



特別企畫
Special Report

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多元生態旅遊 發現台灣之美

Ecotourism : Explore the Beauty of Taiwan



生態旅遊是近年來國際間的熱門話題，隨著經濟成長與對環境保育的重視，通俗的大眾旅遊已不能滿足現代人的需求，講究深度、負責任等要件的高品質生態旅遊，應運而生。為讓生態旅遊永續經營，政府單位也邀集專家學者組織「保護區生態旅遊輔導團」，進行階段性的現勘，並舉辦成果發表會、設置交流平台，提供專業的諮詢建議。

Ecotourism has become popular in recent years. As the economic and the concern about environment conservation grow, the old demotic style of tourism can no longer meet the demand of modern people. Ecotourism of high quality emphasizing the depth and responsibility becomes the mainstream. To support the sustainability of ecotourism, the government establishes a Promotion Team of scholars and experts to conduct phased on-site survey, hold research result presentations and function as the professional advisory platform.



生態旅遊輔導團打造專業諮詢平台

The Ecotourism Promotion Team Provides a Professional Advisory Platform



生態旅遊輔導團前往生態旅遊地考察。(林玲 攝)
The Promotion Team went to Ecotourism Site for on-site survey.
(provided by Ling Lin)



黃盾背椿象護卵 (阿里磅農場提供)
The *Cantao ocellatus* protects its nits.
(provided by Albe Farm)



五色鳥 (阿里磅農場提供)
Megalaima oorti (provided by Albe Farm)

為有效振興國內觀光旅遊，行政院於2001年5月通過「國內旅遊發展方案」，其中一項策略即是結合觀光資源，共同推展生態旅遊；隔年，為響應聯合國發布的2002年國際生態旅遊年計畫，除了跟進訂定台灣的生態旅遊年外，也在2004年由行政院國家永續發展委員會提出「生態旅遊白皮書」，倡導台灣生態旅遊活動，正式引領生態旅遊成為一門顯學。

With the purpose to effectively revive domestic tourism, the Executive Yuan announced in May 2001 the "Domestic Tourism Development Project," including a strategy to promote ecotourism through joint tourism resources. In the following year, in responding to the International Ecotourism Year advocated by UN, the government announced the year 2002 as Taiwan Ecotourism Year. In 2004, NCSO of Executive Yuan proposed the Ecotourism White Paper to promote ecotourism and make it a mainstream industry.

在政府與民間團體的大力推動下，台灣各地出現許多以生態旅遊為號召的旅遊景點，而為能推廣正確的生態旅遊觀念，行政院永續會國土與交通組於2004年開始進行生態旅遊地的遴選與輔導工作，連續2年分別在台灣地區的国家公園、國家風景區、國家森林遊樂區與毗鄰社區的生態旅遊地中，經過評選機制選出具生態旅遊發展潛力的地點，並責成營建署委託邀請各領域的專家學者組織「保護區生態旅遊輔導團」，進行生態旅遊地的諮詢服務與專業建議。

Through collaborations between the government and private institutions, many ecotourism sites have been established. "Water & Land Resources Working Group (WLRWG)", NCSD, Executive Yuan initiated the selection and consultation on domestic ecotourism sites in 2004. In the following 2 years, from National Parks, National Scenic Areas, National Forest Recreational Areas and neighboring communities, several potential ecotourism sites were chosen. Construction and Planning Agency is assigned to invite scholars and experts from cross fields to form a Promotion Team for on-site survey and advice.

新興生態旅遊的定義

「利益回饋是生態旅遊真正的精髓」，接下保護區生態旅遊輔導團的計畫主持人，同時也是現任台灣大學園藝學系教授的林晏州，開宗明義的點出現代人對生態旅遊的盲點，強調現今的生態旅遊屬於新興旅遊形式，要推展生態旅遊，就必須先釐清何謂「生態旅遊」。

根據永續會國土與交通組在生態旅遊白皮書中的解釋，生態旅遊被定義為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。而在符合此定義的生態旅遊中，還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意識，引發負責任的環境保育行動，進而將經濟利益回饋造訪地，藉以協助當地保育工作的進行，同時也提升當地居民的生活福祉。

Definition of Emerging Ecotourism

"Benefit Feedback is the true essence of ecotourism," says Yann-jou Lin, leader of the Promotion Team and professor of Department of Horticulture, NTU. He points out the blind spot of contemporary understanding about ecotourism, and stresses that it is necessary to clarify the definition of ecotourism before promoting this emerging tourism model.

