

放送國家公園之美

Promoting the Beauty of National Parks

玉山票選世界新七大自然奇景的行銷心得分享

Sharing Thoughts on Marketing Yushan in the New 7 Wonders of Nature Campaign

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「如果想要保留，我們必需先學會真正的珍惜。」

“To preserve, we must first learn to cherish.”

上述引言是「世界新七大自然奇景」網路票選活動宗旨，也與台灣國家公園經營理念相近。因此，玉山國家公園管理處不僅成功引起國人熱烈討論、投票，更讓國土保育、環境教育的概念，順利向下紮根……

「世界新七大自然奇景」這項國際性活動，將歷經3年4階段之票選與審查，預定於2011年、由全球近10億網友票選出世界新七大自然奇景，而台灣玉山已入圍最後階段總決選活動。

多國語言 行銷國際

這項票選活動是國際性且日程冗長熱度維持不易，所以玉管處組成團隊研議出多種宣傳與行銷計畫，依規畫期程各項活動一一登場。包括初期製作網路投票步驟、印製羅馬旗、單車三角旗等宣傳旗幟、廣發8種語言、不同長度的玉山宣傳DVD，為活動暖身。

為了吸引更多民衆參與而提供豐富3C產品的階段性摸彩，並透過13種語言向世界廣播玉山之美的有獎徵答。經各新聞媒體、報章雜誌、網路世界的熱情傳送，玉山參與N7W成為了民衆關注的話題，加上「中華台北」、「玉山鄉長江」的議題被熱烈討論著，增加了玉山參與本活動的能見度。

沒有贊助 小兵立功

期程中因為活動規定，企業贊助必須退出，玉管處緊急因應，「玉山宣傳大使」活動立即開展。本活動結合民間的力量與創意，運用年輕人的活力與熱忱，透過無名小站「玉山宣傳大使集合」部落格為宣傳平台，短短3個月超過3萬人次閱覽。「玉山宣傳大使單車環島宣傳」15天內拜會各界知名人士，探訪鄉鎮社區、大專院校，與國人分享交流玉山園區內特有景觀、生態環境、人文資產等珍貴資源；藉單車環島向國人宣傳節

This is the theme of the New7Wonders of Nature worldwide voting campaign, and is similar to the operating philosophy of the national parks in Taiwan. The Yushan National Park Headquarters induced the people of Taiwan to participate in the discussion and voting activities, embedding the ideas of land conservation and environmental education in their hearts.

After a three-year, four-stage voting and reviewing process, the new seven wonders of nature will be determined in 2011. After 1 billion votes being cast, Yushan of Taiwan has made the finalist list.

Worldwide Multilingual Marketing

It is difficult to maintain people's interests in an international and lengthy campaign like the N7W of Nature, which is why the YSNP Headquarters devised a variety of promotion and marketing activities including producing and distributing flags, pennants, and DVDs in 8 different languages to warm up its participation.

To encourage more public participation, lucky draws were held, and prize give-away quizzes were broadcast to the world in 13 languages. Through news media and the Internet, the involvement of Yushan in the N7W of Nature race has become a passionate topic of concern. Debates about whether Yushan should be listed under “Chinese Taipei” and the bundling of Yushan and Yangtze River in the campaign have also made Yushan more visible.

The Efforts of Individuals over Corporate Sponsorships

As the campaign rules prohibit corporate sponsorships in all promotional activities, YSNP Headquarters initiated the Yushan Promotional Ambassador Project, which relied on the creativity of the public as well as the enthusiasm of youths. Its blog attracted 30,000 viewers in merely three months. In a 15-day trip, the Round-Island Bicycle Tour of the Yushan Promotional Ambassadors visited famous personalities as well as

能減碳、環保愛地球的觀念，替地球永續發展盡一份力！

為讓廣大的新住民一起投入票選，玉管處舉辦「玉山最美、台灣尚讚」新台灣人投玉山一票展演活動。教育部也配合活動進行，籲請各級學校聯結玉山國家公園網站廣為宣傳，連偏遠地區的中小學生都參與票選活動，2009年大學指考將玉山參與 N7W 列為英文試題，為玉管處的行銷成果，做了極大的鼓舞及肯定！

