

國家公園資深從業人員歷程紀實

On the Career of Senior Staffs in National Parks

永遠的代言人

The Eternal Voice of National Parks

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特別感謝 Special thanks to / 玉山國家公園曾惠香主任 Director Huei-hsiang Tseng of Yushan National Park、太魯閣國家公園林茂耀先生 Mr. Mao-yao Lin of Taroko National Park、墾丁國家公園林瓊瑤小姐 Ms. Cyong-yao Lin of Kenting National Park

自第一座——墾丁國家公園成立以來，將近30年的演進發展，國家公園的山光水色已成為許多人共同的記憶。

只是，大山大水、豐富生態並不會自我介紹，得仰賴一群人用盡心思，積極規劃許多文宣物的製作，期能將大自然的精彩，藉由圖片文字的轉化，深刻地傳入讀者的心。

受限於篇幅，本期先收錄玉山、墾丁與太魯閣三座國家公園的資深從業人員，分享這些內容充實、品質精湛的文宣品，是如何創作出來的……

It has been nearly 30 years since Kenting National Park, the first of its kind in Taiwan, was established. From that on the picturesque scenery of Taiwan's national parks has become the collective memory of many people.

However, scenery can't speak for itself; rather, it is a group of dedicated people who, through words and pictures they put in the promotional prints, transmit the beauty of Nature to readers.

In this issue we take you to see how senior staff in Yushan, Kenting, and Taroko National Parks create the exquisite publications of high quality and rich contents.

美景渾然天成，如能透過不同型態文宣品的推介，讓美景與保育觀念更加深入人心。(本圖榮獲2009年玉山之美攝影比賽入選獎) / 玉管處提供，沈揮勝攝

The scenery is built by Nature. Through the introduction of different types of publications, the beauty of scenery and the importance of conservation can embed in people's heart. (This photo wins the excellence award of The Beauty of Yushan Photography Contest.) / Photo provided by YSNP, taken by Hui-sheng Shen



艱辛歲月 執著精神

曾惠香主任擔任國家公園的管理級職務，這樣的她，卻依舊謙虛低調。她所在乎的，只是該如何克盡職責地完成自己的本份，以及如何在時代的革新中，珍惜那份傳統精神的維繫與堅持。

一張舊照片 一段愛山印記——

玉山國家公園 曾惠香

對現任職於玉山國家公園南安管理站的曾惠香主任來說，玉山國家公園成立了多久，她放的情感就有多深。現任署長的玉管處首任處長葉世文，擇人用才的準則以「愛山」為出發，善用一群各有所才的愛山人士，在玉山每個角落深深踏下了真誠的足印。

「說真的，我一直覺得自己沒有什麼才能。」低調的曾主任十分謙虛。「葉署長說我很愛山，他就大膽用我，給我們充分的自由空間與目標，任我們去發揮。」

在1985年網路科技不盛行的年代，對同仁的信任的確創造出許多經典文宣品的誕生。長官以《玉山回首》而言，這本距今20餘年、將要絕版的人文調查紀錄輯，是許多當年有投入參與人的心中，最深刻難忘的記憶與成就。

「其實一開始，我們只是想找一張舊照片而已，沒想過會變成書。」當時在解說教育課任職的曾主任，為了找出鹿林山莊過去的歷史照片，循線從一位在阿里山氣象站服務大半生的郭永寬老先生身上，獲得許多日據時代園區發展珍貴的線索，對本僅是想取得照片的曾主任等一行人來說，無異是「天下掉下來的寶藏」，尋「寶」的工作就此展開。

Dedicated Despite All Difficulties

Despite her managerial position, Chief Hwei-hsiang Tseng remains deeply humble. What she care is how to fulfill her roles and uphold the traditional spirit in the current waves of innovation.

Hwei-hsiang Tseng of YSNP: A Vintage Photo Telling Her Love For Mountains

Tseng, who is now working at Nan-an Station of YSNP, saw her fondness for the Park grow since the Park's establishment. In fact the first Director of YSNP, Mr. Shih-wen Yeh, decided to hire those who truly love mountains, and it turned out that these mountain-lovers spread their love throughout Yushan as they performed their jobs.

"Honestly, I've always felt that I have no talent." said Tseng modestly. "Yeh said he hired me for my love for the mountains, and he gave us plenty of freedom to implement our ideas."

