



特別企畫
Special Report

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永續生態旅遊打造保育新願景

Sustainable Ecotourism Generates a New Conservation Vision



背起行囊走進大自然去旅行，就是生態旅遊嗎？

這是個錯誤的想法，真正的生態旅遊應將關懷生態保育和地方社區福祉列為必要考量。請發自內心從尊重自然做起，走一趟知性與感性兼具的自然體驗之旅，讓旅客和自然生態之間和諧共處，成為一則定律。

Does an ecotour simply mean touring into the Nature?

It is wrong to think so. True ecotourism should involve ecological conservation as well as caring the benefits to local community. It starts with respecting the Nature through an experience filled with both sense and sensibility. Make it a rule that visitors stay in harmony with the Nature.

陽明山國家公園境內，一片美麗又充滿生機的草原。(陽管處提供 張正雄攝)
This beautiful field in YMSNP is full of vitality.
(by Cheng-hsiung Chang, provided by YMSNP)



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遊覽巴士載來一車滿滿的遊客，在導遊的帶領下進入台灣中海拔的森林步道，準備進行一趟「生態旅遊」的體驗行程。沿著步道走，進入略見陽光灑落的原始林，這時盤旋而來的山風帶來一群煤山雀，停駐在步道旁的山櫻樹上歇息。但在導遊的催促下，遊客經過樹下時，絲毫沒有感覺到煤山雀的存在，也沒機會抬頭看看樹上形狀漂亮的葉片、遠方群巒的山色，更沒用肌膚感受一下山林冷涼舒爽的氣溫、張耳聽聽鳥鳴風聲……。於是，他們錯過了大自然帶來的最棒感受。

最後抵達步道盡頭的瀑布溪流，導遊才開始簡單介紹當地環境。冰涼水流過的礫灘，卡著餅乾塑膠袋的碎片；溪畔旁的石頭還留有之前來訪遊客烤肉的火燒遺跡，把石頭搞得黑一塊、髒一角的；有位旅客發現地上長了一株野生蘭，準備挖起蘭花根部帶回家栽植，一旁的導遊、遊客見到也沒表示阻擋，還湊熱鬧地幫忙挖蘭花。還有幾位遊客向導遊嘟囔抱怨著：步道不平很難走、沒看到很好的景色、溪床很髒亂、都在走路實在很難玩……。大家肯定納悶極了，生態旅遊怎會無趣呢？

這樣的行程內容是目前台灣生態旅遊常見的狀況。中央研究院生物多樣性研究中心研究員劉小如感嘆說道，「生態旅遊」一詞在台灣，被大眾旅遊業者炒作之下，變成一個隨處可見，但是毫無意義的名詞。一般大眾對生態旅遊的認知有誤，而業者在操作上常較重視收益，導致生態旅遊非但未嘉惠台灣的自然資源保育，反而已經造成更多的破壞。

A group of visitors get off the tour bus and follow the tour guide into the forest at medium elevation, ready to experience a so-called “ecotour”. Rushed by the tour guide along the trail, the visitors never have a chance to see the coal tits that come by the wind and perch on the cherry trees. They don’t stop to observe the beautiful leaves and the blue mountains afar, or try to feel the cozy temperature and hear bird singing. They miss the best enjoyment that the Nature can offer.

Not until they reach the end of trail where a stream flows beneath the waterfall the tour guide begins to introduce the environment very briefly. The garbage left by other visitors can be seen all over. The rocks by the stream are blacken with smoke from previous BBQs. A visitor finds a wild orchid accidentally and wants to dig it out for planting at home while other visitors come for his help and the tour guide don’t even try to stop them. Several visitors complain that the trail is not smooth enough, the view is not good, the stream is filthy and it is not fun just walking all the way... People must be very confused that how an ecotour can be so boring.

This is a common case in current Taiwan ecotours. Lucia Liu, researcher of the Biodiversity Research Center, Academia Sinica says that ecotours have been manipulated by travel agencies and the term becomes a meaningless cliché. When people are misled by profit-oriented agencies, ecotourism causes only damages to Taiwan’s natural resource conservation instead of any help.



