

行政院及所屬各機關出國報告

(出國類別：其他)

出席第十一次中星觀光合作會議報告書

服務機關：交通部觀光局

職稱：局長 副局長

出國人：姓名：張學勞 賴瑟珍

職稱：組長 副組長

姓名：脫宗華 王育群

出國地區：新加坡

出國期間：89年12月13日至12月16日

報告日期：90年03月06日

出席第十一次中星觀光合作會議報告書

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壹、前言

新加坡旅遊局（STB）與本局係於民國八十年五月十一日簽訂中星觀光合作備忘錄（Memorandum of Understanding），以促進中星觀光合作與交流。惟為避免引起不必要之爭議，星方要求本合作計畫不對外公開。合作之重點係以能滿足雙方實際利益，解決兩國觀光發展之問題為主。

為有效溝通，雙方約定每年或一年輪流在中、星兩地舉行會議，以檢討上次會議執行情形及研商未來執行計畫。備忘錄於民國八十五年期限屆滿時，雙方鑑於有延續之必要，故再延長五年，至民國九十年五月止。本（第十一）次會議依照約定在新加坡舉行，我方希望討論之重點為新加坡國際觀光宣傳推廣計畫，而星方希了解台灣二十一世紀發展觀光新戰略經驗與作法，並由張局長學勞率賴副局長瑟珍、國際組脫組長宗華、企劃組王副組長育群共四人參加。

貳、參加經過

一、參加中星觀光合作會議

十二月十四日下午至新加坡旅遊局召開第十一次中星

觀光合作會議，雙方參加人員、會談議題，前次會議記錄以及新加坡旅遊局及本局的提案報告資料（如附件），僅摘錄此次會議重要過程及內容如下：

（一）楊局長致歡迎詞

介紹與會 STB 的人員並對前次在高雄舉辦第十次中星觀光會議熱忱接待表示謝意。對新加坡 2000 年 1 至 11 月的觀光績效作了全貌的報告，特別是台灣來新加坡的旅客平均停留天數從 1998 年 2.5 天增加至目前的 3 天，將持續朝更長的停留天數而努力。

（二）張局長致詞

簡述九二一地震台灣觀光績效恢復狀況。2000 年 1 至 11 月新加坡來台旅客 86,900 人次，增加 9.4%，台灣旅客前往新加坡旅遊人數減少。新任交通部葉部長對台灣觀光產業發展非常重視，九十年度觀光局預算增加 56%。未來一年觀光環境也面臨一些改變，如全面實施週休二日，開放大陸人士來台觀光，以及台灣加入 WTO 後農林漁業面臨強大競爭，需要以觀光為轉型介面。希望過去、現在以及未來均能與 STB 有更多的資訊經驗交換與支持。

(三) 確認第十次中星觀光會議記錄。

(四) 新加坡旅遊局簡報：

有三項報告內容：「Tourism 21」(由企劃署經理楊淑芬報告)；「2000 年主要活動計畫」(由亞洲行銷署助理經理楊艾琳報告)；以及「Live it up (LIU)」推廣活動(由國際行銷組助理署長唐保窳報告)。

討論過程：

1、張局長問及在執行 Tourism 21, STB 面臨何種挑戰？

楊局長表示五年前當計畫通過及執行時，新加坡適逢區域性經濟危機，受此影響資本投資減緩，加上網際網路成長不確定性，消費者可接受性，以及旅遊產業人力短缺，均為執行時所遭遇之困難。

2、張局長提及知識經濟重要性，以及觀光產業如何因應？楊局長表示 STB 主要功能是旅遊目的地促銷與宣傳，知識經濟中 IT 發展是很重要的一環，且正可協助強化此一功能，不能追上的旅遊業者最後會邊緣化。IT 領域有許多年輕人才，應可

貢獻於觀光產業。

張局長表示中華電信公司將協助觀光局發展網際網路科技，未來亦可與 STB 在這個領域互相合作研討。

3、脫組長詢問 LIU 這個活動是否為 STB 自行企劃？

是否需迎合各別市場需求而有不同設計？

負責旅遊目的地行銷的李署長表示，這個活動是由 STB 官員聯合發展，是持續之前的 New Asia-Singapore 品牌和 Millenniania 活動。本質上，這個活動是勾勒出新加坡是一個年輕且有活力的城市，計畫是屬於全球性的促銷活動，用於所有海外市場；但若有特殊需要也會依不同市場有些許改變。

4、王副組長問及在開始 LIU 這項活動前是否有執行

市場調查來決定消費者需求及興趣？

李署長回答除參考 STB 固定一些調查之資訊外，的確有針對本案執行遊客調查，以期了解及認定新加坡本身強烈特性以及遊客想要有的不同型態旅遊經驗與產品，這項調查結果成為發展 LIU 的

基礎。

5、張局長詢問 STB 如何能吸引及訓練人才，以實現組織各項計畫？

楊局長表示 STB 招攬年輕且有動力的人加入組織，在整個招攬人才過程，經過非常嚴格考驗，新來的人必需要證明他們的熱忱、創造力和努力工作的意願。同時強調儘量送員工接觸海外經驗，並提供進一步學習機會是必需且重要的，務使其所學用於工作績效提昇上。

6、觀光局簡報：

報告內容二項：「二十一世紀台灣發展觀光新戰略」（由脫組長報告），並播放台灣生態之美及節慶活動錄影帶；「海峽兩岸機會與挑戰」（由賴副局長報告）。

（1）楊局長讚賞新戰略內容是條理分明且考慮周詳的策略性計畫。

（2）楊局長表示感謝提供目前小三通之狀況以及大三通對台灣觀光產業潛在衝擊的資訊，這將使得 STB 比較了解台灣出國觀光市場可預見的變

化，新加坡也可能受某種程度影響。

賴副局長回應認為新政策衝擊對港澳影響遠大於新加坡。

7、楊局長與張局長代表雙方交換禮物後結束。

二、其他觀光業務交流

(一) 有關中星觀光合作會議續約事宜

十二月十四日新加坡旅遊局楊局長邀請本局人員參加歡迎晚宴，並進一步就觀光業務之經驗交換心得，其中談到有關中星觀光合作會議續約問題，兩位局長非正式洽談，建立下列共識：

- 1、雙方均有意願繼續簽訂合作事宜。
- 2、惟均須先簽報各自上級主管機關取得同意。
- 3、未來合作項目可增加觀光遊憩設施招商投資協助（包括新加坡人至台灣進行觀光投資及尋找其他國家觀光投資者至台灣）；另資訊科技在觀光產業運用等亦可納為合作交流項目。

(二) 有關觀光衛星帳（TSA）研討

本局人員於八十九年十二月十六日上午，與新加坡旅遊局負責 TSA 業務同仁洽談有關建置 TSA 之經驗，獲

得重要資訊如下：

- 1、TSA 建置過程必須獲得國家政府統計單位支持，方有實質意義。
- 2、新加坡 TSA 建立，係由旅遊局與統計局合辦，並未委外辦理，主要是因統計局認為國民所得帳的資料為機密，建置過程中除組成專案小組外，由旅遊局二位同仁長駐統計局負責辦理該項業務。
- 3、新加坡利用二年時間於 1997 年完成 TSA，但至今仍屬內部參考資料，並未對外發佈，主要原因是因使用 1990 年的統計資料，故目前對政策及民間投資尚無具體影響。
- 4、新加坡旅遊局並進一步提供 TSA 相關資料供本局參考。

三、業務拜會

十二月十四日早上赴聖淘沙發展局拜會白總裁福添，表達本局辦理「二十一世紀發展觀光新戰略國際會議」同意擔任講者圓滿成功，會後並至大鵬灣及日月潭管理處實地訪查並提供其寶貴意見，特表謝意；渠表示將於九十年十月退休，屆時若有需協助之處，可提供技術指導。

