑及提供租借浴衣服務，讓遊客在關子嶺旅遊可彷彿回到日據時代，體驗不一樣的關子嶺；另提供免費愛心傘租借服務，其中傘及拐杖2用的設計是遊客登山最好的幫手。



「2012 浪漫西拉雅系列活動」- 火王爺祭  
The Acala festival, part of a series of romantic activities in Siraya

destination with ecology, industry, and Taiwanese aboriginal character. In 2012, the Tourism Bureau, in conjunction with the government, continued to implement the Siraya Scenic Area section of the "Mid-term Plan for the Construction of Major Scenic Sites (2012–2015)." Major achievements are as follows:

#### 1. Planning and Construction

- (1) Pre-planned and designed major points of future development of tourism resources and locations for development, marketing, and construction reference; continued monitoring and surveying environmental resource within the area, including the Siraya National Scenic Area birds and amphibians information gathering and application project; encouraged community in top-down self-directed community tourism development; promoted tourism in the greater Guanziling area and the Siraya cultural settlement; assessed capacity to accommodate tourists and reviewed the combined development plan of the Siraya National Scenic Area to ensure effective and integrated development of resources once the area's jurisdiction is enlarged.
- (2) Created new cultural attractions by incorporating arts and culture into construction to enrich countryside tourism. The environments of Yunshan Temple, Dadong Mountain, and Hongye Park were improved to provide clean, user-friendly, and convenient facilities for tourists; the camphor forest trail, the Mei Peak Trail on Mei Mountain, and the Dahutong trail were also improved to better suit the needs of

hikers and tourists; construction of the Hushan Bicycle Station and the Nanliao Bicycle Station was completed to provide friendly service for bicyclists as well as a rest stop and travel information stop.

- (3) Continued to provide guidance to specialty agricultural producers in the area to upgrade tourism potential. Several products characteristic of the Siraya Scenic Area were selected, including: Wang's Smoked Lamb, Yujing mango ice, Dongshan Da Chu Hua Jian's handmade loofah soap, Dapu chocolate covered coffee beans, and Dongshan Long Hu Shan longan. These products will be developed with special packaging to strengthen brand awareness and develop sales channels.

#### 2. Operations and Management

- (1) Coordinated various departments including highway administrations, local governments, and police departments to alleviate traffic congestion during the Lunar New Year, Tomb Sweeping Festival, Dragon Boat Festival, Mid Autumn Festival, National Day and other extended holiday periods. Also coordinated with local police to alleviate traffic at specific sites within the scenic area that receive a greater volume of visitors and are prone to congestion. Free public transportation was also provided to improve traffic conditions.
- (2) Purchased public liability insurance for the travel services facilities within the area to ensure the safety of tourists.
- (3) Monitored the condition and cleanliness of public facilities and maintained natural resources within the area through regular and unscheduled inspections; regularly completed repairs and maintenance of fire safety equipment at office locations and visitor information centers.
- (4) Updated resource management systems at the administration office to integrate the area's facility and status inspection system, allowing for dynamic reporting and grasp of the area's status.
- (5) To give visitors a deeper appreciation of the area's culture, the Siraya mobile guided-tour system was implemented to supplement services. Tourists can use 3G or WIFI mobile devices and location-based service to access needed travel information.

### 3. 推廣宣傳

- (1) 辦理行銷推廣活動「2012浪漫西拉雅系列活動」，包含烏山頭植櫻活動、KISS 啾啾愛吻芒果、關子嶺蝴蝶遊樂園、火王爺祭、關子嶺溫泉音樂節、大埔瘋單車、二寮迎曙光、西拉雅遇見不倒翁嘉年華活動等，將產業品牌融入活動，為鄉村旅遊注入新活力。
- (2) 建置「西拉雅－樂活單車旅遊主題網站」，推廣轄區內單車旅遊路線，以作為單車族群旅遊參考使用。
- (3) 設計開發紀念品，包含形象標誌手提袋、帽子等紀念品；發行各語言版本出版品，101年度出版書籍包括：「嘿，你到西拉雅打卡了嗎？」、「西拉雅玩味帖摺頁」、「eye 戀西拉雅電子書」。
- (4) 結合網路平臺（Facebook 及電子報、暢遊西拉雅APP）與客製化開發專屬行銷應用程式，提高活動資訊的曝光率及參與度，拉近使用者與活動的距離，聚攏轄區人氣，提升西拉雅知名度，並不定期舉辦小遊戲或好康活動，增加與遊客互動及隨時掌握民眾資訊，達宣傳之效益。目前臉書絲粉人數6,940人，電子報訂閱人數3,153人。
- (5) 推廣觀光旅遊景點及本轄區服務措施，刊登媒體（聯合報、中國時報、臺灣時報、az 旅遊雜誌、臺灣新生報等）之專題報導。

### 4. 未來發展重點

持續以「鄉村旅遊」為核心價值，透過三條旅遊線規劃，創造繽紛、浪漫、歡樂的鄉村度假王國。

在「鄉村旅遊」核心價值下，透過串聯烏山頭、關子嶺、西拉雅文化元素及整合中



「2012 浪漫西拉雅系列活動」- 二寮迎曙光  
The Erliao sunrise, part of a series of romantic activities in Siraya

埔地區及曾文地區遊憩資源，以分區旅遊線結合溫泉養生、鄉村特色、生態資源共同發展鄉村旅遊，提升西拉雅國際觀光景點之遊憩服務品質與創造文化觀光新魅力。

持續與鄰近管理處進行觀光策略整合，引入民間參與和地方機關共同合作方式，強化基礎遊憩服務設施，推廣無障礙旅遊與考量銀髮族之服務，期望建立分區旅遊線模式，以帶動更有績效之觀光發展。

## 二、加強實地督導考核作業及成果

- (一) 101 年度國家風景區示範觀摩，由 100 年度督導考核前三名之大鵬灣、北海岸及觀音山、馬祖管理處合辦，於 101 年 6 月 5、6 日假大鵬灣辦理「風景區經營管理與安全維護研討會」。
- (二) 101 年度國家風景區經營管理與安全維護督導考核，自 7 月 4 日至 9 月 13 日實地督導檢查及評分 10 個國家風景區管理處（100 年度督導考核前三名管理處辦理示範觀摩，不列入 101 年度考核）。各管理處平均分數均在 85 分以上，其中較優者前 3 名為日月潭、東部海岸、參山等 3 個管理處。



- (6) To provide a convenient and user-friendly travel environment for tourists visiting the Mei Mountain scenic area, improved signage and guidance systems for hiking trails were installed. These changes will provide a whole new experience to hikers.
- (7) To improve industry service philosophy and management quality, 16 courses geared toward raising competitiveness, industry transformation, cross-industry liaising, operations planning, human resources management, and branding were held. Industry experts shared and exchanged experiences.
- (8) Continued monitoring and survey of butterfly ecology at Hongye Park. A butterfly festival was held in the summer and community participation was encouraged.
- (9) Recognizable Measures: Japanese elements were added to the Guanziling information center with Siraya logo statues and yukata rental. Visitors can experience Guanziling in the Japanese era; free umbrella rentals were also provided, with specially designed umbrellas which double as handy hiking sticks.

### 3. Advertising and Promotion

- (1) A series of 2012 Siraya romance activities were promoted, including planting cherry tress at Wushantou, a KISS mango event, the Guanziling butterfly theme park, the Acala festival, the Guanziling hot spring and music festival, the Dapu bicycling festival, the Erliao sunrise, a roly-poly themed carnival and others. Events incorporated products to fully reinvigorate countryside tourism.
- (2) Established Siraya's LOHAS cycling themed website to promote cycling routes in the region and provide reference for cyclists.
- (3) Designed souvenirs such as branded logo bags and hats. Published materials in several languages, including "hey, have you arrived in Siraya yet?", a Siraya travel pamphlet, and the "I love Siraya" e-book.
- (4) Integrated web platforms and customized marketing applications including Facebook and electronic newsletters, as well as the Siraya travel app, to increase exposure and participation in activities, raise Siraya's visibility, and close the distance between activities and the general public. Games and other small prizes were offered periodically to increase interaction

with tourists and obtain public information for promotional purposes. The Facebook fan page had 6,940 fans and the electronic newsletter 3,153 subscribers.

- (5) Promote sights, services, and facilities throughout the scenic area through special coverage in major media outlets including "United Daily News," "China Times," "Taiwan Times," "az Travel," and "TSSD News."

### 4. Future Development

Continue to create a colorful, romantic, and joyous tourism destination by developing three major routes using countryside tourism as the core theme.

Raise Siraya's international tourism quality and create new cultural attractions by linking the resources of the Wushantou, Guanziling, Siraya culture, Zhongpu, and Cengwen areas and by integrating hot springs, countryside character, and environmental resources into tour routes.

Continue to integrate tourism strategies with nearby administrations and increase participation from public and private organizations. Strengthen basic tourism services and facilities including expanding handicap accessible services and services for seniors. It is hoped that the model of tour routes by district will drive the tourism industry to produce further results.

## II. Improved On-Site Supervision, Evaluation and Results

- (I) The Dapeng Bay, Southwest Coast and Guanyinshan, and Mazu National Scenic Areas, which were also the front-runners of the 2011 evaluations, jointly held the 2012 National Scenic Area demonstration seminars. The operations management and safety maintenance seminar was held on June 5 and 6, 2012, at Dapeng Bay.
- (II) The 2012 National Scenic Area operations management and safety maintenance supervision and evaluation was held between July 4 and September 13. Ten national scenic areas were inspected and evaluated on-site (first three front-runners from the 2011 evaluation were organizers of the demonstration seminars and not included in the 2012 evaluations). On average, scores were above 85. The three front-runners were the Sun Moon Lake, East Coast, and Tri-Mountain Scenic Area administrations.

### 第三節 觀光資源政策及法案之推動

#### 一、推展水域遊憩活動

- (一) 為推廣水域遊憩活動及提升遊客安全，每年均舉辦或補助辦理水域遊憩活動安全示範及體驗講習，至 101 年度業已辦理 16 個場次、參加人數超過 1,255 人，課程包括認識法規、活動設計與規劃、海上氣象、活動與安全管理等，期以培育管理人才、提升活動安全認知，以減少意外傷亡事件；並於臺灣觀光資訊網設置「水域遊憩活動安全宣導」專區供民眾查詢政府相關法規適用，禁止、限制及注意事項等資訊，除建置各種水域遊憩活動種類操作安全宣導短片外，並連結行教育部「學生游泳能力 121 網」，以及消防署「水域安全資訊網」，期能提供完整之安全宣導成效。
- (二) 訂定潛水、泛舟、水上摩托車、獨木舟等活動注意事項範例，交由各該管理機關依現有活動管理需要予以公告周知，以提醒遊客注意自身活動安全；責請各直轄市、縣（市）政府，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；協請行政院海岸巡防署就船潛活動之安檢核落實執行，並協助違規事件之移送、通報處置，漁業署配合加強船潛規範之宣導。另為加強落實國家風景區水域遊憩活動安全管理，訂定「國家風景區設施維護暨水域遊憩活動安全管理須知」，作為執行水域遊憩活動安全巡查之準則，並將執行成效列入年度督導考核評比項目。

#### 二、推動無障礙旅遊

臺灣已進入高齡化社會，銀髮族及身心障礙者等行動不便者生活、交通及旅遊需要無障礙環境的配合，交通部業成立無障礙交通環境推動小組，督促民航、航運、公路、鐵路、捷運等相關交通運輸機關（構），改善場站設施設備，檢討改善鐵路車廂及月臺，並由公路總局補助公車、客運業者購置低底盤（低地板）車輛，以提供行動不便需乘坐輪椅者上下車輛之便利。

交通部觀光局依據交通部指示，於 101 年 8 月成立無障礙旅遊環境推動小組，就國家風景區、觀光旅館、旅館、民宿、大型觀光活動、國際宣傳及網頁建置等相關事項，分由各業務單位督導管理處或業者，改善無障礙旅遊環境。

觀光局於 101 年 11 月至 12 月邀請身心障礙團體代表，以距離都會區較近、遊客較多、無障礙設施較完善、有公共運輸工具可通行等原則勘選「北海岸、東北角、日月潭、參山、大鵬灣」等 5 條無障礙旅遊建議行程。相關管理處依委員建議事項改善區內無障礙設施環境，並規劃建置無障礙旅遊網頁、編印摺頁，以便利銀髮族、身心障礙者等行動不方便之民眾查詢及規劃參訪行程。



獨木舟講習  
Kayak training

## Section 3 Promotion of Tourism Resource Policy and Proposals

### I. Promotion of Water Recreation Activities

- (I) To promote water recreation activities and improve tourist safety, safety demonstrations and experience workshops are held or subsidized annually. Sixteen such events were held as of 2012, with over 1,255 participants. Topics included regulations, activity design and planning, weather at sea, activity and safety management. The main purposes were to foster management personnel, raise safety awareness, and reduce deaths and accidents. A special section concerning water recreation safety was set up on the Taiwan tourism information website to allow the public to consult related regulations, limitations, prohibitions and other cautions. Short education videos on operation safety at various types of water recreation events were produced. These were linked to the Ministry of Education's water safety website and the National Fire Agency's water safety information website to provide comprehensive safety guidance.
- (II) Stipulated cautionary points of consideration for activities such as scuba diving, rafting, jet skiing, and canoeing for regulatory institutions to publicize as necessary according to existing management requirements to remind travelers to pay attention to personal safety. Various local government bodies were reminded to reinforce guidance for water recreation safety violations and set up signage at main water recreation areas. The Coast Guard Administration was asked to inspect boating and scuba diving activities for safety compliance and follow-up on violations. The Fisheries Agency was asked to reinforce education on boating and scuba diving regulations. To reinforce the safety management of water recreation activities at national scenic areas, a handbook of necessary knowledge concerning the subject was produced as a criterion for safety inspections. Results of safety inspections will be listed in annual supervision and evaluation assessments.

### II. Promotion of Accessible Travel

As Taiwan becomes an aging society, travel and transportation needs to become more accessible to

accommodate seniors and handicapped users. The Ministry of Transportation has formed an accessible transportation environment promotions group to urge aviation, shipping, roads, railway, metro and other related transport institutions to improve facilities. For instance, railway carriages and platforms have been reviewed, and the Directorate General of Highways has offered subsidies to transportation operators for low chassis buses that allow wheelchair users to board and alight with greater ease.

According to Ministry of Transportation instructions, the Tourism Bureau established an accessible travel environment promotions group in August 2012. Various departments were made responsible for advising national scenic areas, tourism hotels, hotels, homestays, large-scale tourism events, international promotion projects, website construction projects and other related bodies on how to improve travel accessibility.

