

行政院及所屬各機關出國報告

(出國類別：其他)

出席世界青年學生旅遊會議報告書

服務機關：交通部觀光局

出國人：職 稱：組長

姓 名：黃靜惠

出國地區：泰國

出國期間：民國 92 年 10 月 12 日至 18 日

報告日期：民國 92 年 11 月 18 日

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公務出國報告提要

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主辦機關：交通部觀光局

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其他：出席世界青年學生旅遊會議報告書

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分類號/目：

關鍵詞：

內容摘要：

- 一、根據世界旅遊組織〈WTO〉的統計，2002 年青年學生旅遊人口佔全球旅遊人口的百分之二十，預估在 2005 年將達百分之二十五；。鑑於青年旅遊市場對一個國家發展觀光旅遊很重要，所以觀光局在 2002 年開始加入國際青年旅遊組織〈FIYTO〉為會員。
- 二、FIYTO 與 ISTC〈國際學生旅遊組織〉每年聯合舉行世界青年學生旅遊會議〈WYSTC〉，本局係首次派員參加，並委託台灣觀光協會辦理組團事宜，召集相關行業旅遊業、大學附設華語文推廣中心、休閒農場等 18 個單位派代表計 35 人共同參加。
- 三、大會於十月十二日至十八日假泰國巴塔雅市 Royal Beach Cliff Resort 旅館舉行，是青年旅遊專業人士唯一且僅有市場交流的地方；計有來自世界各地會員代表六百多人參加。我國代表除了參加大會各項議程、演講、研討會外，並贊助辦理快樂時光〈Happy Hour〉，與會嘉賓多達五百多人，並獲好評。另並與泰國旅遊業者座談餐敘，聽取業者意見與交流。
- 四、青年旅遊市場商機無限，值得開發，為開拓此一市場，實有必要積極參與大會活動，建請繼續參加，並鼓勵號召國內相關業者、學校參與。-

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壹、前言

青年旅遊從發展至今已歷經五十多年，青年一詞泛指十歲到二十歲的年輕人、青年及學生；旅行對青年時期的教育生活是很重要，它可以豐富經驗，開拓新視野，並和世界接軌，了解其它國家的生活方式與文化，體驗一個不同文化的機會，成為他們一輩子的資產。

根據世界旅遊組織〈WTO〉的統計，2002年青年學生旅遊人口佔全球旅遊人口的百分之二十，就整個旅遊市場的分配，它一直呈穩定的成長，預估在2005年將達百分之二十五。

鑑於青年旅遊市場對一個國家發展觀光旅遊很重要，所以觀光局在2002年開始加入國際青年旅遊組織聯盟（The Federation of International Youth Travel Organizations, 簡稱FIYTO）為會員，會員歸屬Official Tourism & Partner Organization (OTO)，會費每年510歐元，無需入會費。

該組織每年並與國際學生旅遊聯盟〈The International Student Travel Confederation, 簡稱ISTC〉共同舉辦世界青年學生旅遊會議〈The World Youth and Student Travel Conference, 簡稱WYSTC〉，本局今年係第一次派員參加WYSTC大會，並委託台灣觀光協會辦理組團事宜，號召國內相關產業，如旅行社、語言學校等派員參加。

貳、世界青年學生旅遊會議 (WYSTC) 組織表及簡介

- 一、國際青年旅遊組織聯盟 (The Federation of International Youth Travel Organizations, 簡稱 FIYTO) 是一個非營利組織，由法國人尚巴荷 (Jean Barraud) 於 1950 年創立的，以藉青年旅遊來推廣世界和平為初旨，至今依然。
- FIYTO 有 500 個會員，遍佈全世界 75 個國家，FIYTO 建立了青年旅遊業的作業標準，有一套自己的行為準則，規範所有會員間的業務，幫助會員在業務洽談中輕易取得新的合作伙伴。
- FIYTO 強調的是公開性，無政治性，且確保青年旅遊品質及安全性的，和國際學生旅遊聯盟 (ISTC) 同樣是被聯合國教科文組織所認可且列為輔助推廣的青年組織。

FIYTO 組織下設有三個產品導向的協會—

- 1、語文旅遊組織協會 (The Association of Language Travel Organization, 簡稱 ALTO)
- 2、國際互助協會 (The International AU PAIR Association, 簡稱 IAPA)
- 3、全球工作經驗協會 (Global Work Experience Association, 簡稱 GWEA)。

- 二、國際學生旅遊聯盟 (The International Student Travel Confederation, 簡稱 ISTC), ISTC 下設：
- 1、國際學生證協會 (International Student Identity Card Association, 簡稱 ISIC)
 - 2、學生航空旅遊協會 (Student Air Travel Association, 簡稱 SATA)
 - 3、國際學生水陸旅遊協會 (International

Student Surface Travel Association，簡稱 ISSA〉

- 4、 國際學生保險服務協會〈International Association Student Insurance Services，簡稱 IASIS〉
- 5、 國際教育工作交流計畫協會〈International Association for Educational work Exchange Programmers，簡稱 IAEWEP〉

世界青年學生旅遊會議 (The World Youth and Student Travel Conference，簡稱 WYSTC)，是青年旅遊專業人士唯一且僅有市場交流處，是一個為期一個星期的大會，有研討會、交流會、年會、業務洽談、交易、網絡及聯誼。

青年學生的旅遊市場是無限寬廣的，可以藉 FIYTO 走入這個領域，也可藉 FIYTO 制定及維持青年旅遊的標準，幫助大家找到新的事業伙伴。

為什麼要提倡青年旅遊呢？誠如 FIYTO 理事—飛達旅運黃總經理育徵所言，理由有四：

1. 教育層面而言，可以使我們下一代的教育更多元化
2. 使台灣能更國際化，使我國青少年與國外更有互動
3. 可使台灣經濟更蓬勃，帶來更多商機
4. 可以發揚台灣的特殊文化

所以說青年學生旅遊等於成長與學習，不僅是生活的匯集，更是一個生活的方式。

參、參與經過及會議流程

本次委託台灣觀光協會負責組團事宜，計有青輔會、中華航空公司、師大國語教學中心、文化大學推廣教育部、淡江成人教育學院、高雄餐旅學院、德霖技術學院、弘光科技大學、台灣休閒農業發展協會、金界旅行社、金展旅行社、飛瑞旅行社、新銳旅行社、美加國際機構及 V1492 旅行與閱讀俱樂部等 18 個單位 35 人參加〈含為辦理本局贊助的快樂時光（HAPPY HOUR）所徵召豪景大酒店及亞都麗緻大飯店等三位廚師及高雄餐旅學院三位學生幫忙〉

十月十二日（星期日）

抵達曼谷國際機場後，到處可見到 APEC 的掛旗，原來 APEC 資深官員部長會議也在泰國曼谷舉行，海關証照查驗處特設 APEC 代表通關專用櫃檯，雖沒有 WYSTC 與會代表專用櫃檯，但大致通關尚屬快速，在領取行李轉盤處，才見到 WYSTC 的工作人員，手持 A4 尺寸 WYSTC LOGO。

我國與會代表分三批搭乘華航、長榮班機於十月十二日陸續抵達，本局代表和大家聚集後由 WYSTC 工作人員帶領到等候區等待由泰國 STA 旅行社提供之接駁車，從下機約莫過了三個多鐘頭，才於下午七點左右抵達位於芭達雅（PATTAYA）的大會旅館。

大會旅館是 Royal Cliff Beach Hotel，該旅館設有會議中心，屬會議旅館 Convention Hotel。晚上七點至八點是大會歡迎酒會，供與會代表敘舊迎新。