This trust indeed gave rise to many classic promotional publications back in 1985 when the Internet wasn't as prevalent. For example, *Reflections on Jade Mountain*, published over 20 years ago and soon to be out of print, was what the participants of its publication find most memorable and feel proud of.

"At first we were just trying to find a vintage photo and never expected that we would eventually publish a book," said Tseng, who was then in the Interpretation and Education Section. To find old photos of Lulin Lodge, Tseng's team managed to reach Mr. Yong-kuan Guo, who had been long serving in the Alishan Weather Station. They obtained from Guo much valuable information on the development of the park area during the Japanese occupation and this unexpected discovery inspired the team to dig more.



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1-2. 戴著老花眼鏡的高謙福先生(左)與林蔡婉女士(右)看著舊照片回憶往事。他們在曾主任製作《玉山回首》時，提供了許多協助 / 翻攝自《玉山回首》，玉管處提供

Both Mr. Qian-fu Gao (left) who wears presbyopic glasses and Ms. Cai-wan Lin (right) look at the old pictures, thinking of the past. They offered a lot of help when director Tseng was producing *Reflections on Jade Mountain*. / from *Reflections on Jade Mountain*, Photo provided by YSNP

3. 1956年的鹿林山測候站全景。為了一張舊照片，就這樣開啓了一段愛山印記 / 翻攝自《玉山回首》，玉管處提供

This is the full view of the weather station in Lulin lodge in 1956. One old picture starts the journey of Tseng's dedication to mountain. / from *Reflections on Jade Mountain*, Photo provided by YSNP

只是，在20幾年前資訊平台不建全的時代，該從何著手執行？

曾主任笑笑的說，因為大家都愛山，所以即便跑了無數次的圖書館、不下百次的走訪勘察、沒日沒夜的熬夜討論，對大家而言都是甘之如飴的付出。

不過，編輯作業該如何安排，才是真正的困難之處。

「每出一本書，就必須考慮到國家公園的意義與精神。如今許多設計者都是坐在電腦前，單就手上資料設計出自認為可以成交的『商品』，然而一旦心未投入，這些書籍充其量不過是個『物品』而已。」聽曾主任提起，當年本書的美工設計也有登山資歷，才能精確抓住設計風格，從這點就可見葉署長在人事安排上的用心之處。

曾主任舉例，像製作園區內生物型態的書籍，不應單單介紹物種的行為特徵，尚須結合該國家公園的精神、地理特性，比如遊客能在何處觀察到物種？台灣其他地方是否也有這物種的行跡？該如何讓讀者瞭解其出現在國家公園的意義與象徵？出版此書的真正目的又是什麼？如此不斷與作者與相關的專家學者溝通，才能達到國家公園相關出版品的編製意義。

「胼手胝足的時代，確實辛苦，可是反而建立了更多的革命情感。」曾主任感性的說。一本書、一首歌、一段紀錄影片，短短幾小時或幾分鐘就能聆賞完的作品背後，是無窮的心力與數年的執行。對曾主任來說，那段華路藍縷的歲月，不僅象徵著國家公園的成長，也是最珍貴無價的人生歷程與收獲。

But how did they do it 20 years ago when access to information wasn't as free?

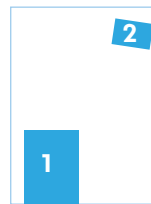
Tseng said that the team members all loved mountains so much that they relished their time spent in the library, numerous investigations and discussions around the clock.

But the real challenge lied in the editing task.

“The spirit of National Parks has to be taken into account with each book published. Many designers nowadays believe that they can design based merely on whatever they have in hand, but what is required is actually dedication. Without it, any publication will just end up an ordinary item.” In fact Yeh's hiring a graphic designer with mountaineering experience for the book revealed how thoughtful he was.

Tseng noted that books about the species inside the Park shouldn't be merely introductory, but should incorporate the spirit and the geographical features of the Park, so as to let readers be aware of the presence of the species as well as their significance as such. Much discussion with experts and scholars is needed in order to convey the meaning behind each publication.

“The time filled with painstaking work was difficult indeed, but it also strengthened our bond,” said Tseng. A book, a song, or a documentary that one can go through in just a short time actually represents the accumulation of years of efforts and dedication. To Tseng, the time of hardship has not only recorded the evolution of the Park, but also rendered the most valuable experience and rewards in her life.