During November and December 2012, representatives from disability groups recommended five accessible tour routes based on proximity to urban areas, large volume of visitors, comprehensive accessible facilities, and accessibility by public transportation. Recommended routes include the North Coast, Northeast Coast, Sun Moon Lake, Tri-Mountain, and Dapeng Bay National Scenic Areas. Related administrative bodies made improvements to the environment of these areas for greater accessibility, and designed accessible websites and pamphlets to facilitate consulting and trip planning by seniors and disabled visitors.

### III. Promotion of Low Carbon Tourism on Green Island and Liukiu

In accordance with global efforts to reduce carbon emissions, the Taiwan government has proactively implemented various low carbon policies. During the low carbon city flagship project consultation meeting on January 7, 2010, the task of promoting an ecological tourism island was assigned by the Council for Economic Planning



### 三、推動「低碳觀光島－綠島、小琉球生態觀光島示範計畫」

因應全球節能減碳趨勢，我國政府積極落實各項節能減碳政策，行政院經濟建設委員會於 99 年 1 月 7 日召開「低碳城市」旗艦計畫研商會議指示：有關推動生態觀光島部分，由交通部擔任主辦機關，並選定綠島、小琉球為生態觀光島示範地點，由環境綠化、低碳建築、節約能源、綠色運輸、資源循環、再生能源、低碳生活等 7 大面向，研修「推動低碳觀光島－綠島、小琉球生態觀光島示範計畫中程個案計畫」（草案）。

計畫辦理主軸包括「綠色運輸」之「推動使用低碳交通工具」工作，並依據委託財團法人環境資源研究發展基金會蔣本基教授辦理「低碳觀光島策略規劃計畫」結論，及協調屏東縣、臺東縣 2 府共同推動「綠島、小琉球電動機車試營運計畫」之辦理情形，101 年度再完成修正前述中程個案計畫（102 至 105 年）（草案），並邀集地方政府及相關部會提供意見，共同研擬，俟行政院核定後，由相關部會各依權責執行，以補助及獎勵為誘因，結合環保署及經濟部共同將旅遊交通工具汰換為電動節能機具。

### 四、溫泉資源管理

因應 94 年 7 月 1 日起正式施行之溫泉法，觀光局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

至 101 年已輔導 13 個縣市政府擬訂計畫，其中臺北市、新北市、新竹縣、苗栗縣、臺中市、南投縣、嘉義縣、臺南市、宜蘭縣及

花蓮縣等 10 縣市完成計畫審查及核定公告程序；另新北市政府及宜蘭縣政府分別提送第 2 階段計畫「金山萬里溫泉區」及「蘇澳及員山溫泉區」（草案）審查，本年度完成審查核定者有「龜丹溫泉區」，並經臺南市政府公告實施。

#### （二）建立溫泉檢驗單位審查認可機制

截至 101 年，已認可 18 家溫泉檢驗機關（構）、團體辦理溫泉泉質之檢驗。

#### （三）訂定「地方政府溫泉管理執行注意事項」

依據 100 年所訂定「地方政府溫泉管理執行注意事項」，於 101 年持續督請各縣市政府，針對消費者泡湯之潛在危險：滑倒、跌倒、踩傷、感染、中毒、缺氧、燙傷、溺水等，涉及建物構造、照明、通風、消防、逃生避難設施、地面材質、防滑設施等等，依據所附「溫泉消費安全管理規範手冊」光碟，就各該違反建管、消防、衛生、工安、營業場所管理、消費者保護等行為，確實依據各該目的事業主管法規查辦，並依「地方政府溫泉管理執行注意事項」規定，輔導業者改善辦理。

#### （四）輔導溫泉標章申辦作業

101 年度共計督導各縣市政府輔導金山、萬里、烏來、臺中（谷關、大坑、裡冷、東勢、大度山）、新竹、苗栗、屏東、臺東、南投、宜蘭、花蓮等地區新增 59 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。

and Development to the Ministry of Transportation. Green Island and Liuqiu were selected as ecological tourism island demonstration locations. Drafting of the low carbon tourism island plan for Green Island and Liuqiu was amended with regard to seven main facets: green environment, low carbon construction, energy consumption reduction, green transportation, resource reutilization, sustainable energy, and low carbon living.

The main themes of the project include green transportation and promoting the use of low carbon transportation tools. Professor Chiang Pen-chi of the Institute of Environment and Resource was entrusted with the task of executing strategic planning for the low carbon tourism island project and coordinating Pingtung and Taitung counties in the electrical motorbike trial project. In 2012, draft amendments to the project (2013-2016) were made. Local governments and related departments provided their opinions and assisted in formulating draft contents. Once the draft is approved by the Executive Yuan, related departments will implement relevant portions of the plan. The Environmental Protection Administration and Ministry of Economic Affairs will use subsidies and rewards as incentives to replace travel transportation tools with energy saving electrical devices.

#### IV. Hot Spring Resource Management

In compliance with the Hot Spring Act that came into effect on July 1, 2005, the Tourism Bureau encouraged operators to make necessary improvements and obtain hot spring certification in an effort to ensure the sustainability of hot springs. Related measures are as follows:

(I) Assist and Subsidize Local Government in Formulating Hot Spring Area Management Plans

As of 2012, 13 local governments received assistance in formulating hot spring management plans. Ten have completed the planning, review, and public announcement process: Taipei, New Taipei City, Hsinchu County, Miaoli County, Taichung, Nantou County, Chiayi County, Tainan, Yilan County and Hualien County. Furthermore, New Taipei City and Yilan County governments have submitted second stage drafts for the Jingshan and Wanli hot spring areas and Suao and Yuanshan hot spring areas for review. Plans for the Guidan hot spring

area passed the review process this year and have been implemented by the Tainan government.

(II) Established the Hot Spring Inspection Unit Certification Standards

As of 2012, 18 hot springs obtained certification from the inspection body.

(III) Established Notices for Hot Spring Management by Local Governments

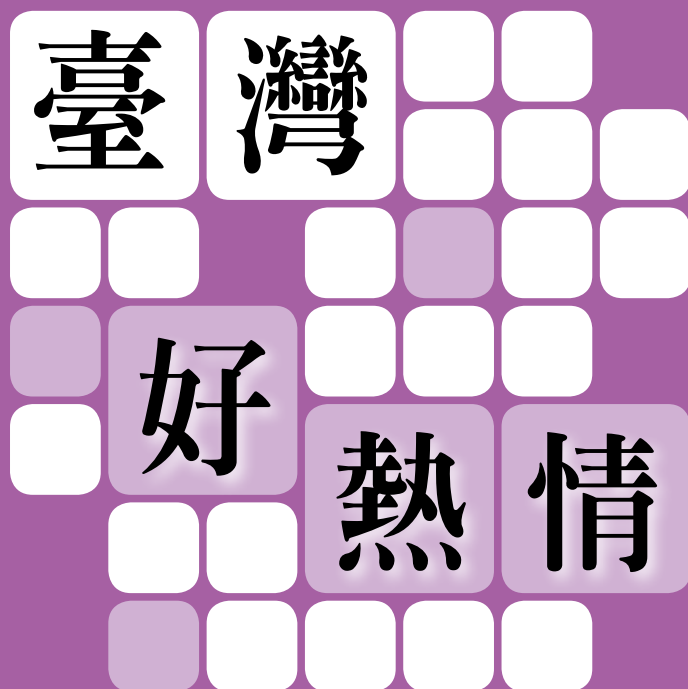
According to notices for hot spring management by local governments stipulated in 2011, in 2012, municipal governments were reminded that potential dangers such as slipping, falling, stepping on objects which may cause injury, infection, poison, asphyxiation, scalding, and drowning, as well as items relating to structure including lighting, ventilation, fire control, emergency escape facilities, flooring material, anti-slippage facilities etc., as well as any behavior which violates construction, fire safety, sanitation, work safety, business operation management and consumer protection, should be improved according to relevant regulations and according to the notices for hot spring operation as outlined in the consumer safety management handbook and accompanying disc.

(IV) Provided Hot Spring Certification Application Assistance

In 2012, 59 operators received hot spring certifications and application assistance, including Jingshan, Wanli, Wulai, Taichung (Guguan, Dakeng, Lileng, Dongshih, Dadu Mountain), Hsinchu, Miaoli, Pingtung, Taitung, Nantou, Yilan, and Hualien. Education on hot spring certification application procedures continued. Operators were encouraged to obtain warning signs for hot spring facilities to ensure consumer safety.



四重溪溫泉浴室  
Hot springs bathing facility near the Shichong River



## Taiwan's Enthusiasm







# 觀光產業 之輔導與管理

## 第五章

### Chapter 5

## Guidance and Administration of the Tourism Industry

### 第一節 旅行業

#### 一、經營現況

101年(至12月31日止)旅行社家數計有總公司2,405家,分公司733家;其中綜合旅行社總公司101家,分公司362家;甲種旅行社總公司2,121家,分公司360家;乙種旅行社總公司183家,分公司11家。



金質旅遊獎頒獎典禮 Presentation of the T.Q. Golden Awards



## Section 1 Travel Agencies

### I. Current Status

As of year-end, 2012, Taiwan had 2,405 travel agency headquarters and 733 branch offices. These included: 101 headquarters and 362 branch offices of consolidated travel agencies, 2,121 headquarters and 360 branch offices of Class A travel agencies, and 183 headquarters and 11 branch offices of Class B travel agencies.

### II. Upgrading Competitiveness

The sluggish global economy in 2012 presented a major challenge to travel agencies. To assist in overcoming operational difficulties and boosting industry competitiveness, the Tourism Bureau provided preferential loans and interest subsidies as follows:

#### (I) Preferential Loans and Interest Subsidies for the Travel Industry

The Tourism Bureau offered interest subsidies worth a total of NT\$5 million, NT\$3 million and NT\$2 million to consolidated, Class A and Class B travel agencies, respectively. As of 2012, the bureau

had provided subsidies for 240 loans with up to 4% annual interest rate.

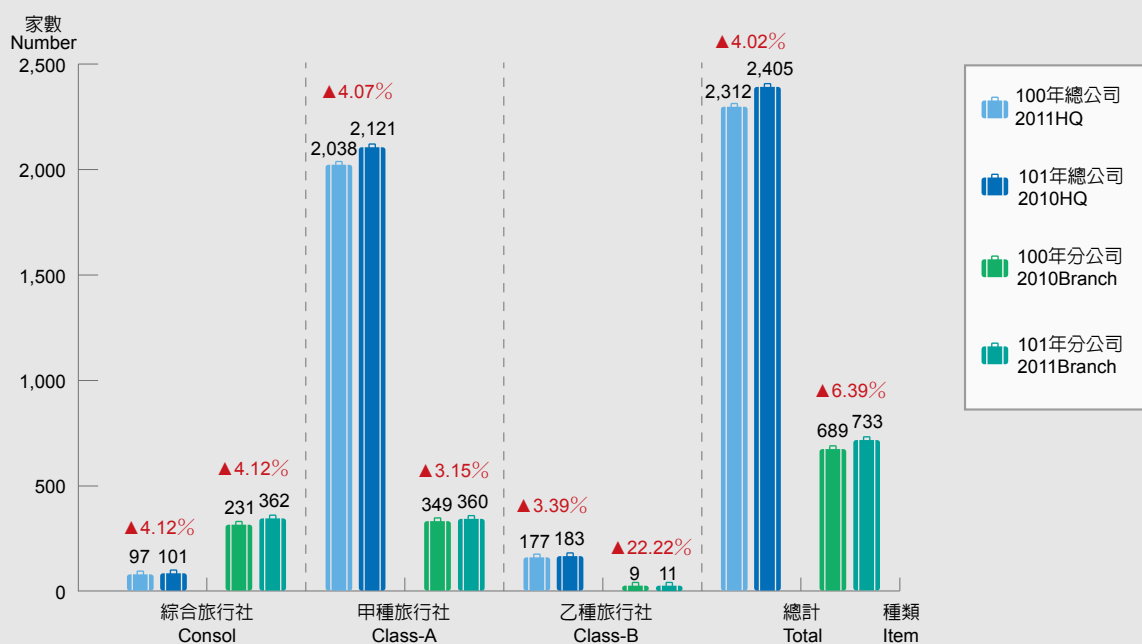
#### (II) Credit Guaranteed Loans for the Travel Industry

The Tourism Bureau offered credit guaranteed loans worth a total of NT\$5 million, NT\$3 million and NT\$2 million to consolidated, Class A and Class B travel agencies, respectively. Approved cases were then sent to the Credit Guarantee Fund where loan subsidies of up to 1.5% annual interest were available. As of 2012 the bureau had provided credit guarantees for 31 travel agency loans.

### III. Monitoring Travel Transaction Security to Protect Consumer Rights

To maintain the security of transactions and protect the interests of travelers, the Tourism Bureau held regular "Travel Transaction Security Inspection Meetings" in accordance with the "Guidelines for the Inspection of Travel Transaction Security." Through discussions and information sharing, a consensus and

旅行社成長年統計表  
Growth Rate of Travel Agencies





## 二、輔導旅行業提升競爭力

為輔導旅行業者面臨全球經濟不景氣之經營困境，並提升其產業競爭力，提供優惠貸款及利息補貼措施如下：

- (一) 旅行業貸款及利息補貼：提供綜合旅行業新臺幣 500 萬元、甲種旅行業 300 萬元、乙種旅行業 200 萬元之貸款利息補貼，最高年利率百分之 4，累計至 101 年度獲得旅行業貸款利息補貼者，計有 240 件。
- (二) 旅行業相對信用保證貸款：提供綜合旅行業新臺幣 500 萬元、甲種旅行業 300 萬元、乙種旅行業 200 萬元之貸款相對信用保證，經審查通過移送信保基金相對信用保證者，並提供最高年利率百分之 1.5 貸款利息補貼，累計至 101 年度獲得旅行業貸款相對信用保證者，計有 31 件。

## 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」，定期召開「旅行業交易安全查核會報」，透過提案討論、資訊交流方式，取得維護交易安全之共識及方針，並與相關旅行業公會組成「旅行業交易安全查核小組」，實地稽查營運異常旅行業，以防範旅行業倒閉事件，主要辦理事項如下：

- (一) 透過臺灣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。
- (二) 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、從業人員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。

- (三) 輔導中華民國旅行業品質保障協會及臺北市旅行商業同業公會成立平面媒體及網路廣告監看小組，有效掌握異常訊息。

## 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，除派員赴旅行社營業處所瞭解執業情形，並加強取締非法旅行業、無照導遊及領隊，101 年旅行業查核計 149 件，取締違法經營旅行業務計 26 件，於機場、主要觀光景點稽查計有導遊人員 627 人次、領隊人員 127 人次（其中導遊人員違規 3 件、領隊人員違規 4 件）。



1  
2

- 1. 蘭城晶英酒店
- 1. Silks Place Hotel
- 2. 尊爵天際大飯店
- 2. Monarch Skyline Hotel

direction for protecting travel transaction security were reached. The bureau also joined travel associations to form the "Travel Transaction Security Investigation Task Force." This specialized group conducted on-site inspections of travel agencies with abnormal operations to prevent sudden bankruptcies. Major actions were as follows:

- (I) Travel agencies with financial problems were identified by the Tourism Bureau using real-time information provided by the Taiwan Clearing House on bounced checks from travel agencies. Inspectors were then dispatched to conduct security checks.
- (II) In order to preemptively discover abnormalities and reduce the probability of threats to transaction security, the Tourism Bureau screened travel agencies for bounced checks, poor credit, large volume of low price promotions, abrupt increases in credit card use, or frequent staff and management changes.
- (III) The Tourism Bureau facilitated the Travel Quality Assurance Association and Taipei Association of Travel Agents in organizing a print media and Internet advertising monitoring committee. The committee could effectively discover abnormalities.