隨後至我國駐星代表處拜會歐陽大使瑞雄，本局表示於簽證處願充分提供來台旅遊資訊及地圖，並報告新加坡來台旅客若能實施免簽證措施或落地簽證，對觀光發展實質助益很大，希望能協助爭取。

四、考察觀光設施及服務

此次除主要參加第十一屆中星觀光合作會議外，並於十五日參觀 Ponggol 遊艇港及 Ubin 島渡假村，並順道了解新加坡促進觀光發展相關設施及服務。

(一) Ponggol 遊艇港

位於新加坡東北角，1997 年 8 月開放營運，距市區 20 分鐘車程，是新加坡最好的遊艇俱樂部，建築整體設計為橘紅色斜屋頂配上白牆，前方有一個游泳池，整體風格令人有賞心悅目，充滿休閒愉悅感覺，營運內容尚包括海鮮美食等餐飲，甚至可以在此舉辦不同形式聚會如婚禮等。遊艇港週邊設施設有可容納 350 艘遊艇的陸置艇庫，堆高機可以全自動地將遊艇上架及送出，維修船舶廠可一次完成服務，且有 24 小時保全系統，提供會員各式全方位遊艇活動服務及設施。

目前本局東北角海岸風景特定區的龍洞遊艇港，除港埠設施外，相關遊客服務設施尚未興建，張局長表示這是一個值得參考的案例。

(二) Ubin Lagoon 渡假村

位於 Palau Ubin 島上，該島是新加坡第二大島，長 8 公里，寬 1.5 公里，面積 1,019 公頃，最高處為 Puaka Hill 海拔 75 公尺，花崗岩豐富，故又稱為“石山”(Stone Mountain)。上世紀中葉，採花崗岩的人定居於此，故目前仍可發現許多廢棄的礦場，雨水蓄積看似湖泊。島上居民 200 人，在此仍可體驗新加坡 60 年代的情境，而渡假村位於島中間地帶，耗資二千萬美元興建，渡假村中計有 106 間具有冷氣的別墅，其內有一個人工湖，面湖有一處開放空間的海鮮餐廳，渡假村中設有戶外冒險中心 (Outdoor Adventure Center)，提供齊全新穎的活動設備，以供遊客從事獨木舟、釣魚、浮潛、攀岩、體驗跳傘等刺激性的活動，也可以選擇在涼亭下健身、撞球或射箭，或在游泳池、按摩池中戲水，或在島上的自然環境中散步、跑步、騎腳踏車等。

參觀後，大家都認為 Ubin Lagoon 渡假村提供遊客多樣化運動休閒活動，以及軟體設計值得借鏡學習。

(三) 國際機場提供過境旅客免費旅遊

樟宜國際機場除設有旅遊資訊架提供各式旅遊摺頁外，對過境旅客提供免費旅遊(free tour)，過境旅客可直接在機場內專設櫃檯報名參加，以二小時的遊程，帶領遊客體驗新加坡 New Asia-Singapore ，並告知有什麼好玩、好吃、好買的，以誘導旅客下次選擇新加坡作為旅遊目的地。這個計畫是由新加坡旅遊局、新加坡航空公司以及新加坡民航局共同贊助，實在是個拋磚引玉的好方法。台灣每年亦有兩百多萬過境旅客，也許這也是可以參考的國際觀光宣傳推廣之策略。

(四) 聖誕裝飾比賽

此次會議時間適逢聖誕節前，烏節路及大型購物中心裝飾多采多姿的燈飾，並進行聖誕裝飾比賽，整個城市充滿了過節歡樂氣氛。前去參觀得獎的作品，百東和白沙浮商城得第一名，三百多個彩球高掛在廣場，加上掛滿小熊的聖誕樹及高大卡通士兵熊，充滿夢

境，據了解這些彩球是用螢光纖維材料製成，可節省 45 % 的電。第二名東陵坊花費 25 萬元，營造北國風光，在造雪機幫助下雪花紛飛遊客玩得好樂；第三名萊佛士城，設計具環保意識，巨型聖誕樹已用四年，每年以不同方式裝飾，今年設計於樹下放了旋轉木馬，提供小孩遊玩。今年是新加坡旅遊局第十七次主辦聖誕裝飾比賽，共有十六座建築參加比賽，評獎標準為原創性、效果及主題等。

參、心得與建議

- 一、STB 楊局長對本局所研訂「二十一世紀台灣發展觀光新戰略」的評語是條理分明、考慮周詳的策略性計畫，並表示如同 STB 執行 Tourism 21 過程，面臨許多挑戰及主客觀環境改變，執行五年後目前正進行修正，可知這也是我們執行觀光新戰略可能會面臨的情況。
- 二、STB 楊局長認為台灣觀光資源較新加坡豐富而多樣，可作為國際宣傳主題較多。但相對地不得不欽佩新加坡以有限的觀光資源，可以在國際觀光市場如此活躍。由此次會議中可知除了經費外，深入的市場調查

以及內部同仁共同發展宣傳構想也是重要的關鍵。

- 三、有關中星觀光合作備忘錄，將於九十年五月到期，
本次會議期間非正式洽商雙方均有意願繼續，惟先簽
報各自上級主管機關，未來合作項目建議可增加「觀
光遊憩設施招商投資協助」與「資訊科技在觀光產業
運用」。
- 四、有關觀光衛星帳的建置，已列為觀光新戰略中重點
工作之一，此次新加坡經驗可知至少需兩年時間完
成，且因所需資料有賴由國民所得帳中分離或細化，
實需主計單位支援方能成功，故建議 TSA 能由觀光局
與行政院主計處合作共同主辦，以配合政府將觀光列
為現階段國家發展的策略性產業。
- 五、Ponggol 遊艇港的確是一處理想的遊艇俱樂部及水
岸休閒活動中心，除港埠設施外，週邊遊客服務配套
軟硬體設施值得國家風景區管理處興建或營運遊艇港
時加以參考。
- 六、Ubin Lagoon 渡假村興建費用並不大，感覺並不豪
華，但卻予人舒適宜人放鬆的感覺，其中對遊憩活動
軟硬體經營值得學習，村內並設有戶外冒險中心，由

專業集團經營，活動初學者至專業者均能各得其所，
並結合 Ubin 島的自然資源充分運用。這或許是台灣
渡假村發展由靜態走向動態、參與很好的學習模式。

附件

11th STB-TBT TOURISM CO-OPERATION MEETING

14th DECEMBER 2000, 3.30pm

TOURISM COURT

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 - b) STB's key programmes for 2000
 - c) Live it Up!
5. TBT'S PRESENTATION

List of delegates for 11th STB-TBT Tourism Co-operation Meeting,
14th December 2000, 3.30pm
Board Room

Tourism Bureau in Taipei (TBT):

台灣觀光局:

1. Mr. Chang Shou Lao, Director General
張學勞, 局長
2. Ms. Janice Lai She-Jen, Deputy Director General
賴瑟珍, 副局長
3. Mr. Tuo Chung Hwa, Director, International Division
脫宗華, 組長
4. Ms. Yu-chun Wang, Deputy Director, Planning and Research Division
王育群, 副組長

Taiwan Visitors Association:

台灣觀光協會

1. Mr. Punley Yang, Regional Director, Singapore
楊本禮, 主任

Singapore Tourism Board (STB):