晚上八點半舉行展前工作說明會及餐敘，由本局與會代表黃組長靜惠代表嚴團長長壽〈台灣觀光協會名譽會長〉主持。

十月十三日〈星期一〉

上午九時

舉行第 53 屆世界青年學生旅遊會議 (The World Youth and Student Travel Conference, 簡稱 WYSTC) 大會,開幕典禮首先由大會主席即 FIYTO 會長 Mr. Jack Coronna 致歡迎詞及報告 2002 年工作概況後,亦提及接受本局與台灣觀光協會的邀請於去年十一月來台北參觀台北國際旅展及參與一個國際青年旅遊研討會,並感謝蘇局長及嚴會長等的熱情接待;另外還特別口頭提及我國將在十月十四日星期二贊助的 HAPPY HOUR 活動,歡迎大家參加。接著邀請地主國泰國觀光部長 Mr. Juthamas Siriwan 致歡迎詞後由地主國提供二十分鐘泰國民俗表演。之後再由大會主講人演講後結束。

大會今年邀請的主講人,係甫自聯合國教科文組織退休的 Mr. ARTHUR, 法國人,但會講一些中文,十月十三日早上方抵達會場,並與我方與會人員共進早餐講中文,語言談諧,在演講中特別提出一些建議發人省思。

上午十時三十分

舉行世界青年旅遊組織聯盟 (FIYTO) 年會開幕典禮,由執行長 Mr. Peter Kruyt 主持。

下午二時三十分

舉行 FIYTO 年會,議程如附件。

晚上七時三十分

全體與會代表約 600 人搭車前往芭達雅碼頭 (PATTAYA PIER) 參加 PATTAYA 市邀請之歡迎酒會,首先由 PATTAYA 小學生打泰拳揭開晚會序幕,再穿插泰式民俗表演,所有的食物為各式泰食,皆置於戶外帳篷內,可惜天公不作美,下起雨來,掃了不少興,晚上九時多提前搭車返大會旅館。

十月十四日 (星期二)

上午 佈置交易會現場攤位

大夥協助分裝 Happy Hour 贈送外賓資料袋。

下午一時三十分

參加由 FIYTO 理事黃育徵〈飛瑞旅行社總經理〉主持的觀光組織座談會〈OTO Lunch Seminar〉，會中由黃理事介紹青年旅遊市場的重要性，澳洲旅遊局的代表則介紹該國開放 Holiday Working Visa 的經驗與其重要性及可獲得的效益。(查我國目前正與澳洲協商簽署互相開放工作假期簽證之備忘錄)。

下午交易會預約。

下午五時三十分至六時三十分

是由我國贊助之快樂時光，我國以珍珠奶茶與豪景大飯店張鴻飲師傅製作小籠包招待與會嘉賓，經大力宣傳邀請計有與會代表 500 多人參加，我代表團成員身著黑色 Taiwan Touch Your Heart 運動衫列隊歡迎賓客到臨，外賓品嚐新鮮現作的小籠包皆讚賞有加，好評如潮，並一直到晚上八時才依依不捨離開。

接著嚴名譽會長邀宴代表團成員感謝大家的辛勞，並聽取我國與會各代表的心得及意見。

十月十五日〈星期三〉

上午十時三十分

交易會正式開始，我國租了六個攤位設計成一台灣村 (Taiwan Village) 供與會學校代表與國外業者、買家商談。

下午五時三十分

是澳洲旅遊局贊助的快樂時光 (Happy Hour)，澳洲本來邀請其代言人出席，是奧運衝浪冠軍，可惜因故不能現身。

晚上八時

嚴名譽會長出面邀宴國際青年旅遊組織聯盟 (FIYTO) 及國際學生旅遊聯盟〈ISIC〉重要幹部，

為競標 WYSTC 2006 年大會舉辦權暖身，受邀者對我方辦理的 Happy Hour 皆表示印象深刻，而對晚宴之菜色，在得知係特別由台北派廚師親自主炊更是讚賞不已。我們趁機表示仍歡迎 FIYTO 維持原議來台舉辦理事會，也特向執行長 Mt. Jone Coronna 遊說，歡迎來台辦理 FIYTO 理事會，俾可以有機會品嚐更多更好各式各樣的中華美食；晚宴賓主盡歡，在十時多才結束。

十月十六日〈星期四〉

在大會全天仍是旅遊交易會。

另為宣示「2004 台灣觀光年」及對泰國目前十分興盛的 Outbound 旅遊市場，了解研究 2004 年來台旅遊是否有發展的空間；本局代表黃組長一早與嚴會長一起離開 PATTAYA 會場轉赴曼谷，於中午假曼谷 Dusit 旅館，邀宴曼谷當地旅遊業者，會中並分享推廣台灣旅遊之經驗及聽取業者建言；泰國業者皆表示雖有意推廣台灣行程，但簽證不易取得仍是一大阻力，希本局協助解決（查泰國人辦簽證，不論老少仍需備工作證明，對有錢有閒年紀較大的人則阻礙來台誘因）。（詳如附件二名單及經過）

十月十七日〈星期五〉

全天仍進行旅遊交易會，並於下午五時三十分結束。

下午四時

與世界青年學生旅遊會議主辦會議主任 Ms. Susan 會面，向其請教競標 2006 年大會舉辦權相關事宜，並獲告知大會場地需求會作變動，競標單將做修改；並表示會儘快到台北視察大會場地。

晚上八時

參加泰國觀光局贊助招待與會代表的歡送宴，該晚宴在大會旅館游泳池畔舉行，會中提供各式泰式美食及現場樂隊演唱，並施放高空焰火，一直到半夜結束。

肆、大會相關活動

Daily News—大會每日出版特刊，除刊載前一日之大會舉行過程外，並提供各類簡訊，及告知與提醒與會代表當日大會議事流程。

研討會—大會辦理多場相關研討會，提供與會代表吸取新知機會。

1. How to trade Workshops for first time delegates。
2. Web Marketing
3. ISIC share knowledge Seminar
4. TravelMax Seminar
5. CoBrands Seminar
6. Peace Through Tourism Workshop
7. Asian Market Report
8. Combating Sexual exploitation of children in Tourism Workshop

InterCafe 主辦單位在會場特設十部電腦供與會代表使用，原只對會員開放登記使用

免費半日遊程 招待與會代表參觀 PATTAYA 市附近景點及藝品店

伍、2004 年大會場地

2004 年第 54 屆世界青年學生旅遊會議〈WYSTC〉原訂於美國舊金山舉行，但因美國簽證審核日趨嚴格，為免某些地區會員簽證取得不易滋生困擾，乃決定改於歐洲舉行，正確地點將於今年十二月決定後再宣告。

陸、感想與建議

- 一、與會各單位代表的感想與建議〈詳如附件一〉。
- 二、綜觀本次參與各單位的意見觀感表示，咸認為能夠參加此次盛會，雖首次參與，準備經驗不足，但大致表示受益良多，收獲不少，有機會見識到大型國際會議運作方式與過程，國外是如何將教育與旅遊結合與推動。休閒農業應是一向國際開發推廣的產業。