#### IV. Enhanced Inspections of Travel Agencies to Maintain a Healthy Competitive Environment

The Tourism Bureau supported travel agencies in abiding by relevant regulations. In addition to dispatching dedicated personnel to agencies to understand business conditions, the bureau cracked down on illegal travel agencies as well as unlicensed guides and tour leaders. The bureau investigated 149 cases in 2012, 26 of which led to the discovery of illegal travel agencies. Furthermore, at airports and major tourism landmarks, the bureau inspected tour guides 627 times and tour leaders 127 times. Of these, the bureau found three cases of tour guides failing to meet regulations, and four cases of tour leaders failing to meet regulations.

#### V. Enhanced Consumer Protection Education and Promotion

- (I) To implement regulations of the "Consumer Protection Law" regarding consumer disputes and provision of information, the Tourism Bureau offered consumer complaint and dispute coordination and operated a toll-free hotline (0800-211-734) with trained staff to answer consumer travel inquiries.



1. 南方莊園渡假飯店 2. 花蓮美侖大飯店  
1. South Garden Hotels and Resorts  
2. Parkview Hotel

In 2012 the bureau handled 933 travel disputes and complaints, including cases of coordinating member dispute or complaints within the Travel Quality Assurance Association. A total of 563 of these cases were resolved, for a resolution rate of 60%.

- (II) The Tourism Bureau added consumer protection pages to the Taiwan tourism information website and the bureau's Executive Information System. These pages provide basic information on legal travel agencies and their insurance provisions. Information was divided into four sections: travel spending, travel safety, travel agencies involved in legal pronouncements, and other announcements. The goal was to ensure the security of travel transactions and provide consumers with accurate travel information. The bureau offered searches of licensed tour managers, guides and travel agents. Users can check the identity of travel workers to avoid unlicensed workers and ensure their rights as consumers. Travel agencies can use the service to screen agents and businesses with which they cooperate and update relevant information. This simplified administrative procedures and enhanced efficiency.
- (III) To coordinate with travel warnings issued by the Ministry of Foreign Affairs, the Tourism Bureau established a joint emergency response mechanism with the Consumer Protection Committee, the Travel Agent Association and the Travel Quality Assurance Association. Through this mechanism the bureau issued press releases explaining refund rules for tour cancellations. These ensured travel safety and consumer rights.

## 五、強化消費者權益保障教育及宣導

- (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（0800-211734），由專人負責接受消費者旅遊諮詢服務。101 年受理旅遊糾紛申訴案件及輔導中華民國旅行業品質保障協會受理調處該會會員之旅遊糾紛申訴案件共計 933 件，和解件數 563 件，和解率達 6 成。
- (二) 於「臺灣觀光資訊網」及行政資訊網建置「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；另亦開放合法領隊、導遊及旅行業從業人員查詢，消費者可即時確認所接洽之旅遊業務員身分，避免未任職旅行業以靠行或其他方式非法執行旅行業務致侵害消費者權益之情形，另亦有助於旅行業者適時過濾業務往來之同業身分、促使被查詢當事人及旅行業更正相關資料，簡化行政程序、提升行政效率。

- (三) 配合外交部旅遊警示之發布，與行政院消費者保護處、中華民國旅行商業同業公會全國聯合會及中華民國旅行業品質保障協會建立緊急應變處理機制，適時發布新聞稿說明參團旅遊解約退費處理原則，保障旅客旅遊安全及消費權益。

## 第二節 觀光旅館業

### 一、經營現況

- (一) 101 年臺灣地區觀光旅館共計 108 家，客房數 25,517 間。其中國際觀光旅館 70 家，客房數 20,339 間；一般觀光旅館 38 家，客房數 5,178 間。

- (二) 101 年申請核准籌設之觀光旅館計有 5 家，客房數為 713 間，總投資金額為新臺幣 60.88 億元；另經查驗合格並取得觀光旅館業營業執照者計有 2 家，增加之客房數計為 224 間。

### 二、定期檢查

101 年觀光旅館定期檢查於 101 年 4 月 12 日至 10 月 30 日辦理完竣，共計檢查 72 家觀光旅館；另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、提升效能

101 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 2 件，金額總計為新臺幣 6,104 萬 4,110 元。



臺南香格里拉遠東國際飯店  
Shangri-La's Far Eastern Plaza Hotel, Tainan



## Section 2 Tourist Hotels

### I. Current Status

- (I) As of year-end 2012, Taiwan had 108 tourist hotels. These hotels, which are regulated by the Tourism Bureau, had 25,517 rooms. This included 70 international tourist hotels with 20,339 rooms and 38 standard hotels with 5,178 rooms.
- (II) Five new tourist hotels (with a total of 713 rooms and NT\$6.088 billion in investment) applied for approval in 2012. Additionally, two hotels passed inspection and were issued tourist hotel business licenses, increasing the total room count by 224.

### II. Periodic Inspection

The Tourism Bureau conducted scheduled inspections on 72 tourist hotels from April 12 to October 30, 2012. Officials also checked to ensure that the tourist hotels had taken out public liability insurance to lower operational risks and protect the safety of visitors.

### III. Increase Performance

In 2012 the Tourism Bureau assisted tourist hotels with two applications for tax offsets for the purchase of automated technology, pollution prevention equipment, or digital information upgrades. The total value was NT\$61,044,110.

### IV. Service Quality

The Tourism Bureau launched the "Tourism Bureau Subsidy Guidelines for Quality Improvements of the Tourist Hotel Industry" to encourage tourist hotels to enhance service quality and offer lodging excellence for domestic and overseas travelers. Using these guidelines the bureau provided subsidies worth a total of NT\$7,967,500 to nine tourist hotels in 2012.

### V. Quality of Travel

To make tourism a major national strategic industry and help the tourism industry improve software and hardware facilities, construct a premium travel environment, and raise travel quality, the Tourism Bureau offered interest subsidies (excluding operational revolving funds) to tourism businesses approved for

preferential loans and that were current in their principal and interest payments. In 2012, it approved this interest subsidy to one tourist hotel for a period of five years.

### VI. Consumer Rights

During 2012, to protect consumer rights the Tourism Bureau inspected the use of hotel product (service) gift certificates by 165 tourist hotels.

### VII. International Standards

As part of its commitment to bringing tourist hotel service quality up to international standards, in 2012, the Tourism Bureau assisted 16 tourist hotels in applying for hotel star rating.

### VII. Assessment Grants

The Tourism Bureau provided subsidies worth a total of NT\$107,301,585 in 27 cases to hotels applying for star rating or to join an international or a domestic hotel chain.

### VIII. Incentive Tourism

The Tourism Bureau approved 35 subsidies in 2012 with a total value of NT\$4,857,042 to tourism industry members which gained professional certification.



雲品酒店 SKY LOUNGE  
Sky Lounge of the Fleur de Chine

#### 四、服務品質

為鼓勵觀光旅館業及旅館業提升服務品質，提供國內外旅客優質住宿環境，依「交通部觀光局獎勵觀光旅館業及旅館業品質提升補助要點」規定，補助業者辦理軟硬體規劃之費用，101 年共補助 9 家觀光旅館，補助金額達新臺幣 796 萬 7,500 元。

#### 五、旅遊品質

為推動觀光產業成為國家策略性重要產業及協助觀光產業改善軟硬體設施，建置優質旅遊環境，以全面提升旅遊品質，對於獲核貸獎勵觀光產業升級優惠貸款且正常還款及繳交貸款利息之觀光產業，提供利息補貼措施（但營運周轉金除外），101 年計有 1 家觀光旅館獲核定利息補貼，年期 5 年。

#### 六、消費權益

為維護消費者權益，101 年度派員檢查各觀光旅館業者發行商品（服務）禮情形，共檢查 165 家。

#### 七、國際接軌

為提升觀光旅館服務品質並與國際接軌，101 年共計輔導 16 家觀光旅館報名參加星級旅館評鑑。

#### 八、補助評定

補助經評定為星級旅館且加入國際或國內連鎖旅館品牌之觀光旅館業及旅館業，101 年計核定觀光產業申請星級旅館加入國際或國內連鎖旅館品牌補助案件計 27 件，補助金額達新臺幣 1 億 730 萬 1,585 元。

#### 九、獎勵觀光

獎勵觀光產業取得專業驗證補助，101 年計核定 35 件通過審查，並核定補助經費總計新臺幣 485 萬 7,042 元。

### 第三節 旅館業及民宿

#### 一、稽查督導

截至 101 年 12 月底止，合法一般旅館 2,747 家、民宿 3,685 家，本於「中央督導，地方執行」之原則，實施定期、不定期督導 27 次，地方政府稽查旅館業次數計 2,884 家次，稽查民宿次數計 1,735 家次。

#### 二、民宿經營

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，101 年計輔導旅館業核准登記 46 家及輔導民宿核准登記 51 家。

#### 三、旅館品質

為推動一般旅館品質提升，101 年度補助 9 家觀光旅館、18 家一般旅館辦理軟、硬體更新規劃設計，費用新臺幣 2,344 萬 9,500 元，改善客房總數 3,636 間。

#### 四、輔導認證

101 年度輔導 29 家旅館及 1 家民宿取得 ISO、HACCP、溫泉標章及防火標章等國內外認證補助，補助金額新臺幣 340 萬餘元，有效提升旅館及民宿服務品質。

#### 五、輔導改善

為協助觀光產業取得低利貸款進行軟、硬體更新改善，101 年度計輔導 33 家觀光產業取得優惠貸款，貸款總金額新臺幣 13 億 9,134 萬元；另核定 18 家觀光產業業者獲得利息補貼，利息補貼約新臺幣 3,006 萬元。

## Section 3 The Hotel Industry and Homestays

### I. Supervisory Examiner

As of year-end 2012, there were 2,747 standard, legal hotels and 3,685 homestays. Under the principle of "central supervision with local implementation", the Tourism Bureau conducted 27 scheduled and unscheduled inspections throughout the year while local governments conducted 2,884 inspections on hotels and 1,735 on homestays.

### II. Guesthouse Business

In accordance with the "Act for the Development of Tourism," the Tourism Bureau oversaw homestay business applications and registrations conducted by local governments. The bureau also conducted related seminars to improve the operational philosophy and quality of homestay operators. In 2012, the bureau facilitated the approval and registration of 46 standard hotels and 51 homestays.

### III. Hotel Quality

To improve overall hotel quality, in 2012, the Tourism Bureau subsidized the planning and design fees for nine tourist hotels and 18 standard hotels to undergo operational and facility improvements. Total subsidies of NT\$23,449,500 led to improvements on 3,636 rooms.

### IV. Counseling Certification

In 2012, the Tourism Bureau provided subsidies worth NT\$3.4 million to support 29 hotels and one homestay in obtaining ISO or HACCP certification, or to obtain Certified Hot Spring or Fire Safety Building recognition, effectively raising hotel and homestay service quality.

### V. Counseling to Improve

In 2012, to promote operational and facility improvements in the tourism industry, the Tourism Bureau helped 33 businesses obtain preferential loans worth a total of NT\$1,391,340,000. It also approved interest subsidies worth a total of NT\$30,060,000 for 18 tourist businesses.



1 2  
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1. 星好旅宿 1+1 記者會 2. 好客民宿啟動典禮 3. 星級旅館評鑑頒獎

1. Press conference for the "Happy Stay 1 + 1" 2. Launch of the Taiwan Host program 3. Accreditation and awards ceremony for star-rated hotels





九族日月潭纜車  
The Sun Moon Lake Ropeway



六福村主題遊樂園\_阿拉伯皇宮 (六福村提供)  
Arabian Kingdom, Leofoo Water Park (Photo courtesy of Leofoo Park)

## 第四節 觀光遊樂業

### 一、現況

101 年領有觀光遊樂業執照且營業中之業者總計 23 家，屬重大投資案之觀光遊樂業者計 22 家，非屬重大投資案之觀光遊樂業者 1 家，僱用員工約 4,407 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，101 年度觀光局核准之觀光遊樂業開發案計有花蓮縣怡園渡假村（第 1 次變更）、宜蘭縣綠舞莊園日式主題遊樂園等 2 件，面積 18.5396 公頃，投資金額約新臺幣 20.6 億元；並受理新北市達樂花園（第 1 次變更）、桃園縣桃源仙谷遊樂區（第 1 次變更）、南投縣埔里赤崁頂遊樂區（第 2 次變更）及花蓮縣理想渡假村（第 4 次變更）等 4 件，面積 351.2682 公頃，投資金額約 266.2 億元。
- (二) 101 年觀光遊樂業者新增遊樂設施，計有六福村主題遊樂園「水樂園」、小叮噹科學主題樂園「室內滑雪場」、西湖渡假村「巨蛋表演館」及麗寶樂園「福容大飯店」，總投資金額計達 35 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、轄管直轄市、縣（市）政府辦理定期、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 101 年 7 至 8 月間，分 12 梯次辦理 23 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。101 年經評定特優等為六福村主題遊樂園、劍湖山世界、麗寶樂園、九族文化村、遠雄海洋公園、小人國主題樂園、杉林溪森林生態渡假園區、西湖渡假村、小叮噹科學主題樂園、尖山埤江南渡假村、頑皮世界及泰雅渡假村等 12 家。優等為八仙海岸、野柳海洋世界、香格里拉樂園、東勢林場遊樂區、雲仙樂園、小墾丁渡假村及八大森林樂園等 7 家，餘不列等。

## Section 4 Tourist Amusement Enterprises

### I. Current Status

In 2012, Taiwan had 23 licensed and operating tourist amusement enterprises, 22 of which were considered major investments and one of which was not. A total of 4,407 staff members were employed.