新加坡旅游局

1. Mr. Yeo Khee Leng, Chief Executive
楊啓龍, 總裁
2. Mr. Yeh Choy Yan, Director Taiwan
葉兆原, 台灣辦事處處長
3. Ms. Chee Lay Hong, Area Director Asia
徐麗芳, 亞洲區域署長
4. Mr. Edmund Tham, Director Regional Tourism
譚偉強, 區域旅遊開發署署長
5. Ms. Magdalene Lee, Director Destination Marketing
李麗華, 旅遊目的地行銷組署長
6. Ms. Margaret Teo, Assistant Director Events Marketing
張耀美, 活動促銷組助理署長
7. Ms. Bonnie Tong, Assistant Director International Marketing
唐保甯, 國際行銷組助理署長
8. Ms. Bridget Goh, Manager Special Projects and STB Consultancy
吳美玲, 特別計劃署經理
9. Ms. Angelina Yeo, Manager Corporate Planning
楊淑芳, 企劃署經理
10. Ms. Irene Yeo, Assistant Marketing Manager Asia
楊艾琳, 亞洲行銷署助理經理

11th STB-TBT Tourism Co-Operation Meeting

第十一届中星观光合作会议

Boardroom, Tourism Court,

14th December 2000, Thursday, 3.30 pm

AGENDA

会谈议题

1. Welcome remarks by Chief Executive, STB
新加坡旅游局总裁致欢迎词
2. Introductory remarks by Director General, TBT
台湾观光局局长致词
3. Confirmation of Minutes of 10th Tourism Co-operation Meeting
确认第十届中星观光合作会议的记录
4. Presentation by STB:
新旅局议题:
 - Overview of Tourism 21
Tourism 21 简报
 - STB' s Key Programs for 2000
新旅局 2000 年首要节目简报
 - Live it Up! Campaign
Live it Up! 整体宣传活动简报
5. Presentation by TBT:
台湾观光局议题:
 - National tourism planning development
新战略简报
 - Challenges and Opportunities in Cross-Straits tourism
海峡两岸的机会与挑战
6. AOB
其他事物
7. Gift exchange
双方互换礼品
8. End of Meeting
会议结束

Minutes of the 10th Tourism Cooperation Meeting between the Tourism Bureau in Taipei and Singapore Tourism Board held on December 16, 1999 at 16:00 PM in the Grand Formosa Kaohsiung

Present:

Singapore Tourism Board (STB)

1.	Mr. Yeo Khee Leng	Chief Executive
2.	Mr. Colin Teo	Assistant Director, North Asia
3.	Mr. Yeh Choy Yan	Director, Taiwan
4.	Ms. Irene Yeo	Assistant Marketing Manager, Asia

Tourism Bureau in Taipei (TB)

1.	Mr. Chang, Shuo-Lao	Director General
2.	Mr. C.T. Su	Deputy Director General
3.	Mr. Wensheng Hsu	Deputy Director General
4.	Ms. Janice Lai	Deputy Director General
5.	Mr. Tuo, Chung-Hwa	Director, International Div.
6.	Mr. David Hsieh	Superintendent, Tapeng Bay National Scenic Area Administration
7.	Ms. Kuo, Hung-Chu	Section Chief, International Div.
8.	Mr. Zo, Sing-Nan	Section Chief, Technical Div.
9.	Mr. Chu-Lung Sheu	Tapeng Bay National Scenic Area Administration
10.	Ms. Liu, I-Wen	International Div.
11.	Mr. E-Shu Tsao	Technical Div.
12.	Ms. Serene Yu	International Div.
13.	Ms. Lisa Ku	International Div.

1. Welcome Address by Mr. Chang, Shuo-Lao, Director General, TB
 - 1.1 Mr. Chang, Shuo-Lao began by introducing the members of the TB delegation.
 - 1.2 Mr. Chang, Shuo-Lao welcomed the delegation from the Singapore Tourism Board to Kaohsiung for the 10th Tourism Cooperation Meeting. He remarked that these meetings give the two sides an opportunity to exchange ideas and discuss topics that concern both sides, as well as help in the execution of future tasks more successfully. He noted that Taiwan has recovered from the earthquake disaster very quickly, and will establish national scenic areas at Sun

Moon Lake and the offshore island of Matsu. He expressed the intention to show the Singapore delegation the development of the Tapeng Bay National Scenic Area.

2 Remarks by Mr. Yeo Khee Leng, Chief Executive, STB

2.1 Mr. Yeo Khee Leng expressed his admiration for the quick recovery from the earthquake in Taiwan, and wished Taiwan every success in reconstruction. He noted that since the MOU was signed in 1991, a great deal of progress has been achieved. He stressed that the exchange of information between the two organizations has truly been two-way, including such events as the Chingay Parade, Taipei International Travel Fair and Taipei Lantern Festival, which makes the relationship much stronger and better.

2.2 Mr. Yeo Khee Leng introduced the members of the STB delegation.

3 Adoption of Agenda

3.1 The agenda (see Appendix 1) was adopted.

4 Confirmation of Minutes of the 9th Tourism Cooperation Meeting held on December 7, 1998

4.1 The Minutes were confirmed.

5 Topics for Information and Discussion

5.1 STB overseas promotional programs

1. The three objectives for the 21st century are the development of Singapore as a tourist destination, tourism business center and tourism hub.

2. There are 16 STB overseas offices located in Asia, Europe, America and Oceania. The STB office in Taipei is in charge of marketing (advertising,

- public relations and activities) as well as cooperation with the private tourism sector and the offering of Singaporean tourism information.
3. Singapore is to be branded as "New Asia Singapore", which will bring unforgettable experiences to travelers.
 4. "Millennium Mania" runs from June 1999 to August 2000, and includes festivals, exhibitions and world-class performances, all of which are very well-known to Taiwan tourists.
 5. Mr. Tuo asked that who paid 「Great Singapore Bonus get away」 promotional plan. Mr. Yeh answered that the STB and the Ford Lio Ho Motor Company will provide funds for this promotional plan. Also, the STB in Taipei helped Ford Lio Ho to seek support from airlines and travel agencies.
 6. Mr. Tuo also asked whether Singapore has a special committee responsible for all millennium activities. Mr. Yeh replied that the millennium celebrations in Singapore are coordinated by the Ministry of Information and the Arts. The STB organized and promoted the events related to Tourism and branded them as "Millennium Mania". The STB is also re-branding the old and big activities. The STB's strategy is to have the activities all year round, not just during the millennium year.
 7. Mr. Tuo asked whether the STB gave financial or administrative support to the Star Trek Promotion. Mr. Yeh answered that STB facilitated Star Trek in finding a good location to perform, and also helped market Star Trek around the world through the STB's overseas offices.
 8. Mr. Chang, Director General of the TB, pointed out that Taipei can learn much from Singapore about promoting itself as an attractive destination for international tourists. Mr. Yeh said that Singapore has an events division that handles all event tourism. Mr. Su indicated that the packaging of events in

Taiwan has not been very good in the past, and that the TB should learn more from the STB and re-package them. Ms. Lai said all millennium events are organized by the Government Information Office in Taipei, but that a lot of them were unfortunately affected by the earthquake.

9. Mr. Yeo said that an extra 30 million Singapore dollars have been provided for the millennium promotion, paid for by a tax which STB collected from the tourism industry. The STB does not operate any scenic spots, but plans and seeks funds for the tourism industry. Mr. Su noted that the TB handles tourism development as well as promotion.

5.2 Development of Tapeng Bay Resort

1. Tapeng Bay is located on the southwest coast of Taiwan and is being developed into a tourism resort, which will include a beach, theme park, golf course, shopping mall, and recreational and water activities.
2. The plan requires an estimated NT\$ 34 billion in investment by both government and private sectors. The government will be in charge of the infrastructure, and the BOT investment, in the amount of NT\$17.5 billion, will cover the development of about 247 hectares and include hotels, a golf course, convention center, marinas etc. BOT bidding will start before June 2000.
3. The current major tasks are removing the military camp, dismantling the oyster farm facilities, and improving the infrastructure around the bay.
4. Mr. Chang indicated that Tapeng Bay has a lot of potential for development as a marina. The Taiwanese have money to buy boats; but in the past Taiwan did not have any marinas, only commercial harbors. Sailing range from the bay includes Little Liuchiou and Green Island, where the weather is fine all year round. Within the bay, the tide difference is very small, only about 50 cm,

and typhoons cannot threaten it. These are all attractions for investors. The bay will have only residential area in Taiwan where boats can be docked in front. The total number of boats in the planned marina will be 2000, and the plan will bring in international investors.