1. 帶遊客徜徉國家公園是解說員的職責，而企劃文宣品讓未能親臨的讀者體會國家公園之美，更是他們的重要使命(本圖榮獲2009玉山之美攝影比賽佳作獎) / 玉管處提供，凌鈺惠攝

Interpreters' job is guide visitors around national parks. When they plan publications, their important mission is to let the readers who can't see the beauty of national parks in person can feel it in the publications and be touched. (This photo wins the excellence award of The Beauty of Yushan Photography Contest.) / Photo provided by YSNP, taken by Yu-hui Ling

2. 玉山國家公園創立初期的路程雖然艱辛，卻也建立最深刻的革命情感 / 內政部營建署提供

The primary stage of Yushan National Park's foundation was tough, but the most profound affections were built among everyone since then. / Photo provided by CPAMI



親近解說 隨侍在側

林瓊瑤與林茂耀分別為墾丁與太魯閣國家公園的資深解說員。長期與遊客做第一線接觸的他們，更能從互動中去瞭解遊客真正想要的是什麼，以及該用怎樣的方式去做更有意義的教育傳達。

用記錄故鄉的心情作文宣——

墾丁國家公園 林瓊瑤

在墾丁國家公園管理處已服務20多年的林瓊瑤，中文系畢業的她是個道地的恆春人，負責出版品的編輯工作很稱職。1987年，她有幸與當地的攝影師王慶華先生，以及余光中、蔣勳、鍾玲、羅青等詩人合作編撰《墾丁國家公園攝影詩文集》，讓她能親炙攝影家粗獷不羈的風格，對故鄉土地的細膩詮釋，以及詩人們靜觀自然、詩意泉湧胸壑的丰采。

2000年，當她得知有一批私人收藏、攝於1904年的老照片時，心中暗暗期待能為故鄉保留這些珍貴的歷史畫面。但是，歷經一個世紀的泛黃照片，只有簡單的標題，並沒有詳細的解說，為了解讀這些照片，她遍查史料、圖書館，並請當地耆老協助確認。為了對照恆春半島的過去與現在，還特別請同事到拍照原址同樣的角度

Interpreters Close to the Public

Both Cyong-yao Lin and Mao-yao Lin are senior interpreters in KTNP and TNP. As the first line of contact with park visitors, they get to understand what visitors really want and how they can get ideas and meanings across in a more effective way.

Cyong-yao Lin of KTNP: Publications Recording Her Feelings for Hometown

Lin, a local from Hengchun and a competent editor, has been serving in KTNP for over 20 years. In 1987, she had the honor to work with local photographer Mr. Ching-hwa Wang and co-authored *Photo and Poetry Album of Kenting National Park* with poets such as Kuang-Chung Yu, Hsun Chiang, Ling Chung and Ching Lo. Through it she got to appreciate their respective styles and poetic interpretations for Nature.

In 2000, she learned that there were some privately collected old photos taken in 1904, which she hoped to retain for her hometown. But to interpret those faded photos with only titles but no descriptions wasn't easy. In order to provide detailed interpretations, she resorted to every means possible for assistance. Furthermore, in order to juxtapose the past and present of the Hengchun Peninsula, she had



再拍攝現況，佐以精鍊的詞句，述說一幕又一幕、人們所不知道的恆春過往。這本《半島今昔》也成為研究恆春歷史的重要典籍。

究竟有什麼秘訣，使得國家公園的出版品受到國人的青睞？林瓊瑤分析，多數參與國家公園出版品製作的人員，都曾從事解說的工作。由於身處第一線直接與民眾接觸，並常與自然相處的第一手體驗，因此能充分瞭解民眾的需求與自然的變化，所以在參與平面、視聽、解說牌和展示等解說媒體製作時，更能回應民眾的需求，使用親和力強的文字和視覺震撼力大的圖片。

墾管處文宣品多樣豐富，除彙編人文歷史外，針對民國60年中期盛行的捕候鳥歪風，為了提升保育觀念，用心規劃系列文宣，以教育來徹底終止獵殺。舉例來說，墾管處贈送保護候鳥的墊板給學童，讓小朋友因墊板上的可愛候鳥圖片，而產生惻隱之心，不會跟著大人去抓小鳥。除此，墾管處也設計過「大富翁」遊戲，讓候鳥變成主角去旅行，以寓教于樂的方式，讓小朋友從遊戲中認識候鳥的生態習性、天敵、食物、和遷徙途中可能遭遇的險阻等。