對華文教育應如何推動，仍希望整合各參與與單位彙整出一個合作方案，應有明確戰鬥目標，搭配完善的戰術以吸引更多國際青年來旅遊與學習。

三、本局與會代表建議：

1. 青年學生旅遊仍是一個值得推動的市場，建議明年仍然由本局主導，租定攤位號召國內相關業者、語文學校參加，以開拓商機。
2. 整合國內青年學生旅遊市場資源，集合力量共同推動。
3. 爭取 2006 年 WYSTC 會議來台舉行，以廣台灣觀光會展形象。
4. 爭取 FIYTO 或 ISTC 之理事會來台舉行。
5. 邀請辦理青年學生旅遊的相關業者來台考察國內語文學習的相關設施及配套旅

遊行程。

6. 編製青年學生旅遊的相關文宣，如：持國際學生證者在台可享優惠清單，或加強國內語文學校資源文宣。
7. 仍應繼續積極參與世界青年學生旅遊會議活動。

柒、附件

一、附件一

青輔會林科長裕山

許多參加者都是第一次，事前不太清楚到那兒要做什麼。這回有了經驗應該作為後人的參考。

協會的籌備工作相當完善，包含攤位佈置、Happy Hour 及晚宴都十分精彩。個人從這次活動學習收穫非常多。將致力推動政府部會的整合，以協助業者與青年。

台灣休閒農業發展協會陳副秘書長永杰

希望下次能夠邀請國內多一點不同的業者參加那可使台灣的旅遊產品更多源化！

我們協會發覺休閒農業這一塊產業是值得發展向國外行銷的！也發覺新的觀念是自己從多參加國際會議可以學習到的。更喜悅的是以後可以與台灣更多的異業一起推動台灣的觀光產業進而將國際化的觀念推展至各個產業也可以藉此發展平民化的外交增強台灣在國際的地位，這是長程的計畫！除此之外短程的也藉此可以培養多一些國際的友邦與朋友近而將台灣真正的推向國際化讓政府的觀光倍增計畫早日達成並且增加自己業者的收入與增長知識！

最後感謝觀光局與觀光協會讓我們的協會有機會見識與學習如何將自己的產業推向國際化！更感謝婉美與 Angelo 姐與其他的旅行業者的教導與照顧，讓台灣的農業能夠朝向認識國際市場！

文大華語中心王玉琴

本次參展真是所學甚多，讓我們知道國外教育與旅遊是如何

結合與推動。希望回台後所有參加單位能彙整出一個合作專案，共同推動台灣旅遊及華語課程已吸引更多國際青年來攤旅遊及學習。

V1492 閱讀與旅行俱樂部袁秀慧

此次參展，對於大伙想推銷台灣的心深深感動，也由於參與在國際之間，更覺得工作之不易，不過，只要有這個心，大家在台灣國內合縱連橫，相信下一次再面對國際的舞台時，會更自在。另外，也有感於鄰近國家的發展活力，深覺台灣的腳步應該要再加快。

下一次，不妨有更明確的戰鬥目標並搭配完善的戰術，相信每一個訓練有素的戰將，都會是往目標推進的重要助力。

國際教育諮詢會李紹禮

Thank you for arranging the first time ever event. My friends joining the 'Taiwan Happy Hour' and Taiwan Reception Dinner' think that they are very successful. According to Anita of English 200 (an UK School), our happy hour is the best one among others as members of the Taiwan delegation lined up to welcome them and the food is so tasty. It really touches their hearts.

Congratulation to Edwige and other team members of TVA.
Mission in promoting

Taiwan is professionally accomplished!!!

金界旅行社張李董事長正琴

I think that it is very important that Taiwan has organized big delegation to attend this conference

and to host a very successful happy hour and dinner party. Thought the conference and exhibition may not be the big one comparing to many others in our travel industry, yet it is very important one. Because all the youth and students today will not only become our futures regular customer also our PR in their country.

STA Japan, Hongkong, Thailand, Singapore, Vietnam, Brunei, Switzerland, Canada etc all interested in sending Chinese study student group to Taiwan and they are waiting for our proposed itinerary. Certainly, they all wish to have one week Chinese study FAM tour to Taiwan, so that they know the facilities and what we can offer etc.

Raymond Lee of STA has suggested to Miss Jean Huang to print the ISIC benefit booklet to be distributed during overseas travel trade show. So the foreign students would know what discount benefit they would enjoy when they travel to Taiwan. At the conference, CAL had two persons to attend one day and they took the chance to talk to David Jones of ISTC about some student ticket and particularly took the chance to meet and discuss with STA people who are in charge of student ticket (STA Blue Ticket). Both STA and CAL are very much willingly to cooperate in every market where CAL flies. I believe that will encourage more students to Taiwan from different market.

So in general, I think that this is very successful conference and exhibition for Taiwan delegates. I hope that this will be continued on for next year, year after,

after…….

德霖技術學院張主任錦榮

Thanks to the team members, they did provide delegates info and good assistance. It is the first time to get close to look into the market, for along term view which market is potential, I won' t be able to see good market growth in two years. Need to integrate all terms and conditions, lodging, interesting lessons, special attractions and promotions to the target market. May be aim on high schools' overseas graduation tours can get quantity of visitor arrivals shortly. I hope next year there will be more organizations start to buy Taiwan' s Y&S products after our big show-up in WYSTC 2003.

中華航空公司客運處謝研究員友直

China Airlines has sent two attendees to this conference with marketing successfulness at the comprehension of student/youth travel. And, we deemed that this harvest to us have been achieved by many factors; but the one main factor is to be highlighted here is Ms. Chang, Edwige did a lot for China Airlines to liaise with WYSTC and hotel accommodations. We' re very appreciating to Ms Chang' s kind assistance to our participation.

飛瑞旅行社吳淑娟

因為這次代表台灣的 seller 皆為第一次參加，經驗稍嫌不足，以致

於很多攤位都沒有 appointments, 且大家似乎都很茫然不知該怎麼開始, 希望下次大家都已準備好產品且規劃好一定會有很大的收穫!

師大國語中心方淑華

- 1 因係第一次參加, 有些前置準備工作 (例如文宣品) 不盡理想, 但也因第一次參加就能統合這麼多不同性質的單位, 打造台灣形象, 值得鼓勵。
- 2 多認識了台灣其他領域的朋友; 多瞭解了世界各地在青年旅遊/語文學習/打工旅遊...等的行銷作法; 此次參展增廣了視野, 也對日後本中心如何結合各界資源、重新思考招生的行銷通路有更深一層的啟發。

高雄餐旅學院黃主任招憲

觀光協會和觀光局用心良苦, 為一次成功的組團, 對本校來說收穫良多, 認識可安排學生 INTERN 大有幫助, 可惜這次 BUYER 不多, 還得多努力開發

淡江大學成人教育學院趙芳菁

A: 副院長根據今年會場歐美地區對華語課程的反應(滿冷的), 他覺得也許明年在歐洲舉辦的可以不用參加。但基本上, 他對於走出去是持正面態度的, 並且也向學校報告過了, 他希望今後要多多參加這樣的會議及展覽, 只是 WYSTC 太貴了, 只能選擇性參加。

A: 雖然對於業務推廣的實質效果不大(這是在出國前就已經略知一二了), 但見識到了一個國際性的大型會議其運作的方式與過程, 這是個人覺得收穫較多的部分。這次在台灣觀光協會的精心安排下, 台灣的名氣的確提升了不少, 也觸動了好多人的心, 身為台灣人的我, 因為實際參予了這樣的活動, 也感到非常光榮 (Happy Hour