5. Mr. Yeo said some people would be interested in visiting oyster farms. Mr. Chang said that this would help retain some traditional oyster industries.

5.3 Existing major tourism investment projects in Taiwan

1. The TB is in charge of coordinating private and public land use, releasing public land, simplifying land use application procedures, and facilitating other application procedures.
2. Projects to be developed by the BOT method include Yamay Resort, Jibei Harbor Resort Area, Sanshiantai Hotel Area, Dulanbi Resort Area, East Coast Resort Village, and Kinglun Hot-Spring Resort Area.
3. Mr. Chang stressed that in the past, Taiwan had only tourism activities but no good tourism construction because of strict regulations. Now, the Bureau is planning to secure the land and lease it to the private sector via BOT. The main purpose is to adapt to the policy of two-day weekends on alternate weeks. For the short-term, the purpose is to attract local tourists; for the long term, international tourists will also be targeted. The Bureau is trying very hard to bring in foreign funds for tourism construction. The term of the BOT projects is usually 50 years.

5.4 Taipei Lantern Festival 2000 and Taipei International Travel Fair 2000

1. Mr. Tuo introduced the 7th Taipei International Travel Fair 1999. Exhibitors came from 40 countries. There were many performances and shows on the performing stage. He expressed the wish for STB to joining ITF again in 2000, when the event runs from Nov. 2 to 5.

2. Mr. Tuo introduced the Taipei Lantern Festival 1999, including the theme lantern - Rabbit - and its sound and light show. He noted that the Taipei Lantern Festival 2000 will run from Feb 19 to 23, with the theme lantern being a "Golden Dragon". He invited the STB to continue participating in this event. The millennium Taipei Lantern Festival will be celebrated with more types of lanterns in addition to the theme lantern, such as a Nine-Dragons Lantern, IT Dragon, and Dragon and Phoenix Lanterns.
3. Mr. Chang invited Mr. Yeo to visit the Taipei Lantern Festival in 2000.

6. Other Business

6.1 Report on Taiwan's Sep. 21, '99 Earthquake by Mr. Chang, TB

1. The earthquake occurred around 1:00 a.m. on Sep. 21, 1999, suddenly cutting off electricity supplies and telecommunications; so no one knew how serious it was and where the epicenter was located. One poorly-constructed building in Taipei with a hotel sign on it collapsed, misleading media such as CNN into reporting a huge disaster in Taiwan and causing uncountable loss to the tourism industry.
2. The first thing that the Bureau did was to arrange for loans to tourism businesses which suffered losses in the earthquake. The total amount of loans is NT\$20 billion. On average, every eligible company can get a maximum NT\$60 million, 3%-interest loan for 10 years. For those needing to borrow more than NT\$60 million, other loans are available at 6.53% interest. The second task of the TB was simplifying application procedures for the rebuilding of recreational facilities. The third thing was repairing damaged access roads to scenic areas.
4. The damaged areas were all in Central Taiwan, such as Nantou and Taichung

counties. But international media reports made the international community think that all Taiwan was damaged, so the Bureau decided to invite 100 journalists and 500 travel agents to visit Taiwan free of charge and see for themselves. The Bureau carried out the 7th Taipei International Travel Fair and Johnny Walker Classic Golf Tournament in November as planned; showing the outside world that Taiwan had recovered from the earthquake.

5. However, the local people did not have a mood to travel either domestically or internationally. The most difficult thing is to give confidence back to local people, who were unwilling to travel while some people were still suffering from the earthquake. We think we have to solve this problem in the area where the incident occurred.
6. The earthquake caused several peculiar phenomena which are worth observing. In one place, the ground rose seven meters, elevating a bridge and dam and creating a waterfall. A 1200-meter-high mountain broke loose at the 450-meter level within 15 seconds, and fell into a river to become a dam. So the Bureau decided to design "Mighty Nature Education Tours" to sweep away the shadows from Taiwanese minds.
7. In December, outbound and domestic travel were both recovering. Outbound figures this year (1999) were expected to exceed the 1997 record to set a new record of more than 6.16 million. Inbound arrivals were expected to reach 2.37 million. The earthquake drew the government and private sectors together in the effort to boost the tourism industry.

6.2. Conclusions by Mr. Yeo, STB


Post-earthquake efforts by the TB are admirable. A crisis is sometimes also an opportunity for learning.

7. Adjournment

Recorded by : I-Wen Liu, TB


Vetted by : Tuo, Chung Hwa, Director, International Division

TOURISM 21




Tourism 21

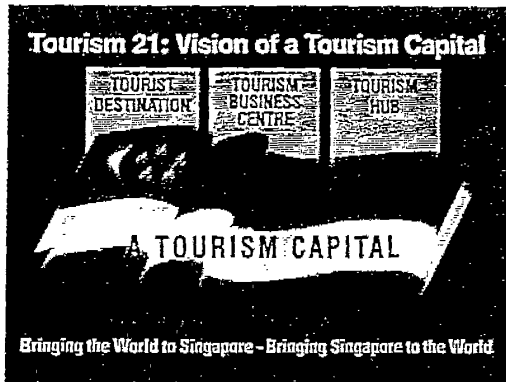
- Background
 - Developed in 1995 as a ten-year blueprint to evolve Singapore into a Tourism Capital
 - 3 roles
 - 6 strategic thrusts
 - 31 recommendations



Tourism 21


- Process
 - Industry-wide initiative involving more than 350 people
 - Strong private-public sector partnership approach
 - Sub-committees included World Class Positioning, Manpower Development, Tourism Business
 - Special task forces included Customer Focus, Infrastructure, Technology Marketing






Tourism 21

- Three Roles
 - Memorable destination
 - Business centre
 - Hub of the Asia-Pacific Region



Tourism 21

- Six strategic thrusts
 - Redefining tourism
 - Reformulating the product
 - Developing tourism as an industry
 - Configuring new tourism space
 - Partnering for success
 - Championing tourism



**Tourism 21
Key Recommendations**

- Redefining tourism
 - Coverage to include the 3 roles
- Reformulating the product
 - *New Asia Singapore* branding
 - Thematic approach - 11 thematic zones defined
 - World class events




**Tourism 21
Key Recommendations**

- Tourism as an industry
 - Local enterprise development
 - Investment promotion
 - Tourism Development Assistance Scheme
 - Mega exhibition hall - S'pore Expo opened in 1999
 - Improve service quality, training curriculum and tourism image



**Tourism 21
Key Recommendations**

- Tourism as an industry
 - Electronic link up through the Singapore Travel Exchange
 - On line marketing through the New-Asia Singapore website




**Tourism 21
Key Recommendations**

- **Configuring new tourism space**
 - Nurture local companies to be regional players
 - Joint promotions with regional countries
 - G-to-G initiatives and investment facilitation



**Tourism 21
Key Recommendations**

- **Partnering for success**
 - Singapore Tourism Conference
- **Championing tourism**
 - One-stop agency service by STB
 - Tourism Satellite Account



**Tourism 21 Review
New Challenges**

- **Technology and e-commerce**
- **New business practices in the new economy**
- **Knowledge based competencies**
- **Changing trends and lifestyles**



END OF PRESENTATION

THANK YOU



歡迎台灣觀光局

11th STB-TBT Tourism

Co-Operation Meeting

14th December 2000

Tourism Court



新加坡旅游局
2000 年首要节目



歡慶繽紛新世紀





Singapore
Millennia

JUNE 1999 - AUGUST 2000



推廣計劃

全新感受新加坡

歡慶繽紛新世紀

MILLENNIUM

SINGAPORE




多姿多彩的節目

Chingay Parade

狀藝大游行



THE GREAT SALE

26 MAY - 9 JUL 2000

Great Singapore Sale

新加坡热卖会



国际艺术城



Take Art! A Global City for the Arts

for sake!