According to WLRWG in the Ecotourism White Paper, ecotourism is a kind of tour conducted in natural environment with the focus on ecological conservation and sustainability as the ultimate goal. An ecotour of this mode must lead visitors to understand and appreciate with local natural and humanity environments through guided services, provide environment education to enhance visitors' knowledge and inspire them to be responsible for environmental conservation. Eventually, all economic feedback will be given to the site for promoting conservation and improving the residents' life.



林晏州則認為生態旅遊的定義，依時空背景的演變與發展，現在被視為是一種關乎著旅遊過程中的遊客、業者、當地居民、經營管理者與環境間的連續關係。首先，旅遊觀賞的地區需富有自然景觀或人文意涵等基礎；觀賞的過程要能進行遊客總量管制，以負責任的態度與使用行為為準則，不破壞資源保育，讓資源得以永續利用。

同時，除了能讓旅客主動學習並獲得保育概念外，林晏州表示，「當地社區居民的參與和利益回饋的狀況，才是生態旅遊最重要的一環。」早在數十年前，已有許多旅遊地喊出生態旅遊的口號以招徠遊客，但當時生態旅遊的標準，多半停留在只要觀賞標的物屬於原始、未受干擾與污染的自然資源，就可稱做生態旅遊。

林晏州笑著說，更有人以為只要扛著生態旅遊的旗幟，政府就會無條件補助，而這一切都是因為過度強調生態旅遊所引發的謬思與亂象。有別於傳統的生態旅遊模式，現今的生態旅遊早被詮釋成是一種人與環境間的倫理相處關係，以保育與整體環境永續經營為前提，適度開放遊客進行低衝擊的小眾旅遊，並配合當地社區的參與，使得居民能從中獲得商機，進而懂得回過頭來保存當地原有的文化與產業資源。

Lin regards the definition of ecotourism as a chain relationship among visitors, the tourism industry, local residents, operators and the environment. First, the site must have characteristic natural landscape or cultural significance. In the tour process the carrying capacity of visitors should be monitored on the basis of a responsible attitude and behavior so that no damage will be inflicted on resources conservation and sustainability.

In addition to helping visitors to actively learn and acquire conservation concepts, Lin said that the participation of local community and the benefit feedback are actually the most important part of ecotourism. Decades ago, some scenic spots tried to attract tourists in the name of ecotourism. However, according to their standard at that time, an activity can be called an ecotour as long as the object of observation belonged to a primitive and undisturbed natural resource.

Lin sneers at the misconception of some people who overly emphasize ecotourism and believe that the government will subsidize any activity carrying the name of ecotourism. Different from the traditional mode, the modern ecotourism is interpreted as an ethical relationship between man and the environment on the premises of conservation and sustainable management of the environment where a low-impact small tour is allowed, coupled with local participation so that the residents may be benefited and motivated to preserve their cultural and industrial resources.



紅圓翅鍬形蟲 (阿里磅農場提供)
Neolucanus swinhoei (provided by Albe Farm)



玉帶鳳蝶 (阿里磅農場提供)
Papilio polytes pasikrates (provided by Albe Farm)

保護區生態旅遊輔導團的任務

建立新的生態旅遊觀念後，負責擔任專業協助的保護區生態旅遊輔導團，便展開生態旅遊地的現勘活動，勘查的地點為生態旅遊地遴選及督導小組根據生態旅遊發展潛力建議之。該小組於2005~2006年共遴選出33個生態旅遊點，其中2005年所重點輔導的生態旅遊點，包括太魯閣國家公園砂卡礑及同禮部落生態旅遊點、陽明山國家公園金包里大路生態旅遊點、墾丁國家公園社頂高位珊瑚礁森林、滿月園國家森林遊樂區，以及阿里山國家風景區達邦地區等5處。

隔年計畫重點輔導的範圍更擴及11個生態旅遊點，分別為台北縣阿里磅生態農場、宜蘭縣崙埤部落生態旅遊區、台中縣武陵農場和福壽山農場、花蓮縣山里文化生態產業示範部落、南安瓦拉米生態旅遊地、雲林縣草嶺遊憩區、台南市台江生態文化園區、台南縣七股潟湖及國際黑面琵鷺生態保護區、屏東縣霧台鄉，以及澎湖縣的風櫃半島。