### II. Inspection of New Plans

- (I) In accordance with the "Regulations Governing Amusement Park Enterprises," in 2012 the Tourism Bureau inspected and approved two new business plans for tourist amusement enterprises: Yiyuan Resort in Hualien County (1st revision) and a Japanese-themed amusement park in Yilan County. The total area of these projects was 18.5396 hectares and the investment amount approximately NT\$2.06 billion. The bureau also accepted plans for four tourist amusement enterprises: a garden in New Taipei City (1st revision), an amusement park in Taoyuan County (1st revision), a recreation area in Nantou County (2nd revision), and the Promised Land Resort in Hualien County (4th revision). Total area of these projects was 351.2682 hectares and the investment amount approximately NT\$26.62 billion.
- (II) New facilities added to tourism amusement enterprises in 2012 included Leofoo Water Park at Leofoo Village, an indoor ski slope at Little Ding-Dong Science Theme Park, a performance arena at West Lake Resortopia, and Fullon Hotel at Lihpao Land. Total investment was NT\$3.5 billion.

### III. Operations and Management

- (I) To raise the quality of tourist amusement enterprise facilities, enterprises improved autonomous inspections and repairs, municipal and local governments conducted scheduled and nonscheduled inspections, and the Tourism Bureau along with responsible central government agencies enforced oversight mechanisms and regulations, according to the "Regulation for the Management of Tourist Amusement Enterprise" and rules for overseeing safety and maintenance inspections and competitive evaluations.
- (II) In July and August 2012, the Tourism Bureau conducted 12 sets of inspections on 23 enterprises. It also conducted competitive evaluations on 23 qualified enterprises licensed as tourism amusement enterprises. Twelve achieved a rating of outstanding: Leofoo Village, Janfusun Fancy World, Lihpao Land, Formosan Aboriginal Culture Village, Farglory Ocean Park, Window on China Theme Park, SunLinkSea, West Lake Resortopia, Little Ding-Dong Science Park, Jianshanpi Jiangnan Resort, Wanpi World, and the Atayal Resort. Seven achieved a rating of excellent: Formosa Fun Coast, Yehliu Ocean World, Shangri-la Paradise, Dongshi Forest Garden, Yun Hsien Resort, Kendington Resort, and Bada Forest Paradise. Others were not rated.



2012 FUN 暑假遊樂園記者會  
Press conference for a special 2012 summer vacation theme park program



2012 尋找主題樂園達人  
Search for the 2012 theme park master

#### 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，辦理計有 4 場從業人員專業訓練，分為觀光遊樂業如何落實環評審查結論及承諾事項研習會、觀光遊樂業機械遊樂設施安全及緊急救護種子教練培訓研習會、觀光遊樂業經營管理業務研習會及觀光遊樂業環境教育設施場所認證申請實務座談會。

#### 五、整合性行銷

業於寒、暑假及連續假期前協助彙整發布行銷活動新聞稿，並配合辦理寒假「春遊主題樂園喜搭台灣觀巴」及暑假「魔法驚奇優惠送，吃喝玩樂賺

透透活動」主題活動，9 至 11 月另針對學生族群辦理觀光遊樂業創意競賽活動。

#### 六、獎勵優惠

- (一) 配合觀光拔尖領航方案之執行計畫，101 年度獎勵 8 家特優等觀光遊樂業者及補助 20 家觀光遊樂業經營升級計畫，獎補助金額總計新臺幣 8,791 萬 1,784 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」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。

### 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 101 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 101 年 7 月至 102 年 4 月分別規劃於北、中、南、東 4 區辦理領隊、導

遊人員職前訓練；至 101 年 12 月止完成導遊人員訓練計 5,464 人（外語 700 人、華語 4,764 人）；領隊人員訓練計 6,373 人（外語 2,098 人、華語 4,275 人）。

- (二) 為加強旅行業經營管理人員之品德素養、法規知識、專業知能等，旅行業專業經理人就職前藉由參加 22 門實用課程訓練，強化旅行業經理人之專業知識，以提升臺灣旅行業素質。101 年分北、中、南 3 區辦理旅行業經理人訓練計 5 期，取得結業證書之合格經理人計 372 人。



旅行業經理人訓練  
Training of tourism industry managers

#### 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，內容包括郵輪團體操作實務、入境主要觀光行程介紹、宗教團體操作實務、十大觀光小城特色……等專題課程，以提升導遊人員之專業職能及服務品質，計訓練 4,579 人次。



#### IV. Staff Training

To improve operational management and quality of tourist amusement enterprises the Tourism Bureau held four staff training sessions on the following topics: implementation of environmental assessment conclusions and pledges; amusement facility safety & first aid instructor training; tourist amusement enterprises operational management; and environmental education facility certification applications.

#### V. Integrated Marketing

The Tourism Bureau compiles and issues press releases to promote activities during summer and winter vacations as well as extended holidays. During the 2012 winter vacation the bureau held a promotion to encourage visiting amusement parks by using the Taiwan Tour Bus system; in the summer the bureau held a magic-themed activity at theme parks. During the

school year, from September to November, the bureau encouraged students to join creative competitions centered on tourist amusement enterprises.

#### VI. Rewards and Incentives

- (I) In 2012, as part of the "Project Vanguard for Excellence in Tourism," the Tourism Bureau rewarded eight outstanding tourist amusement enterprises, and subsidized 20 plans by tourist amusement enterprises to improve operations. The rewards and subsidies were worth a total of NT\$87,911,784.
- (II) The Tourism Bureau helped tourist amusement enterprises apply for tax incentives and loans based on regulations contained in the "Act for Promotion of Private Participation in Infrastructure Projects," "Medium and Long-Term Capital Utilization Rules," and "Preferential Loan Guidelines to Encourage Improvements in the Tourism Industry."

## Section 5 Tourism Industry Education and Training

The Tourism Bureau provided tourism industry professional training to improve knowledge; reinforce operational, management, marketing, and service philosophies; and improve overall travel service quality.

#### I. Training of Tourism Professionals

- (I) To guarantee the quality of travel services and reinforce the Ministry of Examination's 2012 "Professional and Technical General Examination for Tour Leaders and Guides," the Tourism Bureau conducted pre-employment training for tour leaders and guides. It held sessions from July 2012 to April 2013 in northern, central, southern and eastern Taiwan. By the end of 2012, it had trained 5,464 tour guides (700 specializing in foreign language tours and 4,764 specializing in Chinese tours) and 6,373 tour leaders (2,098 specializing in foreign language tours and 4,275 specializing in Chinese tours).

- (II) In 2012 the Tourism Bureau held five pre-employment courses for travel managers in northern, central, and southern Taiwan. Over 22 classes and training sessions, students gained a stronger understanding of regulations and professional knowledge, putting them in a position to improve the local travel industry. A total of 372 travel managers earned certification through the courses.

#### II. Improving the Knowledge of Tourism Professionals

- (I) The Tourism Bureau assisted the Tourist Guide Association in providing monthly on-the-job training to practicing guides. Classes primarily focused on the study of tourism landmarks with an auxiliary focus on practical issues, covering topics such as guiding cruise groups, introducing major tourism itineraries to recent arrivals, guiding religious groups, and special features of 10 major tourist villages. Total attendance was 4,579.



1 領隊人員訓練 2. CHS 督導人員訓練課程 3. 導遊人員訓練  
2 1. Tour leader training 2. CHS training for mid-level managers 3. Tour guide training  
3

(二) 為加強觀光旅館從業人員所需之管理技巧、溝通能力、人力規劃等專業知能，使服務品質與國際接軌以及為提升部門主管所需之管理營運、操作技巧等專業知能，觀光局每年辦理美國旅館協會教育中心之「CHS 督導人員訓練課程」、「客務部經營與管理」、「餐飲

管理」、「餐旅人力資源管理」等 4 種課程，共訓練 206 人。另為加強各觀光旅館擔任訓練員工之幹部及主管所需之訓練規劃與執行技巧，每年委請台北君悅大飯店協助辦理「訓練訓練員研習班」，計訓練 34 人。以上 5 種課程，101 年共訓練 240 人。

(三) 為提升旅館業人力素質及改善其整體服務水準，101 年度協助 15 縣市旅館商業同業公會辦理 20 場次「旅館業基層從業人員教育訓練」，參訓學員計 3,812 人。另協助各縣市政府及民宿協會辦理民宿教育訓練，參訓學員計 1,653 人，以提升民宿經營者服務水準。

### 三、培育觀光產業菁英人才國際化

為加強觀光從業人員專業素質、服務水準及國際交流能力，汲取國外觀光產業最新之經營概念及成功案例，有系統地培育觀光領域人才，持續辦理「觀光從業菁英養成計畫」訓練，101 年甄選出 98 名觀光菁英，分赴美國迪士尼學院、新加坡南洋理工大學、日本 JTB 旅行社等地進行參訪訓練，並辦理「101 年觀光產業關鍵人才培育計畫」，開辦基層、中、高階管理及培訓課程，採用「分級訓練」的概念辦理多元化課程。持續撰寫國內觀光產業個案及培育個案種子師資，將過去 2 年的成果，在北、中、南、東地區開設課程，擴散效益，共培育 870 人次，產出 15 套個案（累計達 95 套）、5 項創新旅遊商品、2 位企業教師（累計達 37 人）、6 位觀光菁英教案種子講師。透過外引、內拉的作用效果，一方面從國外的機構學習創新的、具國際視野的產業 know how，二方面透過企業內個案教師的培育，將產業關鍵的內隱知識以系統化的個案方式傳承下去，對於培育師資、全面提升觀光服務業競爭力有具體成效，在國內業界及學界引起熱烈的迴響及肯定。

- (II) To improve management techniques, communication ability, and personnel planning of tourist hotel staff, so service quality meets international standards and departmental supervisors acquire needed professional knowledge, the bureau holds four courses in conjunction with the American Hotel & Lodging Educational Institute each year, namely: "CHS Training for Mid-Level Managers," "Front Office Operations and Management," "Food and Beverage Management," and "Restaurant and Hotel Human Resource Management." In 2012, 206 people joined these courses. Also to improve training plans and execution by general staff and managers who are responsible for training at hotels, each year the bureau commissions the Grand Hyatt Taipei to hold "Train the Trainer" courses. The Grand Hyatt trained 34 people in these courses in 2012, bringing the total number of people trained under these two programs to 240.
- (III) To improve the quality of hotel staff and raise overall service standards, in 2012 the Tourism Bureau helped 15 local hotel associations hold 20 training sessions for general hotel industry staff, training a total of 3,812 employees. Also to improve the service quality of homestay operators, the bureau assisted local governments and homestay associations in training 1,653 homestay workers.

### III. Cultivating International Outlook and Leading Professionals

The Tourism Bureau uses resources from home and abroad to cultivate leading professionals who can communicate with a wide range of people. Internationally it draws from the latest foreign operational philosophies and success stories in its "Elite Tourism Incubation Plan." In 2012, 98 students took part in this ongoing program, attending classes at the Disney Institute in the United States, Nanyang Technological University in Singapore, and JTB in

Japan.

Domestically, the bureau held the "2012 Cultivation Plan for Key Professionals in the Tourist Industry." This plan targeted professionals of various levels with management and training classes in northern, central and southern Taiwan. Courses had a total enrollment of 870 and ranged from developing new case studies and instructors to using past results for instruction. They led to 15 new case studies (accumulated total of 95), two new corporate instructors (accumulated total of 37), five innovative new travel products, and six lecturers who could serve as seeds for spreading ideas learned in the courses.

Both corporate and academic sectors widely praised the success of these plans in developing instructors and raising the competitiveness of Taiwan's tourism industry.



1 精英養成計畫 \_ 日本 JTB 團觀摩晴空塔

2 精英養成計畫 \_ 新加坡團體訓練

1. Fostering elites: A lesson on Tokyo Skytree by Japan's JTB travel agency
2. Fostering elites: Training by a Singaporean group



# 臺灣 好風采

**Taiwan's Elegance**







# 觀光資訊 及安全服務

## 第六章

### Chapter 6

### Tourism Information and Safety Services

#### 第一節 旅遊資訊服務

- 一、輔導桃園縣政府、屏東縣政府依本局訂定之旅遊服務中心形象識別系統（CIS），於桃園火車站及恆春轉運站建立旅遊服務中心，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、臺灣高速鐵路股份有限公司，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 10 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 100 處旅客服務中心、旅遊服務中心及遊客中心實地辦理督導考核評比作業、成果發表會及現地觀摩會，經評比結果旅遊服務中心前 3 名分別為臺北火車站旅遊服務中心、臺北市東區地下街旅遊服務中心、苗栗火車站旅遊服務中心及新店捷運站旅遊服務中心；遊客中心前 3 名分別為向山遊客中心、北門遊客中心、谷關遊客中心，並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 47 處旅遊服務中心全年共提供 510 萬 8,681 人次之旅遊服務，其中並提供 258 萬 902 人次之諮詢服務，其中外國旅客諮詢人數為 96 萬 7,895 人次。
- 六、觀光局旅遊服務中心提供多元化觀光旅遊諮詢服務，除以全年無休、定點人員服務方式，結合文宣出版品與網際網路資訊服務外，整合民間觀光業界及政府相關部門之各項旅遊資訊，為國內外旅客提供便捷而周全的旅遊諮詢服務及各項旅遊資料。另結合民間企業成立 365 天、24 小時、中英日韓語之免付費旅遊諮詢熱線－「Call Center」，為國內外旅客營造安全而友善的旅遊環境。並設置觀光旅遊圖書館，蒐集陳列各類旅遊圖書、觀光法規、統計、研究調查報告以及影帶、光碟、海報等旅遊資料，免費供社會大眾閱覽。101 年觀光局旅遊服務中心共服務 7,356 萬 5,423 人次，提供旅遊資料 16 萬 5,630 份。



## Section 1 Travel Information Services

- I. The Tourism Bureau used the corporate identity systems of its visitor information centers to establish visitor information centers in the Taoyuan Train Station and Hengchun Bus Station. Staff answered inquiries and provided information in numerous languages.
- II. With support from the Taiwan Railways Administration, Civil Aeronautics Administration, National Freeway Bureau, and Taiwan High Speed Rail Corporation, the Tourism Bureau established transportation and travel information counters in transit stops lacking a visitor information center. These provided free travel pamphlets and other services.
- III. To improve service quality at visitor information centers the Tourism Bureau held 10 training sessions that included foreign language training.
- IV. The Tourism Bureau established internal oversight mechanisms for its visitor information centers. These included evaluations, presentations and demonstrations at 100 visitor information centers and visitors centers. The highest-rated visitor information centers were at Taipei Main Station, the Taipei East Metro Mall, Miaoli Train Station, and Xindian MRT Station, while the highest-rated visitors centers were at Xiangshan, Beimen and Guguan.