美食促销




Food and Gourmet Capital



世界級的娛樂



World-Class Entertainment

CHICAGO



新产品与国际品



A WILD PLACE TO SHOP AND EAT



FOUR SEASONS
Hotels and Resorts

海外国际展览会



Singapore At
Expo 2000



发展规划

Haw Par Villa

虎豹别墅



Capitol Theatre




首都戏院



发展计划

Relocation of
the Merlion




迁移鱼尾狮

发展计划

Southern Islands
Development

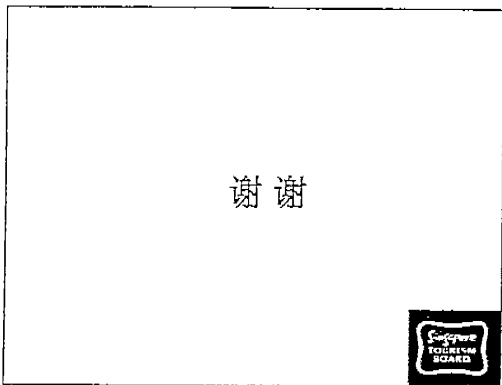
发展南部岛屿

认赏卓越表现者

Singapore
Tourism
Awards
2000



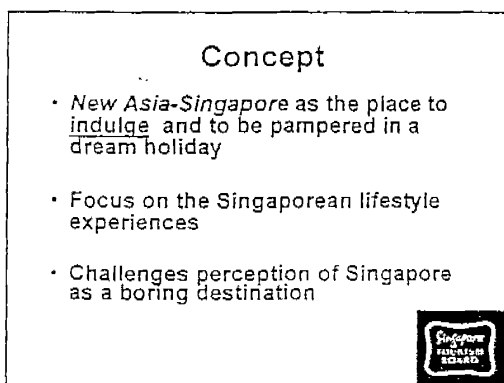
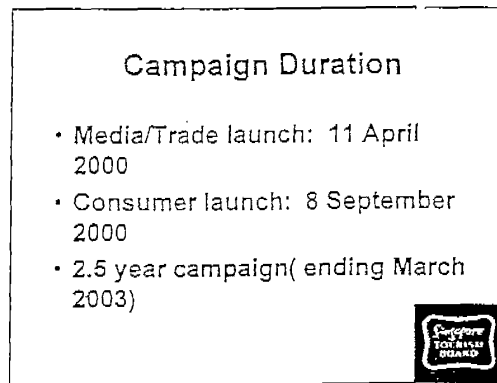
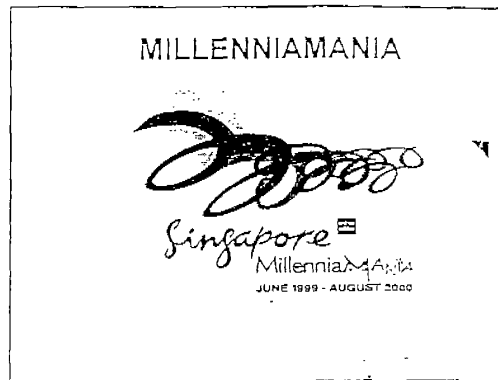
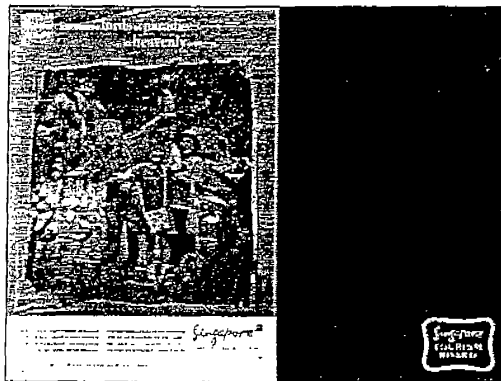
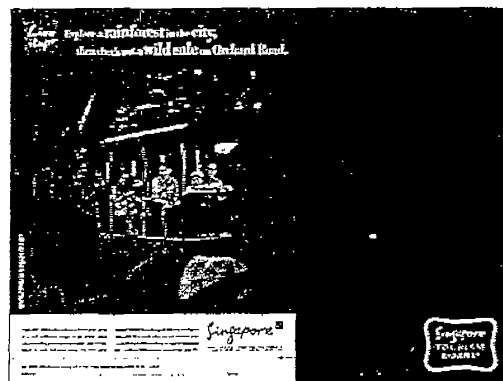
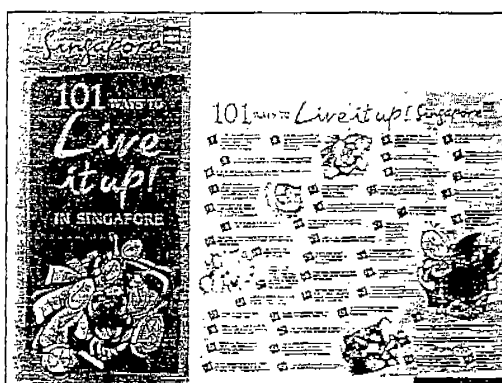
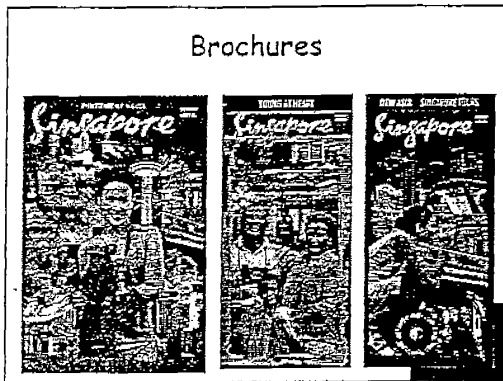


Image Ad



Brochures



Some 101 Ways to LIU!

- #1 - Join the World Gourmet Summit
- #20 - Have a henna bodywork at Little India
- #42 - Let a personal shopper at Tangs do the shopping for you
- #70 - Take a walk in a nursery off Thomson Road
- #101 - Eat durians!