生態旅遊是一種對環境負責任的旅遊方式。(王培麟 攝)

Ecotourism is a travel with environmental responsibility.(by Peter Wang)

以保育和地方福祉為出發點

這幾年來，生態旅遊在台灣發展得如火如荼。然而，根據劉小如的觀察，許多人對生態旅遊的內涵仍舊懵懂不清，有人甚至認為「生態旅遊就是走進大自然去旅行」而已。事實上，「生態旅遊」這個名詞的背後，擁有很嚴肅的意義、很艱辛的發展過程，以及很重要的永續保育目的。

Start from Conservation and Local Welfare

Ecotourism has become very popular in Taiwan. However, according to Liu's observation, many people still don't have a clear understanding about ecotourism, and some even regard ecotourism merely as a trip into the Nature. As a matter of fact, the content of ecotourism refers to serious and significant meaning of sustainability and conservation.



生態旅遊的緣起，可能是兩種機緣的組合。其一，國外部分荒野保護區劃設的目的是為未來世代保護珍貴的資源，但因擔心受破壞，過去是不允許遊客進入這些地區，所以社會大眾並不知道這些地區珍貴在哪裡，於是有人就開始呼籲應該在不帶來破壞的狀況下，開放讓遊客欣賞和體驗。其二則必須追溯到1960~1970年代的經濟發展。當時，歐美各國因經濟起飛，民眾有能力從事娛樂活動，加上交通工具便利，使得觀光旅遊變成重要的休閒活動。大量觀光客湧入自然文化名勝或前往原住民部落參訪，人滿為患下，當地原生動植物受到人為活動過度干擾，旅遊旺季時的交通壅塞、旅遊據點附近的商業區不斷拓展，以及外來物種等問題不斷出現。

學者Hetzer在1965年提出「生態旅遊」(Ecological Tourism)的概念，希望文化、教育和旅遊業界能夠反省，針對旅遊地的文化與環境去發展一種衝擊最少，同時能給予當地居民適當的經濟效益，遊客也覺得滿意的生態旅遊方式。這段期間，經濟發展的巨輪並未停下腳步，依舊向大自然壓輾，使得原始物種、自然環境在極短的時間內，被人類逼到面對存亡的危險關頭。許多關心保育的人士與機構，心急如焚地到處尋找永續經營的新策略，期望能延緩自然失守的危機。

Ecotourism might originate from the combination of two causes. Firstly, some protected wilderness areas that did not allow tourism for the protection of precious resources from damage in the past but later are open to public appreciation and experience in response to the appeal from enthusiasts on condition that no damage may be inflicted on the environment. Secondly, the rapid economic growth from 1960s to 1970s in Western countries enabled the public to seek for recreation, and the development of transportation makes tourism a major activity at leisure. When massive tourists rushed into the reservations of aborigine tribes, the indigenous animals and plants were disturbed by the traffic, the expansion of commercial areas near the sites as well as the invasion of foreign species.

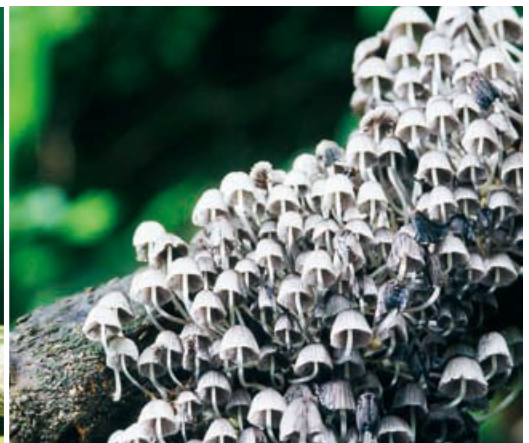
In 1965, Hetzer brought out the concept of Ecological Tourism with a hope that through a joint reflection by the culture, education and tourism industry to develop a least-impact tourism mode based on local cultural and environmental characteristics yet most satisfactory to local economy and visitors. The path of economic development never stops and the Nature is constantly suffered. As a result, many primary species and natural environments are forced by man to face the fate of extinction in a very short period. Many conservation activists and organizations are eager to find new strategies for sustainable conservation and delaying the loss of the Nature.