那天晚上，我有跟著廚師幫忙介紹小籠包的內容及吃法喔，哈哈，因為嚴會長有親自來交代這件事啦，他是我的偶像，他說的話，我當然會義無反顧的去做呀）。

這次觀光協會的安排可說是非常貼心與周到，不知以後參加是以各單位的名義自行參加呢，還是觀光協會組團？

我想這次台灣的名聲提高，觀光協會的任務算是成功的，接下來呢？

幾個參加的 Buyer 單位，那幾天一直在思考如何推廣自己的產品，有些人在談整合，有些人則認為要有自己的特色，不知觀光協會是否有任何規劃？或者”開啟大門”的階段性任務已完成？

弘光科技大學田主任其虎

從宣傳台灣的角度看。我覺得這類的活動可以多參加，有助於相關產業的提升。

台灣觀光協會也可以協助台灣所有的華語文學習中心與相關單位未來多參與類似活動，讓世界了解到台灣還有這個產業存在。

二、 附件二 與泰國旅遊業者座談餐會

時間: 2003 年 10 月 16 日 中午 12:00

地點: 曼谷 Dusit Thani Hotel – Mayflower Restaurant

主持人: 台灣觀光協會嚴名譽會長長壽

交通部觀光局國際組黃組長靜惠

參與代表:

MS. JUTAPORNRUERONARSATAT / 泰國觀光局副局長

方陵生總經理 / 華航(泰國)分公司

MS. MICKY HUANG / 長榮航空(泰國)分公司經理

MR. PAUL CHIU / O.P.E. CO DIRECTOR

MR. SUTHEE HUANG / THAI UNIVERSE TRAVEL VICE PRESIDENT

MR. SOMCHAI CHOMRAKA / WEEKEND TOUR PRESIDENT

MR. ANUPARB LORWONG-NGAM RIVER KWAI GARDEN GM

MR. ARAK CHIMPASUIT / ROMANTIC TOUR PRESIDENT

MR. SAKDA SIRIWADHNA / MEKONG WORLD TOUR GM

MR. SRIPRAPA RANGSUWANDACH / S. P. TOUR PRESIDENT

MR. SOMYUT LIMTONGKUM BEE / BEE LINE TRAVEL GM

MR. SOMCHAI SIRILORKDEE THAI UNIVERSE TRAVEL GM

MR. JINDAPORN JETSADANG / C. C. T. TOUR MANAGER

MR. WIRACHAI WANITPRASERTORN / C&P TOURS PRESIDENT

MR. TANAKIT CHINKONGKRAI / GOOD LUCK TOURS PRESIDENT

MR. SANAT WORAWIWAT / GOLDEN SHINE TOURS PRESIDENT

MR. SAYUAN WIWATTAMAKIT/SOON CHIENG TOURS PRESIDENT

MR. SUWIMON WIWATPONGSAK / HONG TAK TOUR PRESIDENT

MR. PONGSAK MEELERTSOM / TRIPLE EIGHT PRESIDENT

MR. LEE YONG CHEN/ THE UNIVERSAL DAILY NEWS REPORTER

台北辦事處新聞組陳組長志寬

討論內容：

一、相關議題：

雖然目前由於雙方經濟的懸殊，尚不足以全面開放對泰人旅行之限制，但無可否認的，泰國這幾年隨著經濟的發展已越來越多出國純觀光的人口，且逐年成長中，台灣不應將泰人一視同仁，全面管制，坐失商機，應針對特定市場採取更寬鬆的管制，具體建議如下：

1. 團進團出的快審團

以配額方法，每家每次一團出一團進，由旅行社負責擔保，只要有一團未團體離境下一團就不准進入，如此旅行社必確定找到對象一定是純觀光客，例如：某旅行社表現良好，逐年甚至可增加其配額，每次兩團或更多。

2. 獎勵型旅遊

此類旅遊在泰國已逐年成長，且多是由公司擔保，都有正常工作的對象，人數多，效果好，亦可大量開發。

3. 泰籍華人

目前約有一千萬？應可有具體方案。

4. 銀髮族

目前要求銀行存款、公司工作證明，對老年人尤其工作證明將非常困難，應在一特定年齡，如五十歲以上可免。

5. 對商務及個別已取得具體財力及工作或家庭經歷證明之子弟，給予多次長年簽證以鼓勵經常性旅遊之便利。

6. 對已有美國、加拿大等國簽證之持有者，放寬簡化。由於我國正好是泰國到美國的主要轉機點，而美加簽證都有嚴格的審核標準，我國似乎可以考慮對已有美加簽證者借力使力，例如：凡有該兩國有效簽證者 (1) 免簽證一週或兩週 (2) 免驗證快速簽發

此外，往往簽證被拒退回卻未有具體原因說明，因此常有 16 人團體中兩人被拒卻無補辦機會，團體因不足十五人未能成團，被迫取消。

二. 廣告

製作 VCD、書刊、海報等(中、英、泰等語言)

1. 飲食、小吃篇：夜市、圓山大飯店
2. 佛寺、廟宇篇：龍山寺、中台禪寺、佛光山、靈鷲山、慈濟功德會
3. 博物館篇：故宮、宗教、奇美、原住民
4. 原住民篇：活動、慶典、民族介紹
5. 台灣節慶篇：元宵(燈)、平溪天燈、鹽水烽炮、大甲媽祖出巡
6. 風景篇：太魯閣、日月潭、阿里山、墾丁
7. 高山篇：玉山、雪山、大霸尖山、合歡山
8. 海洋篇：賞鯨、澎湖
9. 溫泉篇：知本

等等... (泰國主要是佛寺、廟宇及風景篇)

三. 行銷

1. 在有潛力客源國家增設辦事處，如泰國、馬來西亞等。
2. 廣邀各同業赴台，針對國情介紹安排，讓負責銷售人員實際體驗台灣。
3. 辦旅遊展，讓泰國人直接了解以吸引遊客。
4. 透國台灣商會、會館等號召台灣人，邀請介紹當地人到台灣觀光旅遊

四. 其他配合事項

1. 茶葉博物館銷售茶葉
2. 台灣產品MIT免稅中心，例如到宏碁電腦公司參觀製造流程銷售電腦等產品



programme :: schedule

WYSTC 2003 preliminary schedule

PRELIMINARY SCHEDULE (subject to change)

For details on board meetings click [here](#)

Sunday 12 October

WYSTC Pre Conference Seminar: Web Marketing Makes Sales
ALTO Pre Conference Seminar

Open to:
 ALL
 Members

Day Tours

Welcome Cocktails Hosted by FIYTO & ISTC

ALL
 ALL

Monday 13 October

WYSTC Opening Session

Open to:
 ALL

FIYTO Open Session

FIYTO Annual General Meeting

ISIC Annual General Meeting

SATA Annual General Meeting

ALL
 Members
 ALL
 ALL

ALTO Dialogue

How to Trade Workshops for first time delegates

Members
 ALL

ALTO Cocktails

Welcome Reception for WYSTC Hosted by of Pattaya at the Sanctuary of Truth

Members
 ALL

Tuesday 14 October

ALTO Annual General Meeting

GWEA Annual General Meeting

IAEWEP Annual General Meeting

IASIS Annual General Meeting

ISSA Annual General Meeting

Open to:
 ALL
 ALL
 ALL
 ALL
 ALL

FIYTO Accommodation Workshop

ISTC Seminars

ALTO Round Table Discussion

Joint IAEWEP/GWEA Seminar on Work Experience

ALL
 Members
 Members
 ALL

How to Trade Workshops for first time delegates

Seminar - Web Marketing presented by Gerry McGovern

Travel Mart Preview

ALL
 ALL
 ALL

Happy Hour

ALL

Wednesday 15 October

Joint FIYTO & ISTC Report on the State of Youth and Student Travel

Open to:

http://www.wystc.org/Docs/2003/02_programme/docs/Schedule.html

2003/10/2

Industry	ALL
Peace through Tourism Workshop	ALL
Business Appointments	ALL
Travel Mart	ALL
OTO Lunch seminar	Invite only
Introduction to FIYTO and ISTC	ALL
Seminar - Asian Market Report presented by J Koldowski of PATA	ALL
Welcome Reception for new Members	Invite only
Happy Hour	ALL
Thursday 16 October	Open to:
Business Appointments	ALL
Association profile:IAPA in-depth	ALL
Seminar - Asian Market Report presented by J Koldowski of PATA	ALL
Combating Sexual Exploitation of Children in Tourism Workshop	ALL
ISTC Seminars	Members
Happy Hour	
Friday 17 October	Open to:
Business Appointments	ALL
ISTC Seminars	Members
Gala Farewell Party Sponsored by Tourism Authority of Thailand	ALL



programme :: conference meetings

FIYTO and ISTC bring their market expertise to the programme of Annual Meetings, workshops and seminars to hand what trends and opportunities exist in the industry.