The bureau also sent evaluation records to local governments and relevant agencies to facilitate improvements, so better service could be provided in the future.

- V. In 2012 Taiwan's 47 visitor information centers assisted travelers a total of 5,108,681 times. This included answering 2,580,902 inquiries, 967,895 of which were raised by foreigners.
- VI. Year-round, visitor information centers provided a wide range of tourist inquiry services to domestic and foreign travelers, including comprehensive print and online travel information from the public and private sectors. The bureau commissioned a private company to operate a free tourism hotline open 24 hours a day, 365 days a year. Professional call center staff who took calls in Chinese, English, Japanese and Korean turned Taiwan into a safer, friendlier place for travelers from around the world to visit. Also the bureau established a tourism library that gathered travel books, regulations, statistics, research reports, videos, CDs, posters and other information, for anyone to browse free of charge. In 2012 visitor information centers assisted travelers a total of 73,565,423 times and handed out 165,630 pieces of tourism material.



1. 淡水旅遊服務中心 2. 3. 觀光局旅遊服務中心  
1. Tamsui Visitor Information Center  
2. 3. Travel Service Center, Tourism Bureau

## 第二節 國際門戶第一線服務

旅遊服務中心於民國 99 年 10 月 30 日起，配合松山機場日本羽田機場航線開航，於松山機場國際航廈設置服務櫃檯，提供中英日韓旅遊資訊。及配合大陸觀光團體來臺旅遊，於臺中機場航站、金門水頭碼頭設置服務櫃檯，提供相關旅遊資訊。101 年旅遊服務中心上述 3 處服務櫃檯共提供旅遊諮詢服務 2 萬 4,902 人次，提供旅遊資料 94 萬 5,868 份。

另為提供來臺旅客快速便捷服務，於桃園國際機場、高雄國際機場入境大廳設置服務櫃檯，配合班機入境時間，提供旅客各項服務。櫃檯全年無休，以中、英、日等多種語言為旅客提供各項諮詢服務，項目包括：提供來臺旅客旅遊資訊〈背包族面對面遊程設計〉、機場入出境問題、班機航情、代洽旅館、交通聯外及機場各單位之聯繫指引，協助接待

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；並配合推廣外籍旅客來臺旅遊觀光，如免費過境半日遊活動、旅客郵政、外幣兌換、電信通信等便利服務。另設有觀光宣傳風景圖片、燈箱、文宣品展示架，置放於入境大廳廣為宣傳，及備有 100 餘種宣傳摺頁，如觀光景點、美食、購物、交通、住宿等，供旅客自由索取，使其深入瞭解臺灣、旅行臺灣、愛上臺灣。且針對自由行旅客，設計個人化遊程，利用網路搜尋，立即提供最新之資訊服務。

101 年桃園國際機場旅客服務中心計服務旅客 103 萬 6,444 人次，提供旅遊資料 608 萬 2,502 份；高雄國際機場旅客服務中心計服務旅客 20 萬 7,500 人次，提供旅遊資料 43 萬 4,341 份。



1  
2  
3

1. 臺灣桃園國際機場旅客服務中心 2.3. 高雄國際機場旅客服務中心  
1. Tourist Service Center, Taiwan Taoyuan International Airport  
2.3. Visitor Information Center, Kaohsiung International Airport

## Section 2 Front-Line Service at International Gateways

With the launch of flight service between Songshan Airport and Japan's Haneda Airport, the Tourism Bureau opened a visitor information center in the international terminal of Songshan Airport on October 30, 2010. The center offered information in Chinese, English, Japanese and Korean. The bureau added additional service centers at Taichung Airport and Kinmen Shuitou Port to accommodate the arrival of tour groups from Mainland China. In 2012, these three visitor service centers assisted travelers 24,902 times and handed out 945,868 pieces of tourism material.

In the arrivals halls of Taoyuan and Kaohsiung international airports the Tourism Bureau operated tourist service counters that were open year-round, in line with the schedule of arriving flights. Staff adept in Chinese, English and Japanese provided convenient services for travelers arriving in Taiwan, including: travel information (such as helping backpackers develop itineraries); answers to airport arrival and departure queries; flight information; contact with hotels; info on external transportation connections and the

airport; assistance in greeting VIPs and groups; and reporting requirements for Mainland Chinese tourists. Other services available included free half-day tours and assistance with postal, money exchange and telecommunications services.

The Tourism Bureau also displayed posters and LED signs in the arrivals hall of scenic areas while offering more than a hundred pamphlets that give information on attractions, food, shopping, transportation, and accommodation. Visitors can get an early taste of Taiwan and quickly fall in love with its many offerings. Additional up-to-date information geared toward independent travelers was available online to assist in planning individualized journeys.

The visitor information center at Taoyuan International Airport assisted travelers 1,036,444 times and handed out 6,082,502 pieces of tourism material in 2012. The visitor information center at Kaohsiung International Airport assisted travelers 207,500 times and handed out 434,341 pieces of tourism material.

## Section 3 Technological Services

The most important online resource for tourism in Taiwan was the Tourism Bureau website. Launched in June 2002, it was available in eight languages — Chinese, English, Japanese, Korean, German, French, Dutch, and Spanish — and underwent frequent improvements. After considering the needs of travelers before, during and after their journeys, and looking at tourism websites of other countries as reference, the bureau redesigned the Chinese, English and Japanese versions, keeping them true to Taiwan by integrating common travel themes. For better usability, it strengthened the location-based service of electronic maps to show attractions, accommodation, restaurants and gas stations that are in a 500-meter, 1-kilometer, or 10-kilometer range.

The Tourism Bureau also developed a travel app that provided more than 16,000 pieces of location-based service data, ranging from the attractions, accommodation, restaurants and gas stations mentioned above to service centers, police stations, hospitals, parking lots, train stations, and other transit points. Users can even check for tourism-related activities.

In terms of the cloud, the Tourism Bureau built a tourism information database, gathering more than 30,000 pieces of information on attractions, accommodations, restaurants and activities from local governments, agencies and each of the national scenic area administrations. The information is available to all interested parties. Businesses use it to facilitate the creation of new value-added products and services, and it will become the basis of a complete tourism geographic information system.



### 第三節 科技技術服務運用

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，已建置有中、英、日、韓、德、法、荷、西等 8 種語言版，提供最充足之臺灣觀光資訊及國外人士來臺觀光的重要入口網站。考量遊客於旅遊前、中、後之需求，觀光局經參考各國網站優點，並融合臺灣觀光形象之意象，將臺灣觀光資訊網中英日文版進行改版，並強化電子地圖之 LBS 實用性，讓民眾可選擇周邊 500 公尺、1 公里，最多 10 公里範圍之景點、住宿、餐飲、加油站等資訊。另為提供旅遊行程之資訊，開發旅行臺灣 APP，蒐集全臺超過 1 萬 6,000 筆之適地性定位服務(LocationBased Service)，包括觀光景點、住宿、餐飲、旅服中心、警察局、醫院、停車場、加油站、火車站及其他運輸場站等旅遊隨身資訊，並可隨時查詢觀光活動，為民眾外出旅遊好幫手。在雲端應用服務方面，已建置觀光資訊資料庫，蒐集全臺（縣市政府、各部會及所屬國家風景區管理處）景點、



旅行臺灣 APP  
Tour Taiwan travel app

住宿、餐飲、活動等超過 3 萬筆資料，將可提供完整之觀光 GIS 基礎資料。此資料將可提供業者進行加值應用，發布給所需之使用者，創造觀光發展及全新的產品與服務。

### 第四節 旅遊安全及意外因應

一、為維護國人旅遊安全，督促旅行業遵守相關法令及從產品設計落實旅遊安全維護，建立緊急意外事故處理之標準作業流程（SOP），切實執行通報及處理，適時採取維護旅行團安全及旅客權益措施，並輔導旅行業公會將緊急意外事故應變處理納入從業人員教育訓練，加強宣導旅遊安全之重要性及強化應變處理能力。同時向旅客宣導於出發前應先詳閱旅遊安全說明資料，並依照領隊人員及當地導遊人員之指示活動，以降低意外事故之風險，期藉由落實各項旅遊安全維護工

作，建構完整周延之旅遊安全網絡。另宣導個別旅客如於國外發生急難事故，可向「外交部旅外國人急難救助聯繫中心」尋求聯繫協助。

二、廣續督導考核國家級風景特定區及觀光遊樂業，並採取多項旅遊安全橫向聯繫及通報等協力措施，協調各景點權責主管機關，對所轄景區實施安全檢查；另並委託專業單位進行國內風景區遊客安全提升研析計畫，發掘問題並研訂因應經營管理作為，成果將送請各相關機關依權責參考辦理。

## Section 4 Travel Safety and Accident Policy

I. To ensure the safety of travelers, the Tourism Bureau urged tourism industry members to respect regulations and make safety considerations part of travel product design. The bureau established a set of standard operating procedures for emergencies, accidents and other incidents. Other ways it stressed travel safety and improved response capabilities included making announcements, introducing measures to protect the safety and rights of tour groups, and assisting travel associations in adding response mechanisms to training programs.

The Tourism Bureau provided travel safety information for travelers to read before their trip, while encouraging them to follow directions from tour leaders and local guides to reduce the risk of accidents. By implementing a comprehensive set of

travel safety measures, the bureau created a safe travel network. It also informed Taiwanese travelers that they can contact the emergency support and communications center under the Ministry of Foreign Affairs in the event of an overseas emergency.

II. In the future, the Tourism Bureau will continue to oversee and evaluate national scenic areas and tourism amusement enterprises. Besides relying on inter-departmental communication, notifications, and inspections of scenic areas under its jurisdiction the bureau commissioned professional organizations to research traveler safety at scenic areas and propose new operational and management mechanisms. Tourism agencies can implement these to promote travel safety.



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### 1.3.4. 郵輪迎賓活動

1. 3. 4. Greeting of a cruise liner

2. 臺灣觀光資訊網

2. Taiwan tourism information website



**Beautiful Taiwan**







# 第七章 展望 2013 年

## Chapter 7 Plans for 2013

### 第一節 持續推動「觀光拔尖領航方案」，提升觀光產業競爭力

觀光局為發展國際觀光、增加外匯收入、提升國內旅遊品質，推動拔尖（發揮優勢）、築底（培養競爭力）、提升（附加價值）三大行動方案，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」等六大主軸。期以多元創意行銷臺灣，達成 102 年度來臺旅客 770 萬人次之目標，同時強化觀光產業體質，提升競爭力。

#### 一、「拔尖」特色—「拔尖」行動方案

##### （一）魅力旗艦：

1. 「由上而下」推動五大區域觀光旗艦計畫，101 年核定 67 項計畫皆已發包執行，包含臺中市潭雅神綠園道周邊改善、北港復興鐵橋及周邊改善、嘉義臺三明珠計畫、高雄城市光廊、臺東金樽濱海休憩環境改善、馬祖宗教文化園區等，將於 102 年底陸續完工，並於 102 年度初核 85 項計畫，辦理第二階段的工作計畫書審查。

2. 「由下而上」協助縣市政府形塑十大國際觀光魅力據點，持續整備新竹縣「臺灣漫畫夢工場」、臺東縣「慢活臺東·鐵道新聚落」、南投縣「南投太極美地～茶竹的故鄉·臺灣心動線」、苗栗縣「客家桃花源」、澎湖縣「海峽風華·平湖美學-澎湖灣悠活度假」等據點，預計 103 年底推出。
3. 營造無縫隙旅遊服務，台灣好行景點接駁旅遊服務累計自 99 年 4 月啟動至 101 年底共吸引逾 370 萬人次搭乘，嘉惠地方經濟及觀光發展，預計於 102 年度選出 16 個縣市政府及 7 個管理處共計 23 個推動單位，推出 32 條路線；另研議規劃建置遊程規劃系統，利用觀光資訊資料庫元素（景點、活動、餐飲、住宿），將整合行程前所需各項公共運輸資訊，包括臺鐵、高鐵、捷運（北捷、高捷）、市區公車（臺北市、臺中市、高雄市）、公路客運之路線及交通班表靜態資訊，並規劃將結果輸出至智慧型手機，讓遊客隨身帶著走。



## Section 1 Continue "Project Vanguard for Excellence in Tourism" to Raise Tourism Industry Competitiveness

To develop international tourism, increase foreign revenue, and raise the quality of domestic travel, the Tourism Bureau is executing three action plans: exerting advantage to achieve excellence, building a foundation to foster competitiveness, and increasing added value. Furthermore, the bureau is implementing six major themes: flagship attractions, international spotlights, re-creating industry, fostering elites, developing markets, and raising quality. Taiwan will be marketed through diversified creativity to achieve the goal of 7,700,000 inbound visitor arrivals in 2013. At the same time, the tourism industry will be strengthened and its competitiveness raised.

### I. "Project Summit" Feature – the Excellence Action Plan

#### (I) Flagship Attractions

1. Top-down execution of flagship tourism plans for five major area areas. In 2012, 67 projects were approved and contracted for execution. These include improvements to the area surrounding Taichung's Tanyashan Green Way, the Fuxing Railway Bridge in Beigang and surrounding

areas, Chiayi's "Pearls of Meishan Township" plan, Kaohsiung's Urban Spotlight, Taitung's Jinzun coast recreation environment, and Mazu's religious and cultural park. These projects will be completed by the end of 2013. Furthermore, initial evaluation of 85 more projects was completed at the beginning of 2013 and second phase evaluation is underway.