鷹群、恆春半島和墾丁國家公園，三者交織著生命與共的歷史情愫。而繼續維繫人類與大自然和諧關係，除了靠國家公園提供遊客自然體驗的文宣資訊外，更有賴於國人落實環境保育，讓過境台灣的候鳥，不再成為獵人槍下的亡魂。

文宣 是另一種解說方式 ——

太魯閣國家公園 林茂耀

以冰河遺跡、峽谷景色馳名中外的太魯閣國家公園，是許多國外人士來台必造訪之處，除了地質學上的特色，太魯閣還有高山景觀、原民風情及人文歷史遺跡。為了完整呈現太魯閣國家公園的特色，太管處規劃文宣品時都會考慮到中外遊客的需求。

her colleague take photos from exactly where the old ones were taken. Coupled with refined phrases, the photos tell unknown stories about Hengchun, and create an important book *The Peninsula: Then and Now*.

Commenting on what makes the publications of national parks so appealing, Lin noted that most staff have hands-on experience dealing with visitors, which allows them to better understand what visitors need. This, along with genial wording and eye-catching photos, is something to leverage on when they produce all forms of publications to respond to the needs of the public.

Among the various publications by KTNP, a noteworthy one is a series of materials aiming at curbing the hunting of migratory birds in mid 1970s and raising public awareness about conservation. The KTNP gave out desk mats printed with lovely pictures of migratory birds to pupils to arouse the students' sense of pity and discourage them from capturing the birds. Also a Monopoly game was designed to teach students about the birds' habitual behaviors, foods, enemies and possible threats along their migratory path.

The fate and the history of the birds, the Hengchun Peninsula and KTNP are so intertwined that to sustain this harmonious relationship between man and Nature, it takes not only promotional materials but also the implementation of conservation by every citizen so that migratory birds passing through Taiwan will no longer get killed under the gun.



Mao-yao Lin of TNP: Promotional Prints Are a Different Form of Interpretation

Known for its glacier remains and its canyons, TNP is a must-see for many foreign visitors. The Park's geological features, alpine landscape, aboriginal culture and historical relics are all the distinct features TNP strives to present in

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1-3. 《半島今昔》的成書，對林瓊瑤而言有著極為重大的意義 / 墾管處提供

The finishing of *The Peninsula: Then and Now* means a lot to Cyong-yao Lin. / Photo provided by KTNP

4. 墾丁國家公園文宣品種類豐富，還曾製作過兒童版的大富翁文宣，教導賞鷹觀念 / 賴宛靖攝

Among the various publications of KTNP, there is a Monopoly game which was designed for kids to teach them the conservation of eagles. / by Wan-ching Lai

5-7. 圖5為誤中陷阱的伯勞鳥，圖6為墾管處銷毀上千支鳥仔踏的儀式。圖7則為墾丁出版的賞鷹書籍。墾丁地區早年盛行的捕鳥風，透過文宣品的長期推廣，保育觀念已達的可期效益。 / 圖5-6 營建署提供，圖7 賴宛靖攝

Photo 5 is a Brown Shrike (*Lanius cristatus*) get trapped, photo 6 is the ceremony that KTNP destroyed thousands of "niaozita" (a trap designed to catch Brown Shrikes). Photo 7 are the books about eagles watching, published by Kenting. Hunting birds was popular in the early years in Kenting. By promoting publications over a long period of time, public's awareness of conservation finally has been raised. / Photo 5 & 6 provided by CPAMI, Photo 7 taken by Wan-ching Lai

國家公園解說員很多皆為攝影好手。本圖為某次帶領校外教學的解說活動時，林茂耀所隨手攝下的雲霧變化莫測太魯閣。他引導學生調適心情，以不同的角度來欣賞太魯閣之美 / 林茂耀攝
Many interpreters in national parks are good at photography. This photo is about Taroko in the cloud, which was taken by Mao-yao Lin accidentally while he was guiding a field trip and proceeding the interpretation. He led students to adjust their moods and appreciate the beauty of Taroko from a new angle. // by Mao-yao Lin