Learn about how FIYTO, ISTC and their associations work to improve trading conditions and advance the interests of student and youth travel.

Monday

FIYTO Open Session (open to all delegates)

This is an opportunity for WYSTC delegates to find out about the exciting world of the youth & student travel market. In addition to the "year in review" reports from the FIYTO President and Director General, a main focus this year is FIYTO's future and expansion of the Federation's member base in Asia. Keynote Speaker, **Michael Yates**, Director of Taramax, Singapore will present 'Reaching Asia Consumers'. Asian markets will lead world tourism growth through the next decade and everybody wants a piece of the action. But how do you connect with Asian consumers? How do you communicate with such culturally and ethnically diverse populations from China to Indonesia? Get some insights the right ways - and wrong ways - to go about spreading your message in Asia.

FIYTO Annual General Meeting (open to Members only)

This is the formal part of the AGM proceedings. Members meet behind closed doors to discuss the future of their Federation and elect representatives to the governing board of the Federation. Amendments to the Constitution are proposed and approved, new Members are elected, the Treasurer presents the budget, and the members discuss issues of concern and address questions to the Executive Committee.

ALTO Dialogue (open to ALTO Members only)

This is prior to the ALTO Cocktail Reception, in order to give members an opportunity to voice their opinions on key issues within the language travel industry. The format will be three discussion tables where participants will be asked to choose the discussion topic. Topics include: commission on accommodation, the future of ALTO, and an open discussion.

Tuesday

ALTO Annual General Meeting (open to all delegates)

In addition to covering the usual items of business and developing future tasks for the Association, will be extended by one hour in order to allow more time for trade-specific discussion.

GWEA Annual General Meeting (open to all delegates)

This is GWEA's second appearance at WYSTC and it has been a very busy year for the Association. Conference is the first opportunity for GWEA to publicly share the many achievements and accomplishments of its first year. An important Agenda Item at this year's AGM will be the adoption of the GWEA Code of Conduct.

FIYTO Accommodation Workshop (open to all delegates)

The workshop will focus on ways to strengthen the youth accommodation sector. Three areas will be addressed: marketing, standards, and research & statistics.

ALTO Round Table Discussion (open to ALTO Associate Non-Trading Members only)

The focus of the discussion will be to determine areas where synergies exist across associations and

look for ways to channel energies on common issues in order to better promote language travel.

Wednesday

Introduction to FIYTO and ISTC (open to all delegates)

What are the benefits of FIYTO & ISTC membership? This question and more will be answered during the Introduction to FIYTO & ISTC on Wednesday. WYSTC delegates can hear what FIYTO & ISTC are doing to promote and protect the identity of the youth & student travel sector.

Thursday

Association profile:IAPA in-depth (open to all delegates)

This session will focus on aims & objectives of the Association, member benefits, and industry developments.



programme :: seminars

WYSTC seminars feature leading exp related travel and marketing sectors knowledge and expertise that will he your business.

Web Marketing Seminar (open to all delegates)
presented by **Gerry McGovern**

Renowned web marketing guru and author of Content Critical and The Web Content Style Guide, Gerry McGovern will give a full-day workshop and a keynote address. Gerry's subject is, "Content – not technology – makes the sale: How to create great content that sells on the Web."

Businesses often rely on over complicated, over priced, end-to-end software packages for content management. These can increase web site operations costs considerably and even then, don't live up to expectations and still rely on manual processes to update the sites.

If commerce is selling with people, then e-commerce is selling with content. Writing content for the Web is different than writing for print. Every word you write has the potential to make the sale, or drive the consumer to the website of your competitor.

In this seminar Gerry will demonstrate how to:

- create a homepage that attracts your impatient customer
- make sure you get ranked high in search engine results
- create a classification design crucial to the success of your website
- design navigation on your website

Asian Market Report Seminar (open to all delegates)
presented by **John. M. Koldowski**

Mr. John M. Koldowski, is the Managing Director of Strategic Information Centre for the Pacific Asia Travel Association (PATA).

One of the bright spots on the travel and tourism horizon, especially within the Pacific Asia region is emergence of the young travel consumer. While the western nations and Japan are ageing rapidly, Asian markets are beginning to flex their youth and vitality and will be a significant source market in a very short space of time.

Most forecasts are for Asia to lead the world in terms of economic growth for the next few years. A young population, becoming ever more affluent, and with a real desire to see the world.

John Koldowski, will give some insights into what we know about the emergence of these young traveller markets and offer some points for consideration in terms of developing them as part of your business portfolio.

Peace through Tourism Workshop (open to all delegates)
presented by **Louis D'Amore**

The millions of travellers served by the ISTC, FIYTO and IYHF are all potential 'Ambassadors for Peace' – one of the world's most important forces for International Understanding and a most timely contribution in today's global culture. Interested, curious and motivated to engage with those they meet in the places that they visit?

In the belief that every traveller is a potential ambassador for peace, IIPT was founded in 1986 on the vision of turning Tourism, the world's largest industry, into 'the world's first global peace industry'. IIPT Founder, Louis D'Amore, will speak on the IIPT mission of "building a Culture of Peace through Tourism" and the special contribution that Youth and Student travellers can make to this worthy objective.

ISTC, FIYTO and IYHF will discuss concepts and initiatives that further support the objective of great

International Understanding through Student and Youth Travel. This will be followed by an open discussion on how, in times infected by fear and conflict, our organisations can better contribute to Peace through Student and Youth Travel.

ALTO Pre-Conference Seminar (open to ALTO Members only)

presented by **Tony Millns Dr Brian North Christina Vareschi**

A Pre-Conference Seminar *Quality Management in the Language Travel Industry* is part of the ALTC approach for increasing professionalism in the language travel industry. Participants will be given the opportunity to openly discuss quality-oriented management of day-to-day business practices in language travel. Three speakers representing three perspectives-that of agents, schools, and associations-will present their views. Each presentation will be followed by a question & answer period.

Report on the State of the Youth and Student Travel Industry (open to all delegates)

FIYTO and ISTC will present the results of an electronic survey of their members identifying the current levels of business, forecasted levels of business and most critical success factors for future business activities. The seminar will also cover the two most common factors for achieving success.

OTO Lunch seminar (invite only)

This seminar provides an opportunity for NTOs and OTOs to meet and share information, experiences and strategies in an informal setting. FIYTO facilitates this open dialogue among representatives from the Federation and official tourism organisations with a primary focus on promoting youth tourism.