SMALL3

I. Present status of "small three links"

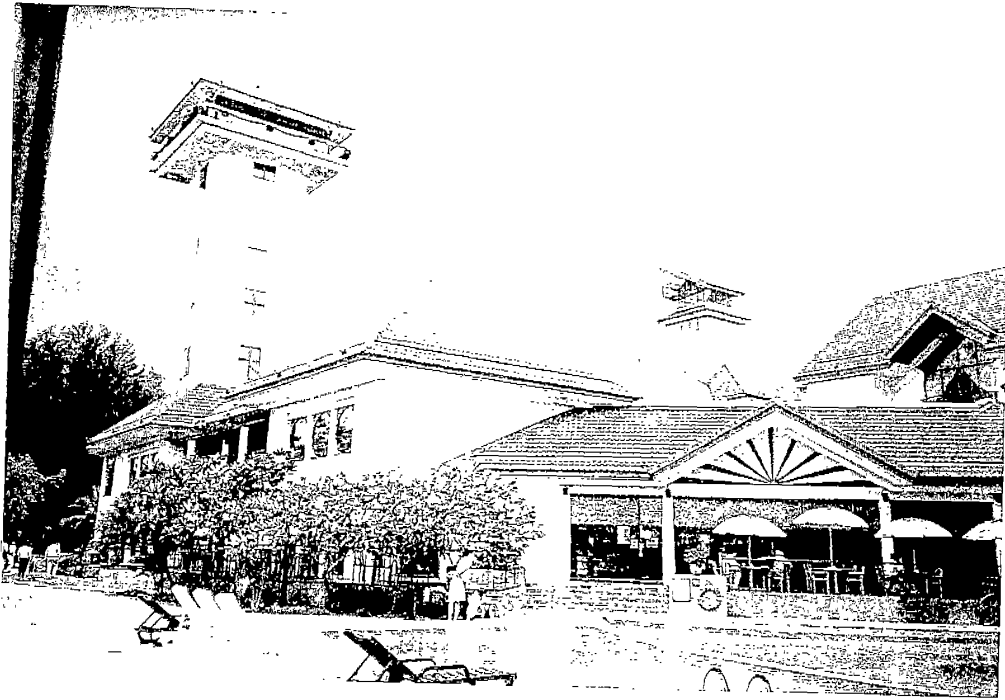
1. Area of implementation: The areas of Kinmen and Matsu will be given priority in the implementation of the "small three links." After operations become normalized, the possibility of opening up limited transportation contacts between the Penghu Islands and mainland China will be evaluated.
2. Methods and limits of contact: A gradual approach will be adopted, with cargo being carried first and then passengers, and with transportation being handled first by sea and then by air. For sea transportation, Liaolo Harbor in Kinmen and Fuaø Harbor in Matsu will be used; for air transportation, the routes used will be Kinmen-Hsiamen and Matsu-Fuchou.
3. Intermediate stops and onward travel: No intermediate stops or onward travel will be allowed at the present stage of development.
4. Travel by persons:
 - (1) Travel to mainland China from the Kinmen/Matsu areas: Travel to the mainland by people from Kinmen and Matsu will be limited to livelihood needs, promotion of the offshore island economy, and humanitarian purposes.
 - (2) Travel to the Kinmen/Matsu areas by people from mainland China: Based on national security needs, in the initial period a quota method will be adopted. Mainland residents traveling to Kinmen will be limited to 700 persons daily (for tour groups, the ceiling will be 600 persons daily with a two-day, one-night itinerary); those traveling to Matsu will be limited to 100 persons daily (for tour groups, the limit will be 40 persons with a three-day, two-night itinerary).

II. Opening of tourist travel to Taiwan by mainland Chinese residents

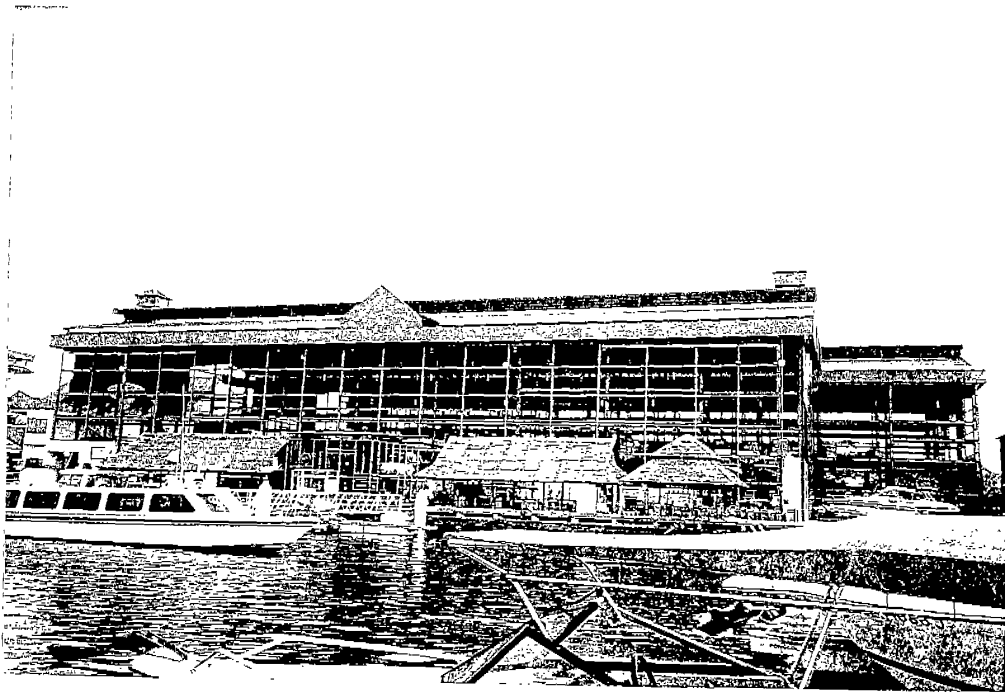
1. The Legislative Yuan passed a revision of Article 16 of the Statute for Relations Between People from the Taiwan Area and the Mainland China Area on Dec. 5, 2000, providing for the opening of travel to Taiwan by residents of mainland China for tourism purposes.
2. Just who will be allowed to come under this new provision, and how many, is still under deliberation.

III. Potential impact of the "large three links" on Taiwan's tourism industry

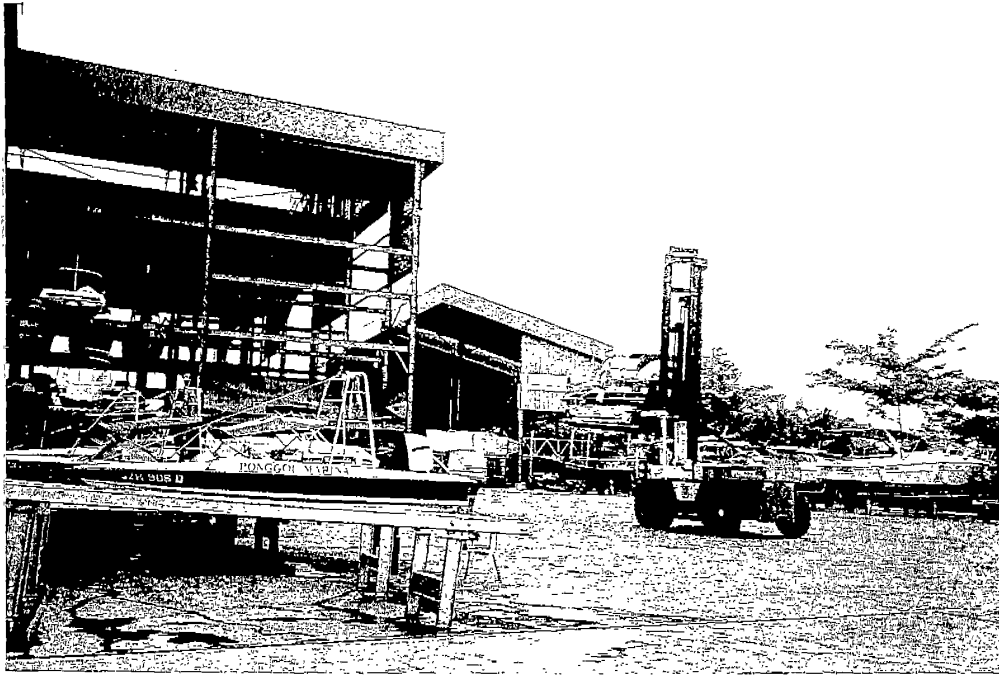
1. There will be a large reduction in the number of people from Taiwan who travel to mainland China through Hong Kong and Macau.
2. With the increased convenience of transportation and the reduction of cost resulting from direct links, the number of Taiwan residents traveling to the mainland will greatly increase. This development will constitute a major blow to the domestic tourist market.
3. Direct links will also mean a large increase in the number of mainland Chinese residents traveling to Taiwan for tourism purposes.