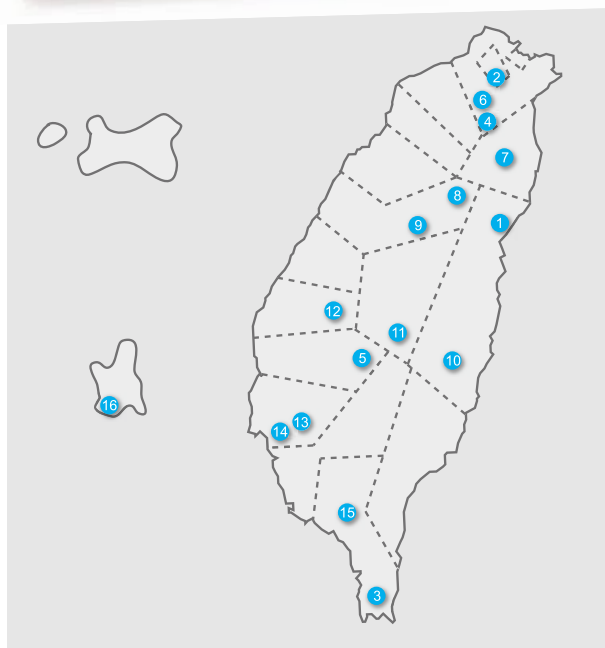
The Mission of the Promotion Team

When the concept of new ecotourism was established, the Promotion Team began the on-site survey of ecotourism sites proposed by the selecting and monitoring groups of CPA according to their development potential. The selected 33 ecotourism sites in 2005~2006. The focus program of 5 ecotourism sites in 2005 included Shakadang and Tong-Li Villages, Jinbaoli Trail, Shedding Uplifted Coral Reef Forest, Manyueyuan National Forest Recreation Area, and Tapangu Village.

In the following year the focus program of the Promotion Team expanded to 11 ecotourism sites, including Albe Farm, Lunpi Village Ecotourism Area, Wuling Farm, Fushaoshan Farm, Shanli Culture & Ecotourism Demonstration Village, Nan-an Walami Ecotourism Site, Caoling Recreation Area, Taijiang Ecological & Cultural Zone, Cigu Lagoon and Black-Faced Spoonbill Conservation Area, Wutai Township, and Fongguei Peninsula.

2005~2006年重點輔導生態旅遊點

The Focus Program of Ecotourism Sites



- 1 太魯閣國家公園同禮部落
Tong-Li Village of Taroko National Park
- 2 陽明山國家公園金包里大路
Jinbaoli Trail of Yangmingshan National Park
- 3 墾丁國家公園社頂部落
Sheding Village of Kenting National Park
- 4 滿月園國家森林遊樂區
Manyueyuan Forest Recreation Area
- 5 阿里山達邦部落
Tapang Village of Alishan
- 6 台北縣阿里磅農場
Albe Farm of Taipei County
- 7 宜蘭縣崙埤部落
Lunpi Villang of Yilan County
- 8 台中縣武陵農場
Wuling Veterans Farm of Taichung County
- 9 台中縣福壽山農場
Fushoushan Farm of Taichung County
- 10 花蓮縣山里部落
Shanli Village of Hualien County
- 11 玉山國家公園瓦拉米生態旅遊地
Walami Ecotourism Site of Yushan National Park
- 12 雲林縣草嶺遊憩區
Caoling Recreation Area of Yunlin County
- 13 台南市台江生態文化園區
Taijiang Ecological & Cultural Zone of Tainan City
- 14 台南縣七股潟湖及國際黑面琵鷺生態保護區
Cigu Lagoon and Black-Faced Spoonbill Conservation Area of Tainan County
- 15 屏東縣霧台鄉
Wutai Township of Pingtung County
- 16 澎湖縣風櫃半島
Fongguei Peninsula of Penghu County



太魯閣大禮部落。
(許麗娟 攝)
Dali Village
of Taroko. (by
Cora Hsu)

生態旅遊輔導團的任務為依照現勘的旅遊地特色，邀集國內生態資源、人文史蹟、自然保育、環境保護、土地利用、社區總體營造、遊憩管理或國家公園等不同專業領域的專家學者，共同前往探查，在現勘與地方交流後，提出各種面向的建議。另外，輔導團在去年更擴展為針對生態旅遊從業者與經營管理者，舉辦生態旅遊教育訓練暨成果發表會，架構發展生態旅遊的交流平台。