Combating Sexual Exploitation of Children in Tourism Workshop (open to all delegates)

Presented by **ECPAT and WTO**

ECPAT - Elimination of Child Prostitution, Child Pornography, and Trafficking of Children - in conjunction with WTO - World Tourism Organization - will introduce the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel & Tourism to interested delegates. Participants will also receive training information & a CD-ROM containing educational publications such as booklets, brochures, posters, flyers, luggage tags, ticket folders, videos, reports and examples of implementation of the Code in 13 languages.

ISTC Seminars (open to ISTC Members only)

ISTC Seminars (schedule to be confirmed)

ISIC TravelMax

Aafke van Sprundel presents an overview of ISIC TravelMax. Built for the ISTC Community, this new online student travel package is the ultimate web resource for students before, during and after their travels. Aafke's presentation covers features and services of ISIC TravelMax, integration with member websites and strategic marketing opportunities available through the package.

ISIC Co-brands

Lauri Koop discusses different co-brand strategies in this presentation, including 'how-to' tips for negotiating co-brands as well as potential challenges and opportunities. The session will introduce the new 'all-in-one' Co-brand Support Website that includes case studies, card examples and strategic advice.

ISIC Central Cardholder Database and CardMaster.NET

In this session, Lauri Koop will give a presentation on the ISIC Central Cardholder Database (CCD) system that verifies ISIC validity and authenticity for telesales and web-based transactions. Lauri will also introduce CardMaster.NET - a new web-based solution that facilitates online card distribution, issuing and customer relationship management.

ISIC Marketing Best Practices

The opportunity to share knowledge and learn from one another is one of the great benefits of coming together at WYSTC. In this session, the ISIC team - in conjunction with a number of ISTC Members showcase successful ISTC Member business initiatives from around the world.



programme :: social events

WYSTC social events are an important 24 hour networking environment where delegates feel like valued members of the community.

WYSTC's busy social calendar offers an exciting, informal atmosphere giving you the opportunity to meet and network with your colleagues in the youth and student travel industry

Welcome Cocktail Party

FIYTO and ISTC invite you to join them at their Welcome Cocktail.

For all delegates arriving Sunday, meet old friends and new in our private lobby bar, the venue that will be your conference bar for the conference week.

Official Welcome Reception

Welcome Reception at the magnificent **Sanctuary of Truth**, Monday, October 13th at 19.30 is hosted by the City of Pattaya who invite WYSTC delegates to experience this cultural treasure at a cocktail reception held under the stars. Drinks and a buffet of local delicacies will be served.

Happy Hours

These take place between Monday and Thursday. At the end of a busy day join fellow delegates for a relaxing drink at a **sponsored** Happy Hour. Contact **WYSTC** without delay if you wish to take advantage of this terrific sponsorship opportunity.

Friday Farewell Party

Celebrate the end of a successful week at the farewell party, hosted this year by Tourism Authority Thailand. An evening certain to create special memories

Dinearounds

Coming to WYSTC for the first time or wish to meet new colleagues? WYSTC offers you the opportunity to join other delegates and dine in a lively, informal social atmosphere.

ALTO Cocktails (open to ALTO Members only)

The Cocktail Reception on Monday will follow a similar format as last year and offers members the chance to meet and network in informal & relaxed surroundings.

Reception for New Members (invite only)

This is an opportunity for new members to meet the FIYTO Secretariat staff and the Executive Committee and Board members of the Federation & its Associations. Many new members are also first-time Conference participants and the reception is a great mid-week break from meetings and business appointments.



programme :: trade fair

WYSTC's Business to Business Trade
world's premier trade fair for operati
youth and student travel industry. Cc
three and a half days of intense tradi

Tuesday		Time
Travel Mart Preview		14:30 - 17:30
Wednesday		Time
Travel Mart		10:30 - 12:30
Lunch		12:30 - 14:30
Pre Scheduled Business Appointments		14:30 - 17:30
Thursday		Time
Pre Scheduled Business Appointments		09:00 - 12:30
Lunch		12:30 - 14:30
Pre Scheduled Business Appointments		14:30 - 17:30
Friday		Time
Pre Scheduled Business Appointments		09:00 - 12:30
Lunch		12:30 - 14:30
Pre Scheduled Business Appointments		14:30 - 17:30

Travel Mart

The place to find the newest in youth and student travel products and services

- ▶ Organisations wishing to maintain a high profile and make an impact at WYSTC exhibit at the Travel Mart
- ▶ Non exhibitors contact exhibitors at their stands and meet or arrange to meet later in the week
- ▶ Over 200 organisations will exhibit in the Travel Mart
- ▶ Exhibit within a special village representing particular regions or products
- ▶ Increased number of booths available for hire! Due to demand at WYSTC 2002, we have increased the area of our Trade Hall

Pre Scheduled Business Appointments

The place to meet with new or existing business partners

- ▶ Individual appointments matching meeting requests from companies sharing common business interests.
- ▶ Up to 37, fixed 20 minute appointments for each trading team. FIYTO/ISTC members can operate with two teams, member buyers can operate with up to three teams, non members with one team.
- ▶ Scheduled by the most advanced computerised business appointment scheduling programme the travel trade arena
- ▶ **New feature!** when you receive your Business Appointment Schedule on line appointment scheduling will be available to fill any gaps in your appointment schedule

Trade Catalogue

All fully registered organisations have a listing in the on line Trade Catalogue. Each entry lists email and web site with links, contact details, short description of your business and the countries you buy/sell to and from. The on-line Trade Catalogue services identify potential trading partners with commercial interests that match your needs- your most important tool for pre conference planning. In addition each delegate receives a printed version of the Trade Catalogue on their arrival at WYSTC



Presidential Address

Dear Friends,

Good morning and welcome to our Annual Conference. We are so glad you decided to join us.

A special thank you goes to Khun Juthamas Siriwan who is unable to be with us here today, but who has not only supported this Conference, but the industry that we all work in. It is a delight to be back in Thailand with our Conference and it is my wish that the way the Tourism Authority of Thailand approaches the youth travel segment is set as an example for many countries.

We are honoured to welcome you, participants of WYSTC, to Thailand, and more in particular to Pattaya, to celebrate FIYTO's 53rd Annual Conference. We have, once again — in a tradition that is now more than half a century old — come together as one global family, dedicated to youth travel and tourism as an instrument to make this world a better place. Frankly, many of us had our moments of doubt about attending this year's event. You answered those questions to your own satisfaction: you are here, and we are delighted.

Let me hasten to say that we regret but respect the difficult decision that some of our most faithful FIYTO members and loyal Conference attendees have had to make this year. Some of our members are absent, either for personal reasons or because the economic situation is particularly challenging in their country. To them I say: our thoughts are with you. Your many dear friends, gathered in this hall this morning, send you their warmest best wishes.

This has been, yet again, an unusually harsh and punishing year for our world and for our industry. Just as we thought we had overcome the slump after September 11th, this precious region was rudely awakened on October 12th, yesterday exactly a year ago, with the bomb blast in Bali: terrorism knows no boundaries and can strike anyone, anytime, anywhere.

And if that wasn't enough adversity for our world and our industry, a globally televised war broke out, which, once again, immediately exacted its toll on the travel and tourism industry.

On top of all that, a contagious disease suddenly spread through various destinations, primarily in this region: is it surprising that many organizations, suppliers and agents alike, are suffering? Can you blame the traveller or conference organiser for staying home or pulling out?

So why come together and celebrate? What is there to celebrate?