「國家公園兼具保育與遊憩的價值，我們不希望人們來到太魯閣只是在峽谷旁走走看看拍拍照，更希望人們深入了解太魯閣的過去、現在與未來。」

服務於太管處解說課已20餘年的林茂耀先生，曾花了兩年時間，撰寫《走進太魯閣——峽谷步道篇及合歡山步道篇》兩本書。「走」是這套書的重點，希望讀者由步道去領略太魯閣的美，時間不足的旅行團或許只能搭車在峽谷公路上走馬看花，但倘若能撥出更多時間，想用雙腳去認識太魯閣，這兩本書能提供完整的資訊，包含步道路線、貼心點出沿途觀察重點，隨身帶著，彷彿有位專屬的解說員陪您走上一段。

「這套書只是太魯閣眾多出版品中的一小部分，而出版品往往也是解說員們的『壓箱寶』，把平時講給遊客聽的資訊變成書籍，藉由不同型態傳播知識與觀念，也是國家公園解說員的工作之一。」

樸實親切是林茂耀的解說風格，他表示，服務於國家公園體系的解說員，大家的解說風格不盡相同，但最重要的是透過各種方式的解說，引導遊客親近、體驗自然，從大自然中得到感動，進而願意以行動一起珍惜自然環境。為了讓遊客了解國家公園，解說出版品便是重要的管道之一。

太魯閣的出版品琳瑯滿目，除了園區環境介紹的叢書，展現大山大水美態的攝影集，也有許多需花更多倍的時間心血才能完成的作品。「像是《山徑百年》、《蘇花道今昔》、《古今峽谷》等書，是以太魯閣地區的人文歷史為題，蒐集許多珍貴老照片，從一張張泛黃相片中了解太魯閣的過去。成書過程需要許多人文及台灣古道歷史專家一同參與，才能忠於事實完整呈現。」林茂耀說。

國家公園管理處是政府單位，對於出版內容更加要求，負責規劃這些書籍的解說員並不馬虎，反而用更嚴謹、更高規格的态度，出版每一本書，當讀者有機會接觸到這些出版品就會發現，原來，國家公園出版品就像園區裡的好山好水，處處令人驚艷。📖

promotional prints while taking into consideration different needs of visitors home and abroad.

“National Parks bear significance in conservation and recreation. I hope besides photo-taking, visitors can get to know the past, present and the future of TNP.”

Having served in TNP for over a decade, Lin spent two years writing two books in the series of *Walking into Taroko: Gorge Trail and Hehuan Mountain Trail*, with “walk” being the key word because Lin hopes that visitors can take a walk in the park and appreciate its beauty. The two books cover comprehensive information on trails and points to see and make readers feel as if there were an exclusive interpreter alongside.

“The series is just a small portion of the Park's many publications. Through these publications, interpreters transform the oral interpretation into written forms. In fact, such dissemination of knowledge and ideas is also part of interpreters' job responsibilities.”

Lin said despite the very different styles interpreters display, they all guide visitors to get closer to Nature, experience it, be touched by it and would in turn treasure it. To do that and help tourists better understand national parks, publications on the interpretations play a major role.

TNP publishes a wide array of materials including book series introducing the Park, photo collections showcasing the grandeur of mountains and waters, and great works requiring far more time and effort such as *Centennial Trails*, *Su-hua Road: Present and Past*, and *Taroko Gorge Then and Now- Changing Taroko*. Lin said, These titles feature the history of Taroko and its evolution, and their publication is the result of the collaboration between experts from the circle of humanities and of historic trails.

Given that national park headquarters are government bodies, the interpreters responsible for planning these publications adhere to a higher standard and a more careful manner. If readers can get to see for themselves these exquisite publications, they will soon find out that, just like the parks beautiful scenery that wows them, the publications themselves are just as amazing. 📖



《走進太魯閣》套書是太管處林茂耀解說員花了兩年光陰撰寫而成，詳細記錄每條步道裡可觀察到的動植物，內容極為紮實。(左)林茂耀提供，(右)賴宛靖攝

Mao-yao Lin of TNP spent two years writing the series of *Walking into Taroko* which cover detailed information about the animals and plants that can be seen on every trail. The content is quite rich. / Photo (left) provided by Mao-yao Lin, (right) by Wan-ching Lai