不過，林晏州也不諱言的強調，礙於經費與時間的短少，其實生態旅遊輔導團能給予的協助也有限，僅能利用短短1至2天的現勘行程體會當地推展的生態旅遊行程後，針對核心問題給予專業建議，提供永續經營的觀念與法則。

建立職掌機關與制度

「正確的生態旅遊觀念，很重要。」在經過2年的輔導行程後，林晏州認為阿里山國家風景區的達邦部落，是目前最佳的台灣生態旅遊點；而其餘目前台灣生態旅遊點所面臨的最大問題，則正是因為觀念的偏頗，阻礙了推廣與發展。

The mission of the Promotion Team is to invite scholars and experts in eco resources, history, conversation, environment protection, land development, community infrastructure establishment, recreation management and national parks, etc. to conduct on-site surveys. After communicated with local residents, the Team is able to proposed multi-aspect advices. Last year, the Team expands its consultation to ecotour agencies and site managers by holding training seminars and research result presentations to establish an communication platform.

Lin also indicates that due to the limited budget and time, the assistance offered by Promotion Team is relatively limited. Usually they can only give professional advices to core issues on sustainable operation after a brief 1-2 days' on-site survey to experience the existing ecotour inineraries.

Establishing the Supervising Authority and System

“It is most important to have a correct concept of ecotourism.” After 2 years' consultation trips, Lin regards the Tapangu Village of Alishan National Scenic Area as the best ecotourism site in Taiwan. The major problem with the other sites is the impeded development resulted from misconception.

當然，還有更多的原因是生態旅遊地經營者過分的「貪心」，才會淪為變相經營的窘境。林晏州列舉許多實例，大多是因為經營者企圖多角化經營，野心過大的引進外資增加建設；或是放寬遊客量的管制，誤以為人潮就會是錢潮，殊不知此舉正是讓生態旅遊變質的開端，淪為大眾旅遊甚或遭受淘汰的下場。

林晏州說，政府必須先對生態旅遊產生共識，明確訂定關於旅遊點的承載量限制等準則，並將旅遊點依旅遊責任與對環境的衝擊性高低，按程度分列淺層、中層與深層三階段；再依「純度」劃歸分級，由政府成立統一的主管單位，依級數頒發認可標章，隨時提供專業建議與嚴格的審查，建置「預警機制」與「退場機制」，在生態旅遊地即將變質或已變相經營時加以提醒，才是生態旅遊永續發展的王道。

「生態旅遊只能當副業，不能當主業。」林晏州直接卻中肯的闡述生態旅遊的意涵。他說，正確的生態旅遊概念，絕對必須建立在社區能擁有經濟性利益的條件下，才會產生積極回饋保存的動作，但是經營者或周遭居民也絕不能有靠著旅遊致富的不當憧憬，要懂得把握細水長流的原則，那才是永續經營的不變法則。「慢慢吃，不會太撐，但絕不會餓死；吃太快，只會噎著，更因而讓子孫斷糧。」林晏州語重心長的如是說。

More problems come from the deformed operation due to the site managers' greed. Lin said that in most cases the managers try to operate in multidirectional purposes, inviting joint venture to expand the establishment out of excessive ambition, or become too careless about the carrying capacity on the false belief in that crowds brings money without realizing that it is the beginning of deterioration of an ecotour that leads to elimination.

Lin suggests that the government should produce a common consensus on ecotourism, establish a standard for the carrying capacity. Different sites needs to be evaluated and rated as low, medium and high according to their responsibility and impact on the environment, and then separated into different levels according to the "purity" of their operation. A supervising governmental authority will issue certificates and offer professional advice and strict censorship in addition to establishing an "alert mechanism" and "exit mechanism" that gives a warning against deterioration. Lin believes that this is the best policy for sustainable ecotourism.

"Ecotourism can only be a side job rather than a major work," Lin points out the true meaning of ecotourism. He emphasizes that accurate ecotourism concepts can only be based on the condition that the community could benefit from such tourism mode to invite active conservation in return. However, the site managers and local residents must never have such an illusion that ecotourism can bring instant wealth. The long-term policy is the key to sustainable operation. "Rather do it slowly and properly than consume all the resources from our future generations," Lin said.



林晏州
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生態旅遊輔導團至生態旅遊地勘查。(林玲攝)

The Promotion Team
went to ecotourism site
for on-site survey. (by
Ling Lin)