1 2 | 3

1 正交尾中之紅圓翅鍬形蟲。
(陽管處提供 黃超攝)
Neolucanus swinhoei in copulation. (by Chao Huang, provided by YMSNP)

2 按著四季時序，輪流在大自然的舞台上演不同的精采戲碼。(陽管處提供 陳慧婷攝)
Different scenes are in display by turns on the stage of the Nature with every season unfolded. (by Hwei-ting Chen, provided by YMSNP)

3 走訪位於台北郊區的陽明山國家公園，在藍天白雲下親近大自然。(陽管處提供 林丕益攝)
A visits to YMSNP in Taipei brings you closer to Mother Nature. (by Pi-yi Lin, provided by YMSNP)



1983年，墨西哥保育專家Ceballos Lascurain使用「生態旅遊」(Ecotourism)的名詞，設法說服各界來保育位於墨國北猶加敦濕地的美洲紅鶴繁殖地。他所提出的生態旅遊，就是藉由賞鳥的旅遊方式，來活絡當地經濟活動，促使民眾、政府重視紅鶴繁殖地的生態環境，以保育紅鶴物種。

「生態旅遊」出現後，宛如一帖救援生態的解決方案，陸續被各國引入國家公園的經營管理策略之中。例如美國的國家公園、國家保育區、國家紀念地、國家遊憩區等國家公園體系，以有計畫的方式將生態教育融入生態旅遊裡，並在寓教於樂的旅程中，企圖促使每一位旅客對大自然進行深度體驗和友善互動，以了解生態體系共存共榮的重要意義。甚至，還可藉由生態旅遊，去學習環境的經營與管理，盡量把人類帶給環境的壓力轉化成保育的助力。

In 1983, Mexican conservationist Ceballos Lascurain proposed "Ecotourism" to convince the public to preserve the *Phoenicopterus chilensis* habitat at northern Yucatan wetland in Mexico. His idea of ecotourism is to vitalize local economic activities through bird-watch tours, and the people and government will take care of the ecological environment of *Phoenicopterus chilensis* habitat to preserve this species.

The initiation of ecotourism is like a solution to rescue the ecology and has been introduced into operative and management strategies of national parks by many countries. For example, the American national parks, national reserves, national monuments, national recreation areas, etc. try to fuse ecological education systematically with ecotourism, so that through a trip both instructive and entertaining every visitor may realize the significance of coexistence in an ecological system. Moreover, through ecotourism people will learn the operation and management of environment, transforming the pressure human being brings to environment into a conservation force.





旅行新趨勢

New Travel Trends



1 | 2

1 抬頭觀賞層疊山巒時，可別忘了低頭凝視置身山谷中的幽谷小溪。(王培麟 攝)
Don't overlook the creeks in the valley below when you look up to admire the stretching mountains.(by Peter Wang)

2 八通關古道途經美麗的大水窟。(玉管處提供 陳志明攝)
The beautiful Dashueiku is on the way of Batongguan passes. (by Jhih-ming Chen, provided by YSNP)

生態旅遊在1980年代的歐美國家，掀起一股風潮。同時間的台灣，也有幾篇學術論文開始介紹「生態旅遊」名詞。如1990年代，國內的國家公園、相關生態研究機構（例如博物館）、保育團體（例如鳥會）以及介紹台灣生態的雜誌，因擁有生態保育的資訊和解說人力，而陸續經營起少量的生態旅遊活動。同時，一些國外駐台的觀光局也向國內推廣該國的生態旅遊行程，使得生態旅遊在台灣變成一種旅行新趨勢。

不過，生態旅遊在台灣發展初期，因生態保育資料的取得方式不似現在容易、解說生態的人力不足、包裝旅遊內容的門檻高等因素影響下，一直處在小眾旅遊的規模。直到2002年，政府提出「觀光客倍增計畫」，目標要讓到訪台灣的遊客量增加一倍，從現階段的一年260萬成長至500萬人次，以振興國內景氣，並由行政院觀光政策推動小組與交通部觀光局，針對國內的生態觀光資源，著手研擬生態旅遊白皮書及其推動策略。

當初，政府之所以積極發展台灣的生態旅遊，主要是注意到國外發展生態旅遊相當積極，生態旅遊的產業成長快速，估計每年成長率約在10~15%。規劃完善的生態旅遊，不僅可確保環境生態不因大眾旅遊而遭破壞，還能夠為社區和國家帶來高經濟效益。就像到非洲剛果看大猩猩、印尼西巴丹群島觀賞豆丁海馬等生態旅遊行程，就很受到國際旅客的歡迎，也為該國增加不少觀光收入。

Ecotourism became a trend in the Western countries during 1980s. At about the same time in Taiwan, several academic reports introduced the concept of ecotourism. In 1990s, certain national parks and related ecology research institutions such as museums, conservation associations like bird-watching association, and magazines on Taiwan ecology began to conduct small-scale ecotours with the advantage of the information and human resources they possessed. In the meanwhile, some foreign tourism authorities also started to promote their ecotour programs and ecotourism becomes a new travel trend in Taiwan.