The question is legitimate and there is a good answer. FIYTO views borderless travel not as a privilege, but as an inalienable Human Right. As we find ourselves in this beautiful hall today, we are a fraternity: a truly global family of like-minded individuals, motivated by common threads. We wish to provide as many young people as is humanly possible with an unforgettable travel experience that will enrich their lives, that will open doors to new cultures and lifestyles, to different races and religions. A life-changing and life-improving experience that puts a face to a place and that turns a stranger into a friend.

That's what we are about, as individuals and as professionals, and that's what FIYTO is about as our global youth travel network, our extended family.

FIYTO operates three product-driven associations under its umbrella. ALTO, the Association of Language Travel Organisations; GWEA, the Global Work Experience Association; and IAPA, the International Au Pair Association. These associations comprise a significant part of the benefit which the Federation provides to its members.

The importance of these product-driven associations is shown by their membership. ALTO has nearly 200 members; GWEA, founded only a year ago in Rhodes, will have some 130 members after their AGM tomorrow; and IAPA grew by 30% this year alone to nearly 150 members. The fact that these associations represent a large constituency of our membership base should also be reflected in the FIYTO Executive Committee.

This is the reason for a proposed constitutional change: the chairperson of an association, who today is a non-voting ex officio member of the FIYTO Executive Committee, will be a voting member on the Executive Committee. This afternoon, during the FIYTO AGM, our members will be asked to endorse this proposal.

One important factor in creating a professional, accessible and cost effective management will be a planned move of the FIYTO Secretariat from Copenhagen to Amsterdam. Amsterdam will provide us with better international connections and at a lower cost base than Copenhagen. Let's not forget that it is also the home base of our sister organisation, ISTC, with whom we co-organize this great WYSTC.

In this way we believe that the promotion of our special identity will lead to a greater awareness and respect for our segment and indeed of our Federation which, in turn, will also lead to a strengthening of the brands of our members.

Presidential Peripatetics

Being your President I feel privileged to represent the Federation throughout the year. I don't think my report to you would be complete without telling you about my FIYTO itinerary for the past 12 months since we last met in Rhodes. An itinerary designed mainly to raise the profile of the Federation and demonstrate our separate identity.

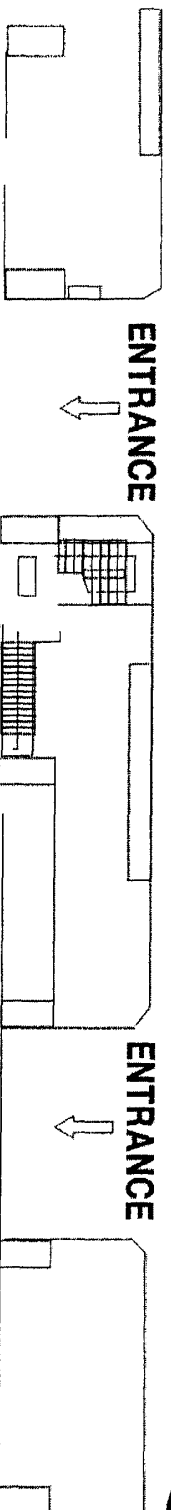
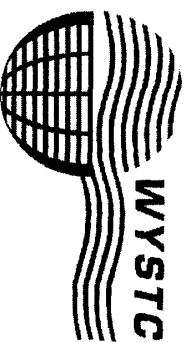
I had meetings in Copenhagen, London, Nice, Paris, Bangkok, Amsterdam, and Dublin on matters relating to the work of the Federation and the various associations. Accompanied by our Director General Peter Kruyt; I attended the PATA Conference in Bali.

I also attended the International Travel Fair of Taiwan, on a special invitation by the Taiwan Tourism Bureau and the Taiwan Visitors Association. It was an honor to be a formal guest during the Opening Session. During the Travel Fair, a seminar was organized on Youth Travel and presentations were given by amongst others FIYTO Executive Committee member Charles Huang, FIYTO Member Jean Chang from STA Travel, Director General Peter Kruyt, and by myself. I would like to express my gratitude to Stanley Yen, Chairman of the Taiwan Visitors Association, and to CT Su, Director General of the Taiwan Tourism Bureau, for inviting us.

I also visited the ITB in Berlin and participated at a press presentation of GWEA, our Global Work Experience Association, in an impressive Youth Travel Centre. FIYTO has come a long way at ITB and surely has a massive presence there, leading to much more visibility, not only on the German market but, since this is the major global tourism fair, at an international level as well.

World Youth and Student Travel Conference 2003

Trade Hall Floor Plan



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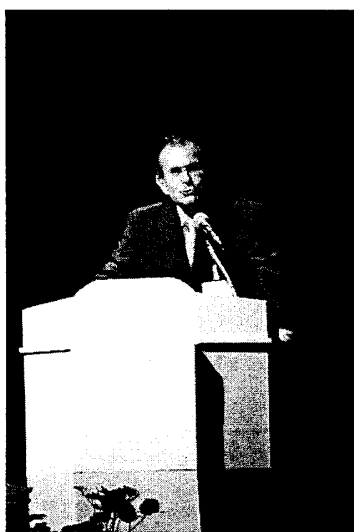
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台灣觀光協會組團參加WYSTC 2003觀光推廣活動代表團團員名冊

	中英文姓名	公司名稱	職稱	出發日期	航班	回程日期	航班	艙等	備註	電話	E-mail
1	黃靜蕙 Mrs. Yeo Hwang/Ching-Hsuei	交通部觀光局 Tourism Bureau Taiwan	國際組組長	10/12	CI695 1305/1545	10/18	CI068 1525/2000	O	K4ULWL	(02)23491610	jean@tbroc.gov.tw
2	嚴長壽 Mr. Yen/Stanley	台灣觀光協會 Taiwan Visitors Association	名譽會長	10/13	CI695 0940/1220	10/17	CI694 1330/1805	O	K2BYC6	(02) 25943261	
3	黃淑儀 Ms. Wong/Angela	台灣觀光協會 Taiwan Visitors Association	台北國際旅展	10/12	CI693 0940/1220	10/18	CI068 1525/2000	O	K52FIN	(02)25979691	awong@www.taipeiitf.org.tw
4	張琬美 Ms. Chang/Fdwige	台灣觀光協會 Taiwan Visitors Association	秘書	10/12	CI693 0940/1220	10/18	CI068 1525/2000	O	K52FIN	(02)25979691	ift@gen.net.tw
5	林裕山 Mr. Lin/Yu-Shan	行政院青年輔導委員會 National Youth Commission	第二處就業服	10/12	CI693 0940/1220	10/18	CI068 1525/2000	O	K52FIN	(02) 23933820	linys@nyc.gov.tw
6	戴維揚 Mr. Dai/Wei-Yang	國立台灣師範大學國語教學中心 Center for Chinese Language and	主任	10/14	CI693 0940/1220	10/18	CI066 0825/1300	O	K34WT4	(02)23218405	
7	方淑華 Ms. Fang/Shu-Hua	國立台灣師範大學國語教學中心 Center for Chinese Language and	研究助理員	10/12	CI695 1305/1545	10/18	CI068 1525/2000	O	K4ULWL	(02)23218405	184001@cc.nnu.edu.tw
8	王玉琴 Ms. Wang/Yu-Chin	中國文化大學推廣教育部 Mandarin Learning Center (Culture	華語中心主任	10/12	BR067 0900/1135	10/18	BR0212 1215/1650	D	CGCNE4	(02) 27005858	mlc@ccc.pccu.edu.tw
9	林秀娟 Ms. Lin/Hsin-Chuan	中國文化大學推廣教育部 Mandarin Learning Center (Culture	組員	10/12	BR067 0900/1135	10/18	BR0212 1215/1650	D	CGCNE4	(02) 27005858	mlc@ccc.pccu.edu.tw
10	陳永杰 Mr. Chen/Yung-Chieh	台灣休閒農業發展協會 Taiwan Leisure Farming	副秘書長	10/12	CI693 0940/1220	10/18	CI068 1525/2000	O	K52FIN	(03) 6381269	mail@tf.org.tw
11	趙芳菁 Ms. Chao/Fang-Ching	淡江大學成人教育學院 Tankang University, College of	組員	10/12	BR067 0900/1135	10/18	BR0212 1215/1650	D	CGCNE4	(02) 23216320	cce@mail.tku.edu.tw
12	李德昭 Mr. Lee/De-Chao	淡江大學成人教育學院 Tankang University, College of	副院長	10/12	BR067 0900/1135	10/18	BR076 0630/1105	D	CB4K3S	(02) 23216320	cce@mail.tku.edu.tw
13	Mrs. Lee Chol/Li Yu	淡江大學成人教育學院 Tankang University, College of		10/12	BR067 0900/1135	10/18	BR076 0630/1105	D	CB4K3S		
14	黃招憲 Mr. Huang/Jau-Hsien	國立高雄餐旅學院 National Kaohsiung Hospitality	進修推廣部主任	10/12	CI647 1500/1735	10/18	CI648 1840/2250	O	K3K38Q	(07)8060505 ext 1800	hsien@mail.nkcc.edu.tw