2. Bottom-up assistance will be given to local governments to create 10 major international tourism attractions. The Taiwan Comics Dream Factory in Hsinchu, the slow-living new railway settlement in Taitung, Nantou's tea and bamboo tour route, Miaoli's Hakka plum blossom land, Penghu's leisure developments and other locations are expected to be completed by the end of 2014.
3. Create seamless travel service. From when services began in April 2010 to the end of 2012, ridership on the Taiwan Tourist Shuttle totaled 3,700,000, bringing benefits to local economies and tourism development. In 2013, 23 implementation units including 16 municipal governments and seven area administrations



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1. 嘉義縣臺三明珠 2. 南區光點 - 啟動記者會 3. 池上光點 - 池上秋收音樂節優人神鼓演出

1. A "pearl" of Provincial Highway 3, Chiayi County 2. Press conference to launch the Southern Region Spotlights 3. Chihshang Spotlight – U-Theatre performance at the Chihshang fall harvest music festival



(二) 國際光點：推動五大國際光點，包含北區國際光點（以生活文化為主軸，包含大安人文漫步、北投自然人文及大稻埕人文街區光點等），102 年將推出「大城中人文歷史光點」、「大中山人文美學光點」。中區國際光點（以生活體驗為主軸，包含臺中樂活遊學及嘉義樂活茶鄉光點等）、南區國際光點（以歷史美食為主軸）、東區國際光點（以慢遊生活為主軸）及不分區國際光點（結合南澳自然田、復興比亞外等聚落，規劃製作代耕、打工換宿等多元旅遊型態）。

## 二、「築底」能量－「築底」行動方案

(一) 產業再造：持續獎勵觀光業者向金融機構申貸，協助觀光旅館業更新設備展現新風華，並辦理旅行業貸款相對信用保證及貸款利息補貼；另輔導星級旅館加入國際或本土品牌連鎖旅館，至 101 年 12 月止，已核定 59 家，補助 1.9687 億元，更促成日本大倉（Okura）集團頂級品牌 Prestige 系列在 101 年來臺設立臺北大倉久和大飯店，102 年預計東方文華（Mandarin Oriental）集團投資設立臺北東方文華酒店；同時配合政府推動品質管理、消防安全、餐飲衛生、環保節能等政策，獎勵觀光產業取得各項國、內外認證，已輔導 132 件，補助 1,994 萬餘元；而透過輔導觀光遊樂業經營升級及提升服務品質，已帶動業者投資超過 20 億元，計將持續推動。

(二) 菁英養成：101 年已甄選 268 名觀光菁英赴美國夏威夷大學、迪士尼學院、法國藍帶學院澳洲分校等地研習，透過交流會回饋研習經驗並分享至「觀光訓練網」。另在國內訓練，採用「分級訓練」的概念，開辦基層、中、高階管理及培訓課程，辦理 4 場「觀光系列講座」及開設「經典個案管理班」、「創新產



1 臺灣旅宿網 2. 精英養成計畫 \_ 美國迪士尼團結訓  
2 1. taiwanstay.net.tw 2. Fostering elites: Training at the Disney Institute in the United States

品設計研習班」、「個案發展與講師培育班」、「菁英教案種子講師培育班」、「高階主管養成班」等多元化的課程。102 年度預計擴大菁英參與，規劃薦送 54 名菁英並開放 10 名自費赴瑞士雷赫士旅館大學、日本 JTB 旅行社及新加坡南洋理工大學參訓，並持續辦理國內訓練課程。

## 三、「提升」實力－「提升」行動方案

(一) 市場開拓：向國際市場訴求「旅行臺灣 就是現在」（Time for Taiwan），聚焦美食、文化、樂活、生態、浪漫及購物等 6 項主軸，推出台灣燈會、臺灣自行車節等大型觀光活動，以活動帶動觀光，帶動產業關聯效果，並打響「臺灣觀光年曆」成為臺灣國際級活動的代言品牌。

(二) 品質提升：藉由「臺灣旅宿網」，宣傳星級旅館及好客民宿之經營特色等相關資訊，提供消費者參考選用。另為與國際住宿體系接軌，持續辦理星級旅館評鑑作業，期於 102 年傳統旅館摘千星、星級旅館達 400 家、國際品牌連鎖旅館達 16 家、好客民宿達 750 家。

will introduce 32 additional routes. Furthermore, an itinerary planning system that uses tourism information database elements (sights, activities, food, accommodation) and integrates various public transportation information sources including national rail, high speed rail, Taipei and Kaohsiung metro, city buses (Taipei, Taichung, Kaohsiung), highway transport buses, and their schedules and statuses is under discussion. The system will be made accessible to smart devices, allowing for mobile access by tourists on the go.

- (II) International Spotlights: Promote five international spotlights including northern international spotlights centered on lifestyle and culture. For instance, the "Da-an Humanity Walk, Spotlight" and the "Beitou Nature and Culture Spotlight," and "Cultural Streets of Dadaocheng Spotlight." New spotlights in 2013 include historic walks in the Greater Chengzhong area and a spotlight on Greater Zhongshan culture and aesthetics. In central Taiwan, international spotlights will center on lifestyle experiences, including "Live It, Taste It: Central Taiwan" and Chiayi tea farming. In the southern region, international spotlights will center on history and food, and in the eastern region, they will center on leisurely travel and living. In addition, there are nationwide international spotlights such as "Nanao's Natural Farmland" and the Biyawai area of Fuxingyuan. Opportunities include part-time agricultural work that can be exchanged for accommodation.

## II. "Project Keystone" Energy – Foundation Building Action Plan

- (I) Recreating Industry: Continue subsidizing loans to tourism operators to assist tourist hotels in renewing equipment and presenting new attractions. Process credit guaranteed loans and interest subsidies for travel industry loans. Encourage star-rated hotels to join domestic or international brand-name hotel chains. As of December 2012, 59 hotels had received NT\$196,870,000 in subsidies. The top-tier Prestige series of Japan's Okura hotel group set up its Taipei branch, and in 2013 the Mandarin Oriental is expected to begin operations. Subsidies of NT\$19,940,000 were provided in 132 cases to cover fees incurred in applying for various domestic and foreign certifications for quality management, fire

safety, food and beverage sanitation, and energy conservation have been awarded. Furthermore, over NT\$2 billion in investments have been made by operators spurred by incentives to upgrade operations and improve service quality. This policy will be continued.

- (II) Elite Development: In 2012, 268 tourism elites were selected for training at the University of Hawaii, the Disney Institute, and Le Cordon Bleu Australia. Their training experiences were then fed back through exchanges were tourism training website. Furthermore, in terms of domestic training, a diverse curriculum covering four tourism lecture courses, management and training courses for basic, medium, and high levels, classic project management, innovative product design, project development and lecturer training, elite lecturer preparation courses, and high-level management training courses were offered. In 2013, participation is expected to expand. According to current plans, 54 elites and 10 self-funded students will be sent to the Les Roches International School of Hotel Management, Japan's JTB travel agency and Singapore's Nanyang Technological University for training. Domestic training courses will also continue.

## III. Increasing Strength – Incremental Action Plan

- (I) Market Development: Promote "Time for Taiwan" to the global market by focusing on the six main themes of food, culture, LOHAS, ecology, romance and shopping. Introduce the Lantern Festival, Cycling Festival and other large-scale events to invigorate tourism and related industries. Increase recognition of the "Time for Celebration — Taiwan Tourism Events" calendar as the brand name of Taiwan's international-level events.
- (II) Raise Quality: Promote special character and related information of star-rated hotels and hospitable homestays through taiwanstay.net.tw for consumer reference. Furthermore, align with international hostelry systems and continue processing star-rating assessments. Within 2013, it is expected that Taiwan will have as many as 400 star-rated hotels, 16 brand-name international chain hotels, and 750 hospitable homestays.

## 第二節 推動國際級活動，打造「臺灣觀光年曆」品牌形象



為整合臺灣觀光優勢資源成為創造經濟效益的重要動能，觀光局規劃開發「亮點旅遊產品」及推動「大型活動（Event）產業化」等作

法，於 102 年度推出「臺灣觀光年曆」為行銷推廣的平臺，以「活動帶動觀光」的策略，透過活動資訊的整合建置及新興科技的應用，期由大型活動扮演火車頭的角色，透過創意行銷手法，結合食、住、行、購，營造國際宣傳點、線、面之聚焦效益。

為此觀光局彙整各縣市、相關部會、十大觀光小城、國際光點、觀光局所屬國家風景區管理處主要活動，以及周邊美食、購物、伴手禮、住宿、交通及遊程規劃等相關資訊，並透過篩選及評選機制找出 42 個具國際宣傳效益及獨特魅力的活動項目，結合年度主軸活動，編製成「臺灣觀光年曆」。針對國際性及全國性活動，製作宣傳影片及平面宣傳稿，推播到國內外各大影音平臺、網站，並配合活動舉辦時間，與國際媒體合作製作臺灣活動專輯，及依市場別列為媒體邀訪參訪行程，以提高活動國際知名度。

「臺灣觀光年曆」的網站製作與行銷推廣方式以 3D 空間的呈現結合時間軸的概念，虛擬與實體同時呈現其意涵，透過活動資訊的整合建置及新興科技的應用，將活動結合食、住、行、購資訊，一方面整合觀光年曆資訊運用動態呈現於網站平臺與智慧型手機；另一方面製作中、英、日實體年曆手冊發送，雙軌進階呈現觀光活動跨時間、跨地區的動態，期提供國內外旅客多向度

觀光活動資訊，便利旅客於旅行前、旅行中與旅行後充分運用。

此外，觀光局亦將持續透過社群平臺、網路及實體活動、觀光局駐外辦事處、國內外行銷宣傳資源及與國內外旅行社合作包裝行程等方式行銷觀光年曆及活動，讓國內外旅客感到「天天有活動，處處都感動」，並轉化為來臺旅遊的實際行動，達到集客效果，並爭取多停留、多消費，進而帶動觀光及關聯產業的發展，擴大觀光服務輸出，拉抬經濟成長，增加就業機會。

102 年觀光局為對國外遊客行銷及推廣「臺灣觀光年曆」及其各項活動，將完成英、日文版年曆網頁及英文版手機 APP 建置作業；另為永續推動「臺灣觀光年曆」，將擬訂活動進退場機制，以激勵活動主辦機關重視及強化活動內涵與服務品質，逐步提升臺灣觀光活動整體內涵。未來觀光局更規劃推動以「臺灣觀光年曆」網頁及手機 APP 做為各項活動行銷推廣整合平臺，提供遊客方便且快速的查詢介面，讓國內外旅客都能掌握每一個精彩節慶活動，從年初就預約一整年從北到南的精彩旅程。



1. 臺灣觀光年曆網站
1. Website of the "Time for Celebration — Taiwan Tourism Events" calendar
- 2.3. 臺灣觀光年曆 APP
- 2.3. The Taiwan Tourism Calendar app



## Section 2 Promoting International Events and Building the Taiwan Tourism Calendar Brand Image

To integrate Taiwan's advantageous tourism resources and create critical momentum for economic benefit, the Tourism Bureau plans to develop spotlight tour products and encourage the development of the large-scale events industry. The "Time for Celebration – Taiwan Tourism Events" calendar will be the marketing platform of 2013, and the strategy will be to invigorate tourism through events. With the application of new technologies and the integration of event-related information, large-scale events will be the driving force for generating international focus through creative marketing in combination with food, accommodation, travel and shopping.

For this purpose, the Tourism Bureau has brought together various localities, related administrative bodies, "Top 10" tourism towns, international spotlights, major events at national scenic areas, and information regarding surrounding food, shopping, souvenir, accommodation, transportation, and itinerary planning. Through a process of evaluation and selection, 42 events that possess unique attractions and international marketing potential were combined with annual themes and compiled into the Taiwan tourism calendar.

The website design and promotion of the calendar combines 3D space with the concept of timelines, expressing meaning in both virtual and physical form. Through integrated construction and application of new technology, events are combined with food, accommodation, travel, and shopping information. The website integrates tourism calendar information and displays it on the website platform and on smart mobile devices. At the same time, Chinese and English physical calendars are also available. Furthermore, the cross-time and cross-region status of tourism events provide multi-faceted tourism event information to domestic and international travelers, making it more convenient to use prior to, during, and after their journeys.

Furthermore, the Tourism Bureau will continue to market the calendar and its events through social network platforms, the web, various events, offices abroad, domestic and foreign marketing resources, and working with domestic and foreign agencies to



臺灣觀光年曆摺頁文宣  
Pamphlet advertising the Taiwan Tourism Calendar

### 第三節 辦理「臺灣夏至 235」系列活動，形塑臺灣仲夏活動新品牌

北回歸線是太陽直射北半球時距離赤道最遠的地方，每年 6 至 7 月前後太陽直射北回歸線時，為全年白晝最長的一天，稱之為「夏至」。臺灣是這一小段範圍內擁有較大面積海洋性氣候的島嶼，也是北回歸線上最大的海島。因此觀光局將於 102 年以「臺灣夏至 235（愛上我）」為主題，橫貫北回歸線上的觀光景點、運動賽事、美食小吃與特色商家，推廣一系列的體驗活動。推動重點如下：

#### 一、形塑仲夏活動品牌、多元國際觀光行銷

北回歸線橫亙臺灣中南部，使臺灣成為兼具不同氣候之特色景觀與豐饒物產的美麗島嶼，極具觀光行銷價值與話題；爰運用「地理空間－北回歸線」及「季節時間－仲夏」兩項元素，整合東海岸至澎湖群島之北回歸線周邊區域觀光行銷活動，形塑仲夏時節之臺灣觀光重點行銷活動新品牌。

#### 二、產出多元特色遊程、活絡觀光相關產業

運用多元運輸工具結合各區域內之遊憩活動、美食小吃、知名特產，分別規劃適合鐵人橫斷及低碳樂活等不同難度與型態之北回歸線特色巡禮遊程，並搭配 APP 虛擬集章及活動網站上傳旅行紀錄等無紙化電子護照活動，捲動民眾進行個人化北回歸線之旅，進而促進周邊區域之觀光相關產業發展。

觀光局藉由活動品牌的經營概念進行各式節慶活動規劃與行銷，繼燈會、美食展、自行車節及溫泉美食嘉年華後，夏至節慶－「臺灣夏至 235（愛上我）」系列活動將配合呈現臺灣兼具熱帶與副熱帶的多元區域特色，並搭配周邊遊程資源，串聯北回歸線所經國家風景區與縣市之特色景點與遊憩活動，形塑仲夏活動新品牌。



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1. 臺灣夏至 logo

2. 夏至景點－東石漁人碼頭

3. 夏至景點－澎湖雙心石滬

1. The Taiwan Fun on the Tropic of Cancer logo

2. Dongshih Fisherman's Wharf — A Taiwan Fun on the Tropic of Cancer attraction

3. The Penghu Twin Hearts Stone Weir — A Taiwan Fun on the Tropic of Cancer attraction



produce travel packages. International and domestic travelers will be given the impression that unforgettable experiences and activities are available everywhere, every day, to entice international travelers to Taiwan. They will also stay longer and increase consumption, thereby invigorating the development of tourism and other related industries. This will in turn expand tourism services, drive economic growth, and create employment opportunities.