During the early stage of the development of ecotourism in Taiwan, due to limited information, human resources and content of package tours, ecotourism remained as small target group trips. In 2002, the government brought up the "Tourists Doubling Project", expecting to increase the annual visitors to Taiwan from 2.6 million to 5 million revive domestic economy. The Tourism Policy Promotion Commission of Executive Yuan and Tourism Bureau of MOTC started to make plans and white Papers on promoting ecotourism strategies based on domestic ecotourism resources.

The government's involvement in Taiwan ecotourism is accelerated by noticing the active ecotourism development in other countries. The ecotourism grows rapidly by 10-15% per year. Well-planned ecotours not only can ensure ecological environment not to be damaged from public tourism, but also bring great economic benefits to local community as well as the entire country. Ecotour packages such as watching gorilla in Congo or observing *Hippocampus bargibanti* on Batanes Islands, Indonesia, are very popular among international tourists and increase foreign currency exchange revenue.



提供永續經營之道

「觀光客倍增計畫」所推廣的生態旅遊政策已逐步展開，且在短短2年間，因政府的積極作為，促成了國內生態旅遊的蓬勃發展。「生態旅遊在當時幾乎變成業界的全民運動，但可惜的是，有很多活動的執行方式錯誤，導致旅遊點也因此受到破壞。」劉小如分析表示。例如，在標榜自然生態體驗的賞鯨之旅中，發生部分經營賞鯨船業者為投遊客所好，卻未能尊重鯨豚的生活習性，而與鯨豚距離過近，導致鯨豚冒著窒息的危險盡量深潛，或者因受到驚嚇而緊張不孕，甚或死亡。

Provide Sustainable Operation

With the ecotourism policy promoted by “Tourists Doubling Plan” introduced, domestic ecotourism flourished and became a national exercise with governmental support within 2 years. Nevertheless, “some activities were executed in a wrong way and the tourism sites were damaged,” Liu said. For example, during the whale-watching tour emphasizing ecological experience, some boat drivers come too close to the whales in order to please their customers without respecting the habit of whales. The frightened whales and dolphins often dive deep into the water at the risk of suffocation, sterility or even death.



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1 太魯閣白楊瀑布。(太管處提供 黃雯鈺攝)
Baiyang Waterfall of Taroko. (by Wen-yu Huang, provided by TNP)

2 大雪山。(雪管處提供 俞錚璋攝)
Dasyue Mountain. (by Jeng-hao Yu, provided by SPNP)

產業界或許並未真正體會到生態旅遊的真諦，且有了傷害，就必須趕快搶救。為此，行政院永續發展委員會國土與交通組認為有必要從國土資源保育的角度來重修「生態旅遊白皮書」，邀請專家學者重新制定生態旅遊的定義、精神與目標外，也期望能超越觀光主管機關的視野與職掌，自永續發展的角度，更具體地規劃出生態旅遊相關政策。

行政院永續會邀請劉小如召集團隊撰寫新的「生態旅遊白皮書」，這本白皮書在2004年完成出爐。依據「生態旅遊白皮書」所述，生態旅遊是「一種在自然地區所進行的旅遊形式，強調生態保育的觀念，並以永續發展為最終目標」。符合此定義的生態旅遊，必須要透過解說引領遊客了解，並欣賞當地特殊的自然與人文環境，提供環境教育以增強遊客的環境意識，引發負責任的環境行動，並將經濟利益回饋造訪地，除藉以協助當地保育工作的進行外，亦提升當地居民的生活福祉。

劉小如指出，修改後的生態旅遊白皮書除了有更明確的生態旅遊定義、精神與目標，也倡導建立生態旅遊地的分級制、限制生態旅遊的遊客人數和交通工具、訓練當地解說員，希望遊客在熟悉當地的在地人帶領下，能較為深入認識該地區的生態環境及文化，進而珍惜當地的生態資源、在地文化習俗，同時在旅遊過程中能為地方社區帶來合理的收益。