多元宣傳策略

運用政府與民間的宣傳力量及結合網路世界「無遠弗屆」與「及時」的行銷方法，讓整體行銷玉山與宣傳投票的策略奏效，不但晉級且獲得國際專家學者的肯定，進入最後決選的世界前28強。經過半年多的宣傳與行銷玉山經驗證明，多元宣傳策略與行銷管道的開發，可以讓國家公園的美被世人了解、體驗並珍惜。

政府許多出版品均非常優良，唯受限行銷管道之開發，無法「普及化」及「大眾化」，如能廣佈通路將可使它的感染力更加擴散。目前國家公園文宣出版品、影片、網站等正朝這個方向努力發展。另國家公園網站如能更接近民衆的需求，以分眾導覽方式朝互動式網頁設計，讓民衆能在最短時間從線上體驗國家公園之美，再搭配豐富的園區活動，必能深化及廣攬國人一起加入守護珍貴寶地的行列。

筆者長期服務於玉山國家公園，深知「生態與安全」是玉山經營管理的磐石，形塑台灣聖山，積極行銷玉山與世界接軌是努力的目標。「守護是前提，行銷為發展」，也是首創10位各行各業代表擔任「玉山守護大使」與7位「玉山宣傳大使」的意涵所在。秉承歷任處長豐富的經驗與經營成效，我們以「生態玉山」、「安全玉山」、「台灣聖山」、「國際名山」為玉山四大願景，就是兼具守護與行銷的經營理念。參與 N7W 活動對玉山具有正面行銷與國際接軌的功能。國家公園同仁守護園區之外尚需適度的行銷國家公園之美，才能喚起廣大民衆一起捍衛美麗的國土。 (圖)

communities and colleges, and shared the unique scenery, ecological environment, and cultural heritage of Yushan with the public. Touring by bicycle is also a statement of energy saving and environmental protection.

To encourage voting, YSNP Headquarters held an exhibition highlighting the beauty of Yushan. Schools were encouraged to place a link to the YSNP website on their respective homepages, and students in remote areas have also cast their votes. Moreover, Yushan's involvement in the campaign was referred to in the test questions of the college entrance examination in 2009, which is a recognition of the marketing efforts of the YSNP Headquarters.

Diverse Promotion Strategies

By combining the promotional strengths of the government and the public, and by taking advantage of the boundless and real-time marketing tactics of the Internet, YSNP Headquarters has successfully brought Yushan into the final round of the race. As demonstrated by the six months of marketing Yushan, by cultivating diverse promotion strategies and marketing channels, the beauty of national parks can be understood and cherished by people everywhere.

Many government publications are excellent in quality but have difficulty finding popular appeal due to limited marketing channels. Now, national parks are aiming to widen distribution for their publications and films. The websites of national parks should be more oriented toward the needs of the public. Additionally, an abundance of park activities will certainly attract more devotees in the preservation of precious environmental resources.

“Ecology and safety” are the two foundations upon which YSNP Headquarters stands, while the goals it pursues are cementing the status of Yushan as the sacred mountain of Taiwan and marketing Yushan to the world. “Preservation is a prerequisite; marketing is for development.” This is what the recruitment of 10 Yushan Preservation Ambassadors and 7 Promotional Ambassadors all about. The four visions for Yushan—Ecological Yushan; Safe Yushan; the Sacred Mountain of Taiwan; and Internationally Renowned Mountain—combine the ideas of preservation and marketing. Participating in the N7W campaign helps promote the visibility of Yushan and market it to the world. National park employees should also aptly market the beauty of national parks so as to inspire the public to safeguard our homeland. (圖)

陳隆陞處長簡介

Profile of Director Lung-sheng Chen

自1986年起任職於玉山國家公園管理處技士、課長、秘書、副處長至今。曾赴世界各地暨美國數十座國家公園研習考察經營管理。任職期間著有《玉山觀石》及擔任《迷霧中的王者 - 帝雉》、《螢火蟲》、《台灣珍禽 - 藍腹鵲》等國內外得獎生態影片策劃製作。

Since 1986, Lung-sheng Chen has served in the YSNP Headquarters as technical specialist, chief, secretary, deputy director, and director. He has visited dozens of national parks around the world and in the U.S. to observe and study their operation and management. He wrote *Appreciating Rocks at Yushan* and produced many award-winning ecological documentaries, including *King of the Mist - Mikado Pheasant*, *Fireflies*, *Rare Bird of Taiwan - Swinhoe's Blue Pheasant*, etc.