In 2013, to market the tourism calendar and its events to foreign travelers, English and Japanese websites as well as English mobile apps will be launched. Furthermore, to make the calendar

sustainable, a mechanism will be put in place for introducing new events and eliminating old events. This will encourage event organizers to place emphasis on enlivening event content and service quality, thereby gradually raising the overall content of Taiwan tourism activities. In the future, the Tourism Bureau plans to use the calendar website and mobile app as an integrated platform for marketing various events. This will provide a faster and more convenient query interface for tourists, allowing domestic and international visitors to access each and every exciting activity. Visitors will be able to pre-book a year's worth of wonderful events all over Taiwan.

## Section 3 Organizing the Taiwan Fun on the Tropic of Cancer Event Series to Build Taiwan's Summer Events Brand Name

The Tropic of Cancer is the most northerly point where the sun appears directly overhead at its zenith. Each year in June and July, when the sun shines directly over the Tropic of Cancer, the longest day of the year is marked as the Summer Solstice. Taiwan is the largest island on the Tropic of Cancer. Therefore, the Tourism Bureau has selected Taiwan Fun on the Tropic of Cancer as a theme of 2013. A whole series of experiences along the Tropic, including tourist attractions, sporting competitions, food, and characteristic shops, will be promoted. Major points are as follows:

### I. Building a Mid-Summer Event Brand Image through Diversified International Tourism Marketing

The Tropic of Cancer crosses Taiwan's south-central region. This makes Taiwan a beautiful island endowed with a varied climate and different landscapes and produces great tourism marketing value and interest. The two elements — geographic location along the Tropic of Cancer and the summer season — are integrated with the region around the Tropic, including the east coast and the Penghu islands, for the purposes of tourism promotions. These elements are used in the major marketing effort to build a new summer-time brand name for Taiwanese tourism.

### II. Produce Itineraries with Diverse Characteristics and Invigorate Related Industries

Diverse transportation tools are used to combine leisure activities, food, and renowned local products within a region. Various special Tropic of Cancer itineraries have been planned, including a triathlon and low-carbon LOHAS, with varying degrees of difficulty and different modes. These are offered in conjunction with paperless electronic passport activities such as virtual stamp collecting and travel record uploading onto the official site, drawing the public into personalizing their Tropic of Cancer journeys and benefitting the development of tourism-related industries in the surrounding area.

Through the "event brand name", management concept the Tourism Bureau will plan and market various festivities and events. Following on from the Taiwan Lantern Festival, Taiwan Culinary Exhibition, Taiwan Cycling Festival, and Taiwan Hot Spring & Fine Cuisine Carnival, the summer solstice celebrations of the Taiwan Fun on the Tropic of Cancer event series will present the diverse character of Taiwan's tropical and subtropical regions. These will be combined with surrounding-area tourism resources and linked with unique sights and leisure events at national scenic areas and municipalities along the Tropic of Cancer to create a new mid-summer event brand name.



# 附錄 Appendixes

## 一、大事紀要

### I. Major Events

#### 101 年度大事紀要

Major Events in 2012

| 時間 Date                                   | 活動 Event                                                                                                                   |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 1 月 19 日~2 月 9 日<br>January 19-February 9 | 2012 臺灣江蘇兩岸燈會交流<br>Celebration of the 2012 Taiwan-Jiangsu joint Lantern Festival.                                          |
| 1 月 19 日~1 月 22 日<br>January 19-22        | 曼徹斯特 Destinations Show 消費者旅展<br>Participated in the Manchester Destinations Travel Show.                                   |
| 2 月 2 日~2 月 5 日<br>February 2-5           | 倫敦 Destinations Show 消費者旅展<br>Participated in the London Destinations Travel Show.                                         |
| 2 月 3 日<br>February 3                     | 2012 觀光節慶祝大會於圓山大飯店舉行<br>Held the Tourism Festival Awards Ceremony at the Grand Hotel.                                      |
| 2 月 6 日~2 月 19 日<br>February 6-19         | 辦理文化主軸活動「2012 台灣燈會」<br>Celebration of the 2012 Taiwan Lantern Festival, a cultural-themed event.                           |
| 2 月 17 日~2 月 19 日<br>February 17-19       | 2012 印度 OTM 旅展<br>Participated in India's 2012 Outbound Travel Mart (OTM).                                                 |
| 2 月 17 日~2 月 19 日<br>February 17-19       | 2012 菲律賓旅展<br>Participated in the Philippines 2012 Travel Tour Expo.                                                       |
| 2 月 21 日~2 月 22 日<br>February 21-22       | AIME 澳洲獎勵旅遊展<br>Participated in the Asia-Pacific Incentives and Meetings Expo (AIME) in Australia.                         |
| 2 月 23 日~2 月 26 日<br>February 23-26       | 2012 泰國春季旅展<br>Participated in the Spring 2012 Thai International Travel Fair.                                             |
| 2 月 24 日~2 月 26 日<br>February 24-26       | 2012 新加坡春季旅展<br>Participated in the Spring 2012 Singapore NATAS Travel Fair.                                               |
| 3 月 5 日~3 月 11 日<br>March 5-11            | 德國 ITB 柏林旅展暨觀光推廣活動<br>Participated in the ITB Berlin Travel Trade Show, along with related tourism promotional activities. |
| 3 月 12 日~3 月 15 日<br>March 12-15          | 2012 邁阿密郵輪展<br>Participated in the 2012 Seatrade Cruise Shipping Convention in Miami.                                      |
| 3 月 16 日~3 月 18 日<br>March 16-18          | 2012 馬來西亞春季旅展<br>Participated in the Spring 2012 MATTA Fair.                                                               |
| 3 月 24 日~3 月 25 日<br>March 24, 25         | 辦理生態主軸活動「2012 鷹揚八卦」<br>Held eagle-watching activities, an ecological-themed event, at Bagua.                               |
| 4 月 2 日<br>April 2                        | 賴瑟珍局長卸任，新任局長謝謂君接任<br>David Hsieh succeeded Janice Lai as director-general of the Tourism Bureau.                           |
| 4 月 6 日<br>April 6                        | 南區國際光點計畫啟動記者會<br>Held a press conference to mark the start of the Southern Region International Spotlight Project.         |
| 4 月 11 日<br>April 11                      | 「臺灣十大觀光小城」行銷發表會<br>Held a promotional press conference for the Tourism Bureau's top 10 Taiwan tourism towns.               |
| 4 月 20 日~4 月 22 日<br>April 20-22          | 2012 PATA 亞太旅遊協會理事會<br>Participated in the 2012 annual meeting of the Pacific Asia Travel Association.                     |
| 4 月 21 日<br>April 21                      | 東南亞宣傳－Time for Taiwan 群星演唱會<br>The Time for Taiwan Concert publicized Taiwan across Southeast Asia.                        |

| 時間 Date                           | 活動 Event                                                                                                                                                                                                  |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 月 22 日~4 月 27 日<br>April 22-27  | 於臺北辦理 APEC 第 40 屆觀光工作小組會議<br>Held the 40th APEC Tourism Working Group Meeting in Taipei.                                                                                                                  |
| 4 月 28 日<br>April 28              | 陸客自由行第二波新增試點 6 個城市（廣州、南京、天津、杭州、重慶、成都）正式啓動<br>Launched the second wave of the Free Independent Travelers program and added six new cities (Guangzhou, Nanjing, Tianjin, Hangzhou, Chongqing, and Chengdu). |
| 4 月 28 日<br>April 28              | 辦理浪漫主軸活動「2012 南島族群婚禮」<br>Held the 2012 Austronesian Wedding, a romance-themed event.                                                                                                                      |
| 4 月 30 日<br>April 30              | 臺北松山—韓國金浦航線開航<br>Opened the Taipei Songshan — Seoul Gimpo flight route.                                                                                                                                   |
| 5 月 1 日~5 月 5 日<br>May 1-5        | 廣島花博觀光推廣活動<br>Participated in the Hiroshima Flower Festival, along with related tourism promotional activities.                                                                                           |
| 5 月 2 日~5 月 5 日<br>May 2-5        | 駐外辦事處秘書會議<br>Held an overseas office secretaries meeting.                                                                                                                                                 |
| 5 月 4 日<br>May 4                  | 「台灣好行」榮獲行政院研考會「第 4 屆政府服務品質獎」<br>The Research, Development and Evaluation Commission honored the Tourism Bureau's shuttle bus system at the Government Service Quality Awards.                             |
| 5 月 5 日~6 月 24 日<br>May 5-June 24 | 辦理樂活主軸活動「福隆國際沙雕藝術季」<br>Held the Fulong Sand Sculpture Festival, a LOHAS-themed activity.                                                                                                                  |
| 5 月 8 日~5 月 12 日<br>May 8-12      | 越南地區觀光推廣活動<br>Participated and organized special activities to promote tourism to Vietnam.                                                                                                                |
| 5 月 9 日<br>May 9                  | 簽署臺越觀光合作備忘錄<br>Taiwan and Vietnam signed a tourism cooperation memorandum.                                                                                                                                |
| 5 月 12 日~5 月 13 日<br>May 12, 13   | 辦理「2012 大鵬灣盃風帆橫渡小琉球全國錦標賽」<br>The 2012 Dapeng Bay national windsurfing championship saw windsurfers set sail for Liuqiu.                                                                                   |
| 5 月 18 日<br>May 18                | 臺灣觀光美食饗宴~感謝之夜<br>Held a thank-you banquet as part of a Taiwanese tourism feast.                                                                                                                           |
| 5 月 18 日~5 月 22 日<br>May 18-22    | 關西機場旅展暨觀光推廣活動<br>Participated in the Kanku Tabihaku at Kansai Airport, along with related tourism promotional activities.                                                                                 |
| 5 月 21 日~5 月 23 日<br>May 21-23    | IMEX 歐洲獎勵旅遊暨會議展<br>Participated in the Europe IMEX worldwide exhibition for incentive travel, meetings and events.                                                                                        |
| 5 月 23 日~5 月 25 日<br>May 23-25    | 第 27 屆臺韓觀光交流會議（高雄，5 月 24 日）<br>Held the 27th Taiwan-Korea tourism conference (in Kaohsiung on May 24).                                                                                                    |
| 6 月 6 日~6 月 11 日<br>June 6-11     | 2012 韓國旅展（KOTEA）及觀光推廣活動<br>Participated in the 2012 KOTFA Korea World Travel Fair, along with related tourism promotional activities.                                                                     |
| 6 月 7 日~6 月 11 日<br>June 7-11     | 2012 日本北海道 (YOSAKOI SORAN) 街舞觀光推廣活動<br>Promoted tourism at the 2012 Yosakoi Soran Street Fest.                                                                                                            |
| 6 月 9 日~6 月 12 日<br>June 9-12     | 2012 香港國際旅展<br>Participated in the 2012 Hong Kong International Travel Expo.                                                                                                                              |
| 6 月 17 日<br>June 17               | 辦理樂活主軸活動「2012 年秀姑巒溪泛舟觀光活動」<br>Held the 2012 Siougulan River White Water Rafting Tour, a LOHAS-themed event.                                                                                               |
| 6 月 30 日<br>June 30               | 辦理浪漫主軸活動「浪漫西拉雅夏的戀」儀式揭幕<br>The Siraya National Scenic Area hosted an event based on summer romance in Siraya.                                                                                              |
| 7 月 4 日<br>July 4                 | 辦理「觀光小城~永續經營與發展」研習會<br>Held a seminar to discuss sustainable operations and development of small tourist towns.                                                                                           |
| 7 月 5 日~7 月 7 日<br>July 5-7       | 第五屆臺日觀光高峰論壇（花蓮，7 月 6 日）<br>Held the 5th Taiwan-Japan tourism summit (in Hualien on July 6).                                                                                                               |
| 7 月 6 日~7 月 8 日<br>July 6-8       | 馬來西亞檳城旅展<br>Participated in the MATTA Fair in Penang.                                                                                                                                                     |
| 7 月 10 日~7 月 14 日<br>July 10-14   | 駐外辦事處主任會議<br>Held an overseas office directors meeting.                                                                                                                                                   |