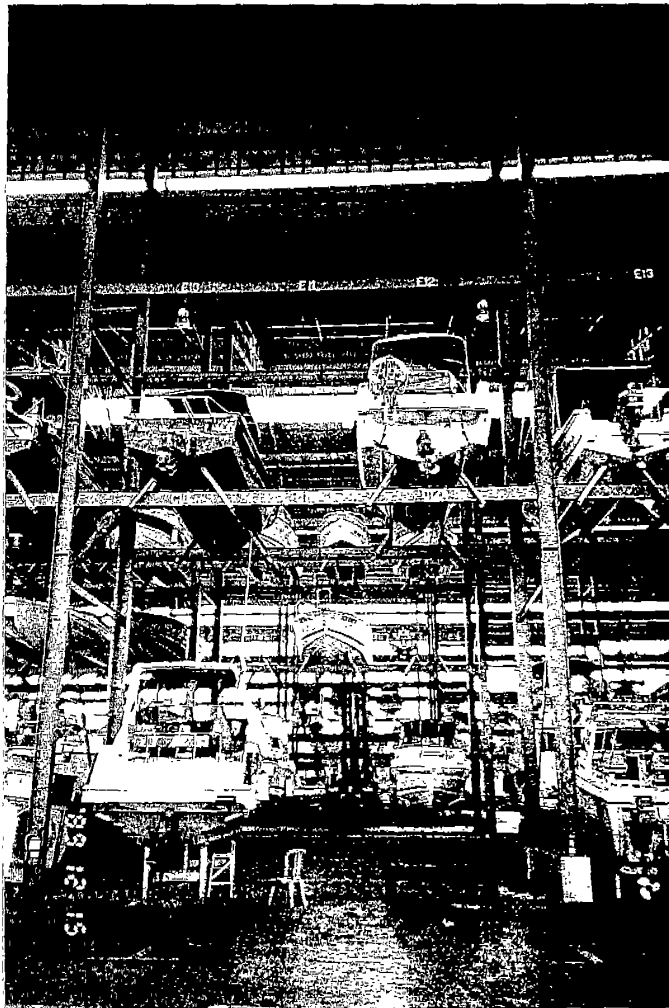
Ponggol 遊艇港的俱樂部



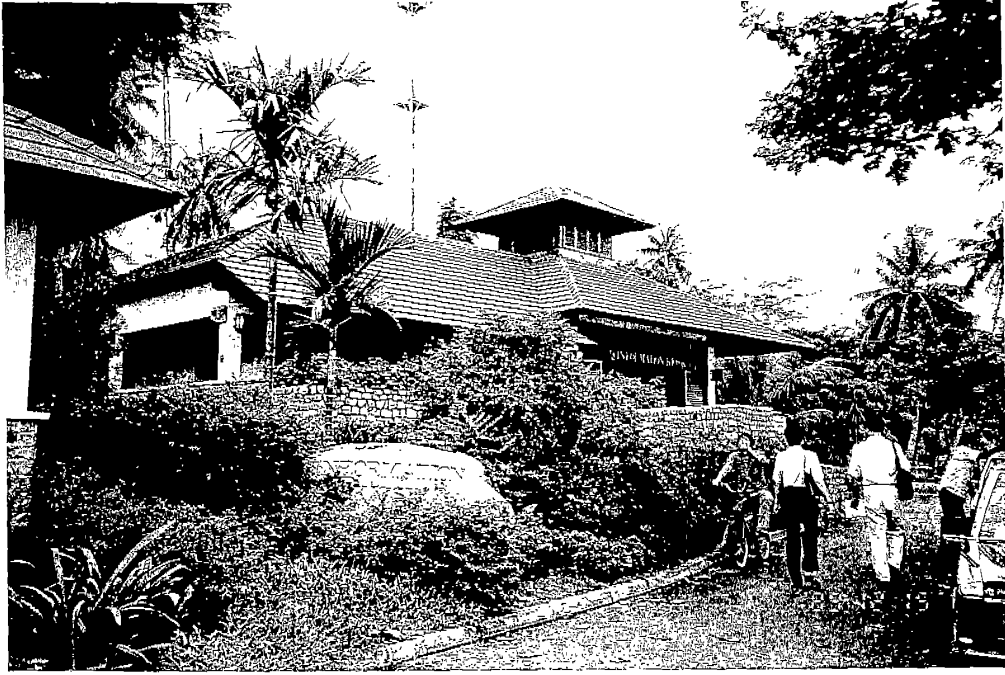
Ponggol 遊艇港的陸置艇庫



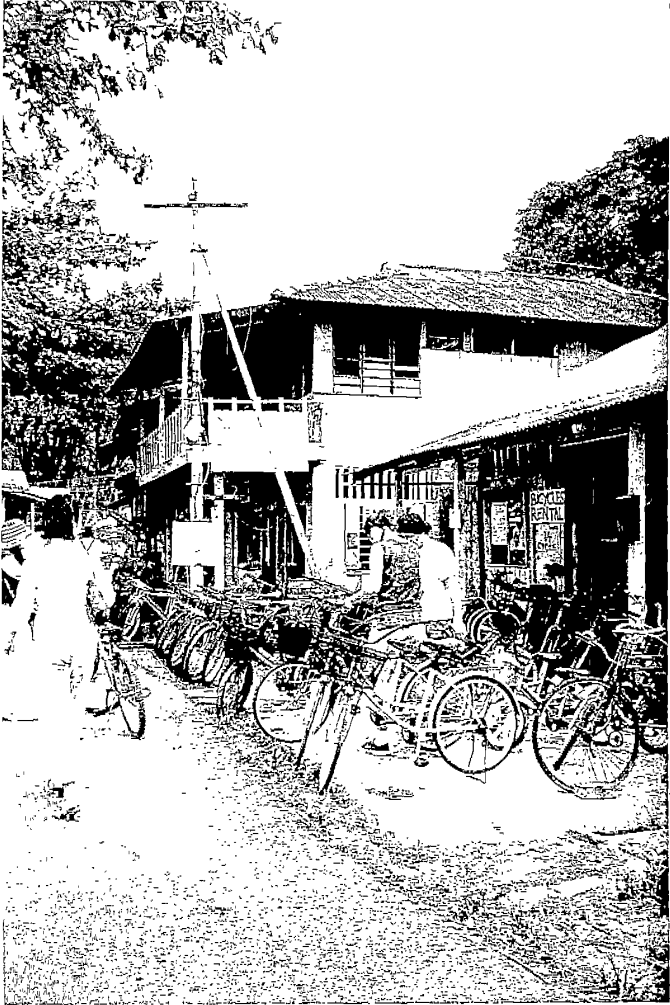
堆高機運送遊艇進入艇庫



陸置艇庫內遊艇擺放情形



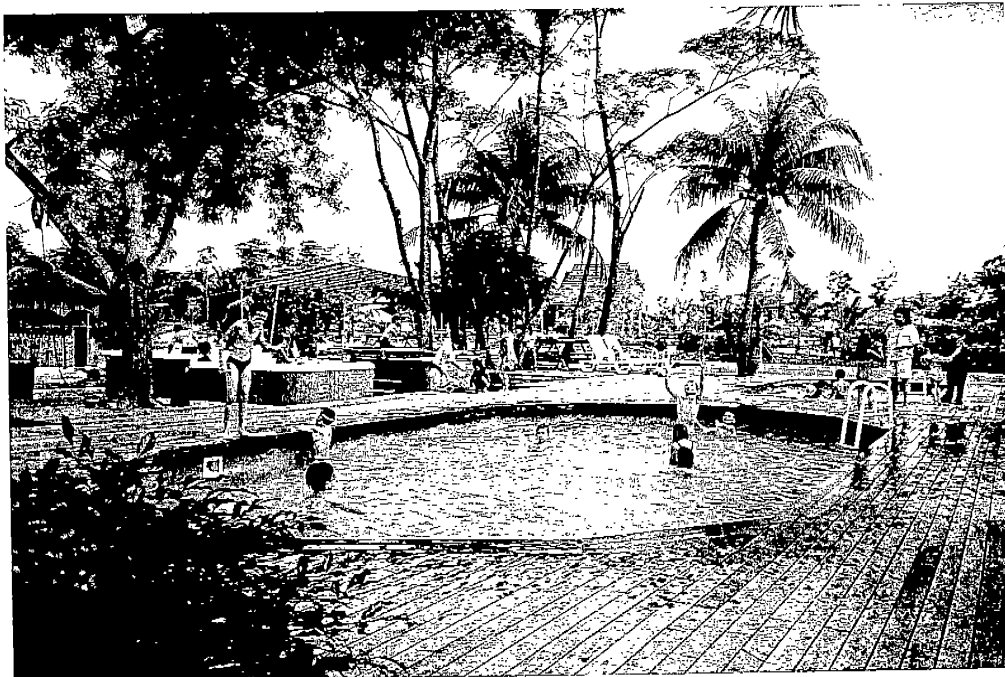
Ubin 島上設有簡易旅遊資訊亭(Information Kiosk)