在生態旅遊白皮書修改發表之後，行政院遴派內政部營建署國家公園組輔導生態旅遊相關業務，請各界推薦可能執行生態旅遊的據點，組成專家團隊進行考察評分、建立生態旅遊輔導團。

Maybe the travel industry never fully understands the true meaning of ecotourism, but remedy should be conducted accordingly once the damage is made. The Water & Land Resources Working Group of NCSO, Executive Yuan thinks it is necessary to revise Ecotourism White Paper from the viewpoint of land conservation. Experts and scholars are invited to redefine ecotourism and clarify the spirit and goal of ecotourism. Concrete ecotourism-related policies are expected to be made from sustainable approaches beyond the vision and duties of the tourism authority.

Delegated by NCSO of Executive Yuan to revise Ecotourism White Paper, Liu finished the revised version by 2004. As stated in the Ecotourism White Paper, ecotourism "is a model tour conducted in the Nature. It emphasizes the concept of ecological conservation and the sustainable development is the ultimate goal." Ecotours qualified such definition must lead visitors to understand and appreciate local natural and humanity environment through guiding service. It must also provide environmental education to enhance visitors' awareness and thus inspire their responsible actions. The economic feedback should be given to local community to help local conservation in addition to advancing the community welfare.

Liu pointed out that the revised Ecotourism White Paper provided clear definition of ecotourism, its spirit and goals, ecotourism sites, visitors and transportation carrying capacity as well as local tour guide training. Visitors are expected to be led by local tour guides familiar with the environment, and acquire in-depth knowledge about the ecological environment and culture. Furthermore, visitors should cherish local ecological resources, respect local culture and customs, and bring in reasonable profit for local community in the trip.

Upon the publishing of revised Ecotourism White Paper, Executive Yuan assigns National Park Department, CPAMI to conduct ecotourism consulting by welcoming recommendation for ecotourism sites, inviting experts to review and establishing an ecotourism promoting team.



辨別生態旅遊的8項原則

多年前，美國國家公園服務處曾經提出一句大家耳熟能詳的口號：「除了腳印，什麼也不留；除了攝影，什麼也不取。」不過，美國國家公園服務處也發現，觀光客若無法成為國家公園生態的聆聽者與對話者，即便是腳印，也都可能傷害了生態。

要讓觀光客變成生態聆聽者與對話者的方法，就是參加能永續經營、體驗大自然美妙經驗的生態旅遊。但是怎樣的生態旅遊，才算是真正的生態旅遊呢？在「生態旅遊白皮書」中，提供8項辨別原則，如有任何一項答案是否定的，就不算是生態旅遊。這8項原則如下：

- 1、必須採用低環境衝擊的營宿與休閒活動方式。
- 2、不論是團體大小或參觀團體數目，都必須限制到此區域的遊客量。
- 3、必須支持當地的自然資源與人文保育工作。
- 4、必須盡量使用當地居民的服務與交通載具。
- 5、必須提供遊客以自然體驗為旅遊重點的遊程。
- 6、必須聘用了解當地自然文化的解說員。
- 7、必須確保野生動植物不被干擾、環境不被破壞。
- 8、必須尊重當地居民的傳統文化及生活隱私。

8 Principles to Differentiate Ecotourism

Years ago, U.S. National Park Service Center proposed a popular slogan: “Leave nothing but footprints; take nothing but photographs.” However the Service Center also realized that even footprints may hurt the ecology if visitors cannot become listeners and dialogists to the ecology of National Park.

The way for visitors to become ecological listeners and dialogists is to participate in ecotourism and experience sustainable operation and the wonders of nature. In Ecotourism White Paper, 8 principles are suggested for differentiating true ecotourism. Any negation of the following would disqualify the tour as an ecotour:

1. Only low-impact environmental recreational activity and accommodations should be employed.
2. Regardless of group size or number of visiting groups, number of tourists to the area has to be limited.
3. Provide full support to the employment of local natural resources and humanistic conservation work
4. Employ local residents and vehicles as much as possible.
5. Provide tours that help tourists appreciate experiences with nature.
6. Hire guides who know well the local natural environment and culture.
7. Make sure that local wildlife and plants won't be disturbed and the environment not spoiled.
8. Respect the traditional culture and privacy of life of local residents.