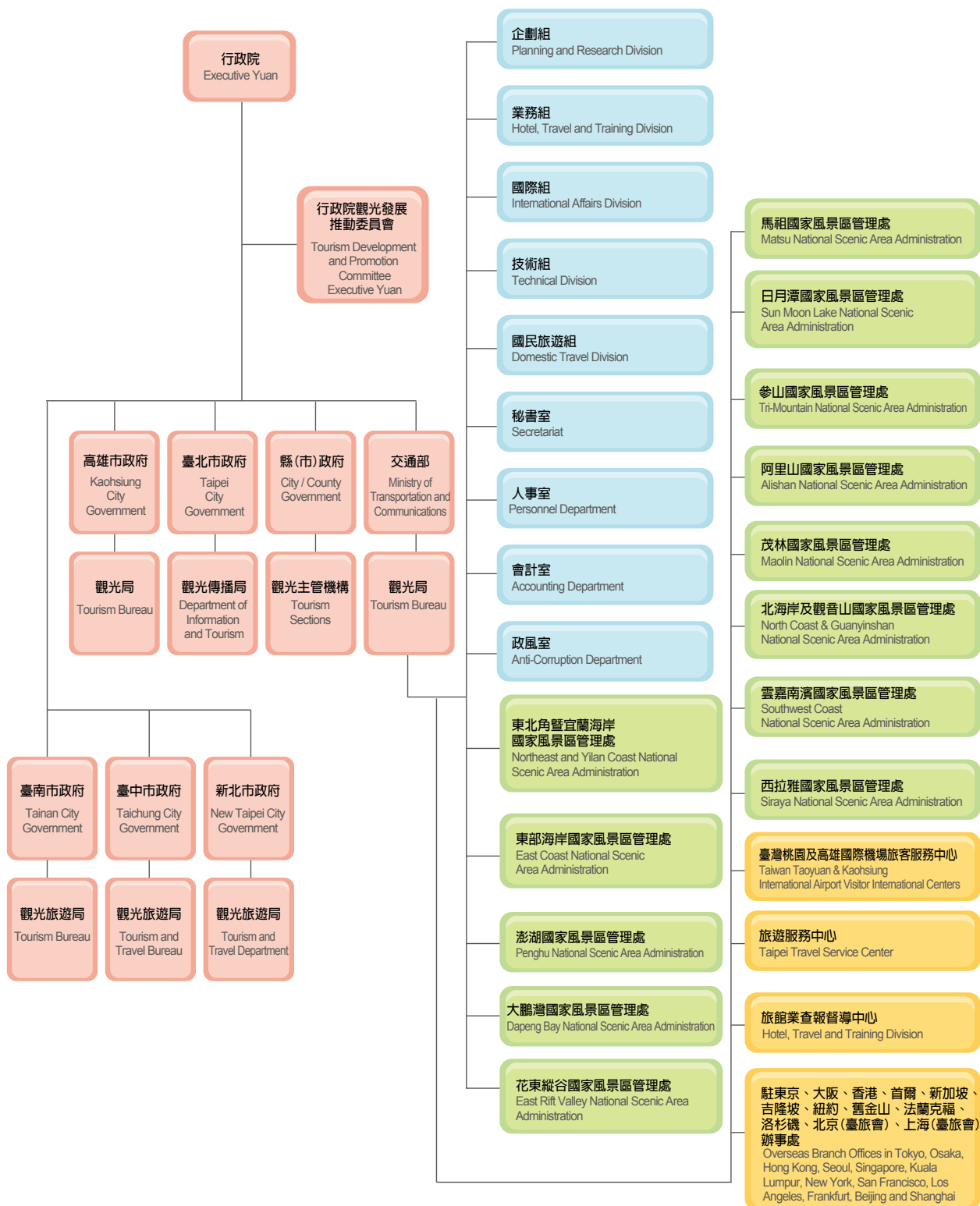
| 時間 Date                             | 活動 Event                                                                                                                                                                                                                                                                                                |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7月24日<br>July 24                    | 亞太經濟合作會議第7次觀光部長會議在俄羅斯伯力舉行，臺灣方面由交通部部長毛治國、觀光局局長謝謂君等人參加<br>Transportation Minister Mao Chi-kuo and Tourism Bureau Director-General David Hsieh attended the 7th APEC Tourism Ministerial Meeting in Russia's Khabarovsk.                                                                                   |
| 7月26日<br>July 26                    | 「台灣觀光巴士」產品更名為「台灣觀巴」<br>The Taiwan Tour Bus received an updated Chinese name.                                                                                                                                                                                                                            |
| 8月1日~8月7日<br>August 1-7             | 日本東北祭典推廣<br>Promoted tourism at religious festivals in northeast Japan.                                                                                                                                                                                                                                 |
| 8月7日~8月13日<br>August 7-13           | 第四屆海峽兩岸觀光交流圓桌會議暨參訪<br>Held the 4th Cross-Strait Tourism Round Table Conference.                                                                                                                                                                                                                         |
| 8月14日<br>August 14                  | 馬祖「南竿遊客中心」開幕啓用<br>Opened the Nangan Visitor Information Center on Mazu.                                                                                                                                                                                                                                 |
| 8月16日~8月19日<br>August 16-19         | 2012 泰國秋季旅展<br>Participated in the Autumn 2012 Thai International Travel Fair.                                                                                                                                                                                                                          |
| 8月17日~8月20日<br>August 17-20         | 辦理美食主軸活動「2012 臺灣美食展」<br>Announced results of a competition among caterers of tour group meals.                                                                                                                                                                                                          |
| 8月24日~8月26日<br>August 24-26         | 2012 新加坡秋季旅遊展<br>Participated in the Autumn 2012 NATAS Travel Fair.                                                                                                                                                                                                                                     |
| 8月24日~8月26日<br>August 24-26         | 2012 中國北方旅遊交易會<br>Participated in the 2012 North China Travel Fair.                                                                                                                                                                                                                                     |
| 8月30日~9月3日<br>August 30-September 3 | 韓國釜山旅展暨觀光推廣活動<br>Participated in the Busan Travel Fair, along with related tourism promotional activities.                                                                                                                                                                                              |
| 8月30日<br>August 30                  | 配合「Time for Taiwan」發表，辦理日文副標選拔活動及發表記者會，提高新品牌在日知名度<br>As part of the "Time for Taiwan" promotion, the Tourism Bureau held an activity to choose an auxiliary Japanese slogan so it could improve publicity in Japan.                                                                                     |
| 9月7日~9月9日<br>September 7-9          | 馬來西亞秋季旅展暨觀光推廣活動<br>Participated in the Autumn 2012 MATTA Fair, along with related tourism promotional activities.                                                                                                                                                                                       |
| 9月13日~9月19日<br>September 13-19      | 福岡亞洲太平洋祭及觀光推廣活動<br>Participated in the Asian Pacific Festival Fukuoka, along with related tourism promotional activities.                                                                                                                                                                               |
| 9月16日~9月23日<br>September 16-23      | 澳洲地區觀光推廣活動<br>Participated in and organized special activities to promote tourism to Australia.                                                                                                                                                                                                         |
| 9月17日~9月19日<br>September 17-19      | 法國 TOP RESA 旅遊展<br>Participated in the Top Resa: International French Travel Market.                                                                                                                                                                                                                    |
| 9月18日~9月24日<br>September 18-24      | 東京世界旅遊博覽會 JATA 及辦理觀光推廣活動<br>Participated in the JATA Travel Showcase in Tokyo, along with related tourism promotional activities.                                                                                                                                                                       |
| 9月21日<br>September 21               | 結合京急線彩繪電車廣告，於品川、橫濱、成田、羽田、日暮里、上野等6個車站辦理「一日車站長任命式」臺灣觀光推廣活動<br>As part of the advertisements on Japan's Keikyu Line train carriages, the Tourism Bureau held the "station master for a day" Taiwan tourism promotional activity at Shinagawa, Yokohama, Narita, Haneda Airport, Nippori and Ueno stations. |
| 9月25日~9月30日<br>September 25-30      | 亞太旅遊協會 PATA 理事會暨旅遊交易會<br>Participated in the Pacific Asia Travel Association (PATA) Board Meeting and Travel Mart.                                                                                                                                                                                      |
| 9月26日~9月28日<br>September 26-28      | 亞洲郵輪大會(上海)<br>Participated in the All Asia Cruise Convention in Shanghai.                                                                                                                                                                                                                               |
| 10月1日<br>October 1                  | 啓動野柳地質公園團客尖峰分流計畫<br>Beginning of restricted access to Yehliu Geopark during peak visitor times.                                                                                                                                                                                                         |
| 10月1日<br>October 1                  | 頒獎表揚 101 年度國家風景區督導考核績優單位(日月潭、東部海岸、參山等3管理處)<br>National scenic areas that performed superbly in 2012 evaluations were honored (including the Sun Moon Lake, East Coast, and Tri-Mountain national scenic area administrations).                                                                          |
| 10月2日~10月4日<br>October 2-4          | IT&CMA 亞洲獎勵旅遊暨會議展<br>Participated in the IT&CMA Incentive Travel & Conventions, Meetings Asia.                                                                                                                                                                                                          |
| 10月4日~10月8日<br>October 4-8          | 三重縣安濃津 YOSAKOI 街舞觀光推廣活動<br>Participated in a Yosakoi street dance festival in Japan's Mie prefecture.                                                                                                                                                                                                   |
| 10月10日<br>October 10                | 辦理樂活主軸活動「2012 日月潭國際花火音樂嘉年華」<br>Held the 2012 Sun Moon Lake International Fireworks Music Festival, a LOHAS-themed event.                                                                                                                                                                                |



| 時間 Date                                 | 活動 Event                                                                                                                                                                                                                                                             |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 月 11 日 ~10 月 12 日<br>October 11, 12  | 辦理浪漫主軸活動「2012 阿里山新印象－神木下婚禮山海戀」<br>Held the 2012 Love in Alishan wedding ceremony, a romance-themed event.                                                                                                                                                            |
| 10 月 14 日 ~10 月 21 日<br>October 14-21   | 辦理文化主軸活動「東港迎王平安祭」<br>Held the Donggang King Boat Festival, a cultural-themed event.                                                                                                                                                                                  |
| 10 月 20 日<br>October 20                 | 辦理樂活主軸活動「2012 台灣好湯 - 溫泉美食嘉年華」啟動儀式<br>Opend the 2012 Taiwan Hot Spring & Fine Cuisine Carnival.                                                                                                                                                                       |
| 10 月 26 日 ~10 月 29 日<br>October 26-29   | 辦理 ITF 臺北國際旅展<br>Held the Taipei International Travel Fair (ITF).                                                                                                                                                                                                    |
| 10 月 26 日 ~10 月 29 日<br>October 26-29   | 第 7 屆海峽兩岸臺北旅展<br>Held the 7th Cross-Strait Taipei Travel Fair.                                                                                                                                                                                                       |
| 11 月 5 日 ~11 月 9 日<br>November 5-9      | 2012 年倫敦旅展及觀光推廣活動<br>Participated in the 2012 World Travel Market in London.                                                                                                                                                                                         |
| 11 月 10 日 ~11 月 18 日<br>November 10-18  | 辦理樂活主軸活動「2012 臺灣自行車節」<br>Held the Taiwan Cycling Festival, a LOHAS-themed event.                                                                                                                                                                                     |
| 11 月 15 日<br>November 15                | 觀光局駐上海辦事分處開幕<br>Opened new a Tourism Bureau branch in Shanghai.                                                                                                                                                                                                      |
| 11 月 15 日 ~11 月 18 日<br>November 15-18  | 2012 中國國際旅遊交易會 (CITM)<br>Participated in the China International Travel Mart.                                                                                                                                                                                        |
| 11 月 17 日<br>November 17                | 辦理生態主軸活動「2012~2013 雙年賞蝶系列活動」開幕式<br>Opened the 2012-2013 Maolin Purple Butterfly Valley: Two Year Butterfly Viewing Event, an ecological-themed activity.                                                                                                             |
| 11 月 17 日 ~11 月 18 日<br>November 17, 18 | 辦理文化主軸活動「2012 年鯤鯓王平安鹽祭」<br>Held the Kungshen Wangye's Salt of Peace Festival, a cultural-themed event.                                                                                                                                                               |
| 11 月 20 日 ~11 月 25 日<br>November 20-25  | 第一屆臺越觀光合作會議<br>Attended the first Taiwan and Vietnam tourism cooperation conference.                                                                                                                                                                                 |
| 11 月 24 日 ~11 月 25 日<br>November 24, 25 | 辦理浪漫主軸活動「臺灣幸福 100~ 月老之旅活動」<br>Held the 100-City of L.O.V.E., a romance-themed event.                                                                                                                                                                                 |
| 11 月 27 日 ~11 月 28 日<br>November 27, 28 | 臺星觀光交流會議<br>Attended the Taiwan and Singapore tourism cooperation meeting.                                                                                                                                                                                           |
| 11 月 27 日 ~11 月 29 日<br>November 27-29  | EIBTM 歐洲獎勵旅遊暨會議展<br>Participated in the EIBTM Global Meetings & Events Exhibition.                                                                                                                                                                                   |
| 11 月 30 日<br>November 30                | 馬英九總統於總統府舉辦與觀光產業團體對話會議<br>President Ma Ying-jeou joined a meeting at the Presidential Office with organizations involved in the tourism industry.                                                                                                                    |
| 12 月 1 日 ~12 月 2 日<br>December 1, 2     | 韓國地區代言人陳意涵、趙正錫出席「撲通撲通 24 小時臺灣」微電影首映會 (首爾 COEX MAGABOX、釜山 Centum City CGV)<br>Bureau spokespeople for the Korea region, Ivy Chen and Jo Jung-suk, attended screenings of a micro-movie on travel in Taiwan at the COEX Megabox in Seoul and Centum City CGV in Busan. |
| 12 月 8 日 ~12 月 9 日<br>December 8, 9     | 第 10 屆舞之祭 IN 台灣 - 台日傳統藝術交流活動<br>A Taiwanese and Japanese traditional dance festival took place in Taiwan and celebrated its 10th anniversary.                                                                                                                        |
| 12 月 9 日<br>December 9                  | 梨山賓館重新開幕<br>Held a ceremony to mark the reopening of Lishan Guest House.                                                                                                                                                                                             |
| 12 月 18 日<br>December 18                | 美食主軸活動「2012 臺灣團餐大車拼」辦理成果發表會<br>The Tourism Bureau announced results of a competition among caterers of tour group meals.                                                                                                                                             |
| 12 月 18 日<br>December 18                | 來臺旅客達到 700 萬人次<br>Inbound tourist arrivals surpassed 7 million for the year.                                                                                                                                                                                         |
| 12 月 22 日<br>December 22                | 「野柳自然中心」揭牌<br>Opening of the Yehliu Nature Center.                                                                                                                                                                                                                   |
| 12 月 27 日<br>December 27                | 香港來臺旅客達成年度百萬人次<br>Inbound tourist arrivals from Hong Kong surpassed 1 million for the year.                                                                                                                                                                          |
| 12 月 28 日<br>December 28                | 辦理「臺灣觀光年曆」品牌發表會<br>Held a promotional event for the "Time for Celebration — Taiwan Tourism Events" calendar.                                                                                                                                                         |

## 二、觀光行政機關組織系統表

### II. Organizational System of Tourism Administration



### 三、交通部觀光局國家風景區管理處

#### III. 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

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Tel: +886-2-2499-1115

##### 交通部觀光局東部海岸 國家風景區管理處

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<http://www.eastcoast-nsa.gov.tw/>  
Tel: +886-89-281-530

##### 交通部觀光局澎湖 國家風景區管理處

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<http://www.penghu-nsa.gov.tw/>  
Tel: +886-6-921-6521

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<http://www.dbnsa.gov.tw/>  
Tel: +886-8-833-8100

##### 交通部觀光局花東縱谷 國家風景區管理處

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##### 交通部觀光局馬祖 國家風景區管理處

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<http://www.Mazu-nsa.gov.tw/>  
Tel: +886-836-25630



交通部觀光局日月潭  
國家風景區管理處

**Sun Moon Lake National Scenic Area  
Administration, Tourism Bureau, MOTC**  
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<http://www.sunmoonlake.gov.tw/>  
Tel: +886-49-285-5666

交通部觀光局參山  
國家風景區管理處

**Tri-Mountain National Scenic Area  
Administration, Tourism Bureau, MOTC**  
41341 臺中市霧峰區中正路 738 號  
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Taiwan, R.O.C.  
<http://www.trimt-nsa.gov.tw/>  
Tel: +886-4-2331-2678

交通部觀光局阿里山  
國家風景管理處

**Alishan National Scenic Area Administration,  
Tourism Bureau, MOTC**  
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No. 3-16, Chukou, Chukou Village, Fanlu Township  
Chiayi County, 60246, Taiwan, R.O.C.  
<http://www.ali-nsa.net/> <http://www.ali-nsa.gov.tw/>  
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交通部觀光局茂林  
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Tourism Bureau, MOTC**  
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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, Tourism Bureau, MOTC**  
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交通部觀光局雲嘉南濱海  
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**Southwest Coast National Scenic Area  
Administration, Tourism Bureau, MOTC**  
72742 臺南市北門區北門里舊埕 119 號  
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City, 72742, Taiwan, R.O.C.  
<http://www.swcoast-nsa.gov.tw/>  
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交通部觀光局西拉雅  
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