Ubin 島上遊客大都以租腳踏車遊玩



Ubin Lagoon 渡假村別墅



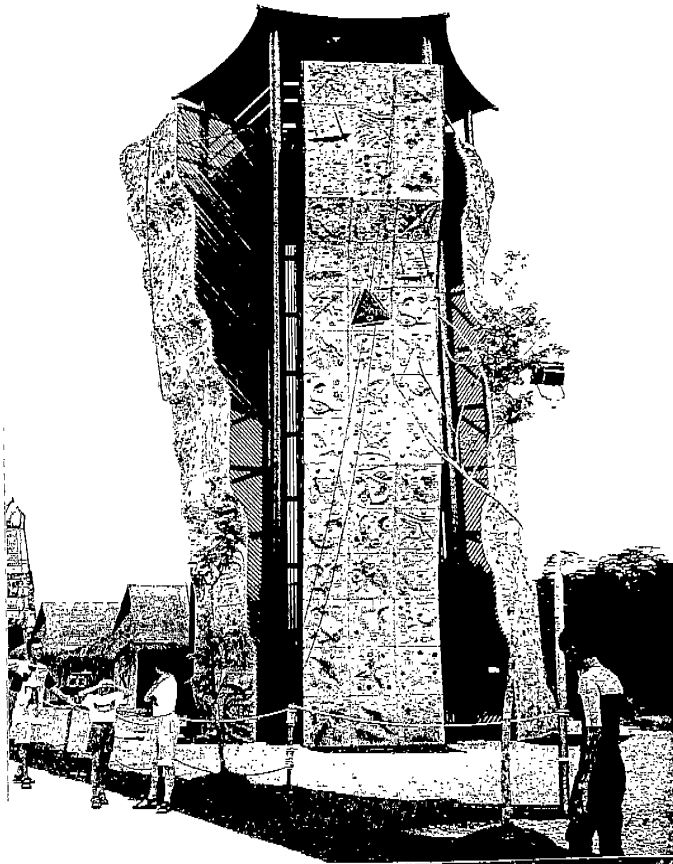
Ubin Lagoon 渡假村露天游泳池及按摩池



Ubin Lagoon 渡假村獨木舟活動

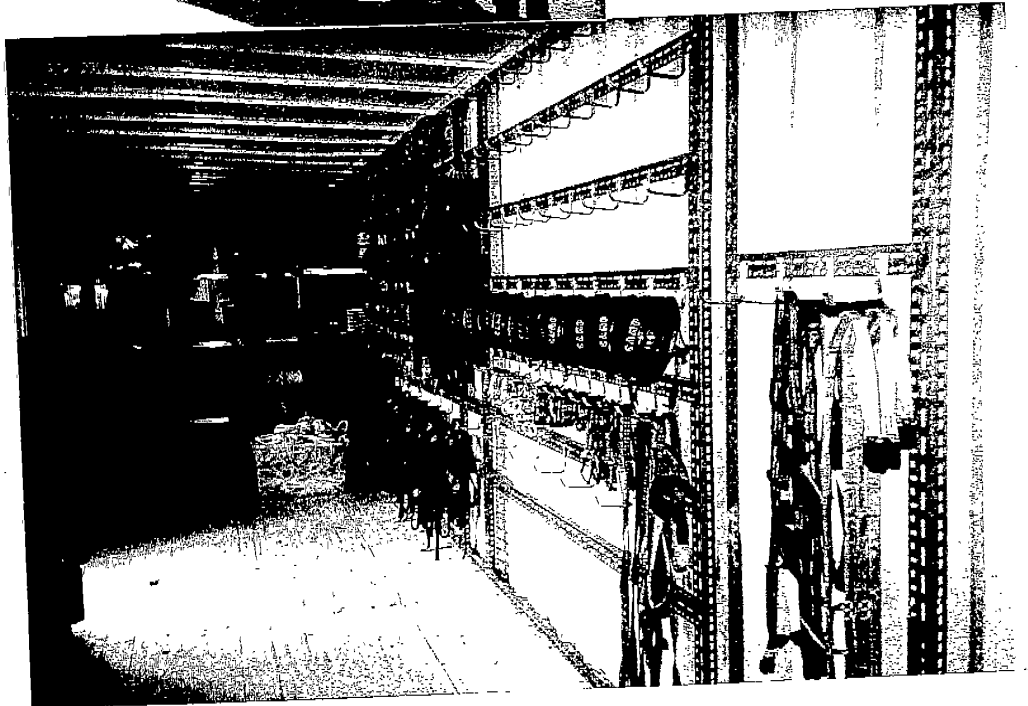


Ubin Lagoon 渡假村設於涼亭下健身設施



Unin Lagoon 渡假村體驗攀

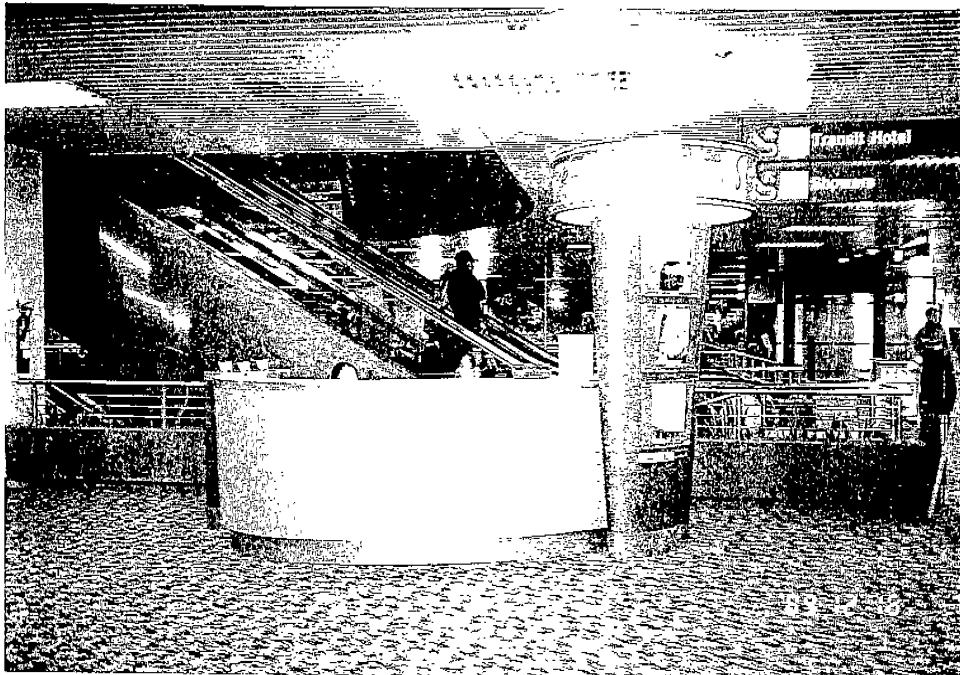
岩及跳傘設施



Unin Lagoon 渡假村戶外冒險中心放置器材處



國際機場旅遊資訊架



過境旅客免費旅遊的登記櫃檯



聖誕裝飾比賽第一名，三百多個彩球高掛廣場



聖誕裝飾比賽第二名，充滿北國風光