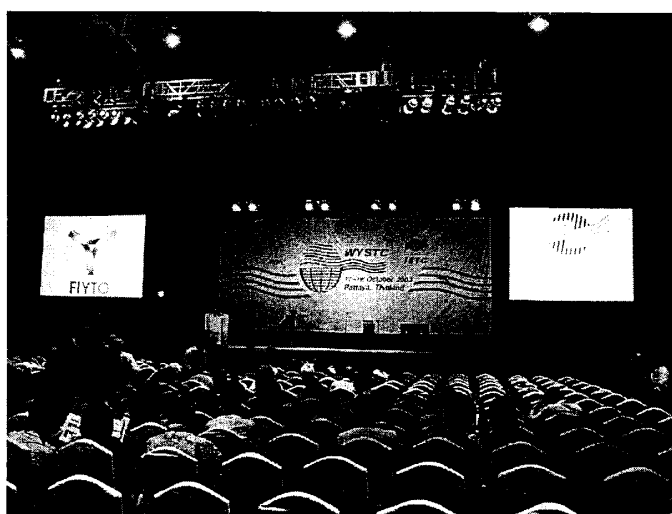
15	張錦榮 Mr. Chang/Ching-Jung	德傑技術學院 De Lin Institute of Technology	旅館管理科主	10/12	CI695 1305/1545	10/18	CI068 1525/2000	○	K4ULWL	(02) 22733567	victor@dlin.edu.tw
16	田其堯 Mr. Tien/Chi-Hu	弘光科技大學 Hung Kuang University	推廣教育中心	10/12	CI695 1305/1545	10/18	CI068 1525/2000	○	K4ULWL	(04) 26318652 ext. 6160	hpert@sunrise.hk.edu.tw
17	張李正琴 Ms. Chang/Jean	金界旅行社 STA Travel Taiwan (operated by)	董事長	10/12	CI695 1305/1545	10/16	CI696 1655/2130	○	K4HP4J	(02) 27733266	jean@gtours.com.tw
18	張忠豪 Mr. Chang/Danny	金展旅行社 STA Travel Taiwan (operated by)	經理	10/12	CI695 1305/1545	10/23	CI694 1330/1805	○	K2BUXB	(02) 27751138	danny@statravel.org.tw
19	黃育徽 Charles Huang	飛雁旅行社 FIYTO	理事	10/11	BR211 0830/1105	10/18	BR0212 1215/1650		自訂	(02) 27316161	charleshuang@gofederal.com.tw
20	鄭惠玲 Amy Cheng	飛雁旅行社 Federal Vacation Co., Ltd	董事長	10/11	BR211 0830/1105	10/18	BR0212 1215/1650		自訂	(02) 27316161	amy.cheng@gofederal.com.tw
21	吳淑娟 Vicky Wu	飛雁旅行社 Federal Vacation Co., Ltd	經理	10/12	BR067 0900/1135	10/17	BR0212 1215/1650		自訂	(02) 27316161	vickywu@gofederal.com.tw
22	吳西謙 Stephen Wu	新銳旅行社 Sen Travel Co., Ltd.	董事長	10/12	TG637 0905/1145	10/18	TG636 1815/2255		自訂	(02) 21001986	
23	羅崇漢 Robin Lo	新銳旅行社 Sen Travel Co., Ltd.	總經理	10/12	TG637 0905/1145	10/18	TG636 1815/2255		自訂	(02) 21001986	robin@sentravel.com
24	叢啓明 Ms. Tsoung/Emily	美加關係機構 Merica Group	總經理	10/12	CI693 0940/1220	10/18	CI 696 1655/2130	○	K4UYBU	(02) 23811166	emmi@tsoung@merica.com.tw
25	袁秀慧 Ms. Yuan/Hsu-hui	V1492旅行與閱讀俱樂部 Club V1492 For Traveling & Reading	Director	10/12	CI695 1305/1545	10/18	CI 696 1655/2130	○	K4TRKW	(02) 55581492	joy@v1492.org
26	陳昭剛 Ms. Chen/Chao-li	V1492旅行與閱讀俱樂部 Club V1492 For Traveling & Reading	諮詢主任	10/12	CI693 0940/1220	10/18	CI 696 1655/2130	○	K4TRKW	(02) 55581492	julia@v1492.org
27	黃嫻女英 Ms. Huang/Su-Ying	台灣觀光協會 Taiwan Visitors Association	助理秘書	10/13	CI693 0940/1220	10/15	CI 696 1655/2130	S	K3BN7D	(02) 25943261	
28	張鴻敏 Mr. Chang/Hung-Chin	豪景大酒店 Riverview Hotel Taipei	中廚房副主廚	10/13	CI693 0940/1220	10/15	CI 696 1655/2130	S	K3BN7D		
29	張靖方 Ms. Chang/Chin-Fang	國立高雄餐旅學院 National Kaohsiung Hospitality College	學生	10/13	CI693 0940/1220	10/15	CI 696 1655/2130	S	K3BN7D		
30	李亭瑤 Ms. Lee/Ting-Yao	國立高雄餐旅學院 National Kaohsiung Hospitality College	學生	10/13	CI693 0940/1220	10/15	CI 696 1655/2130	S	K3BN7D		
31	唐瑩穎 Ms. Tang/Yin-Ying	國立高雄餐旅學院 National Kaohsiung Hospitality College	學生	10/13	CI693 0940/1220	10/15	CI 696 1655/2130	S	K3BN7D		

32	林秉宏 Mr. Lin/Pin-Hung	亞都麗緻大飯店 Ritz Landis Hotel Taipei	一廚	10/13	CI695 1305/1545	10/16	CI694 1330/1805	S	K58Z44		
33	徐錦昌 Mr. Hsu/Chin-Chang	亞都麗緻大飯店 Ritz Landis Hotel Taipei	副主廚	10/13	CI695 1305/1545	10/16	CI694 1330/1805	S	K4B/V4W		

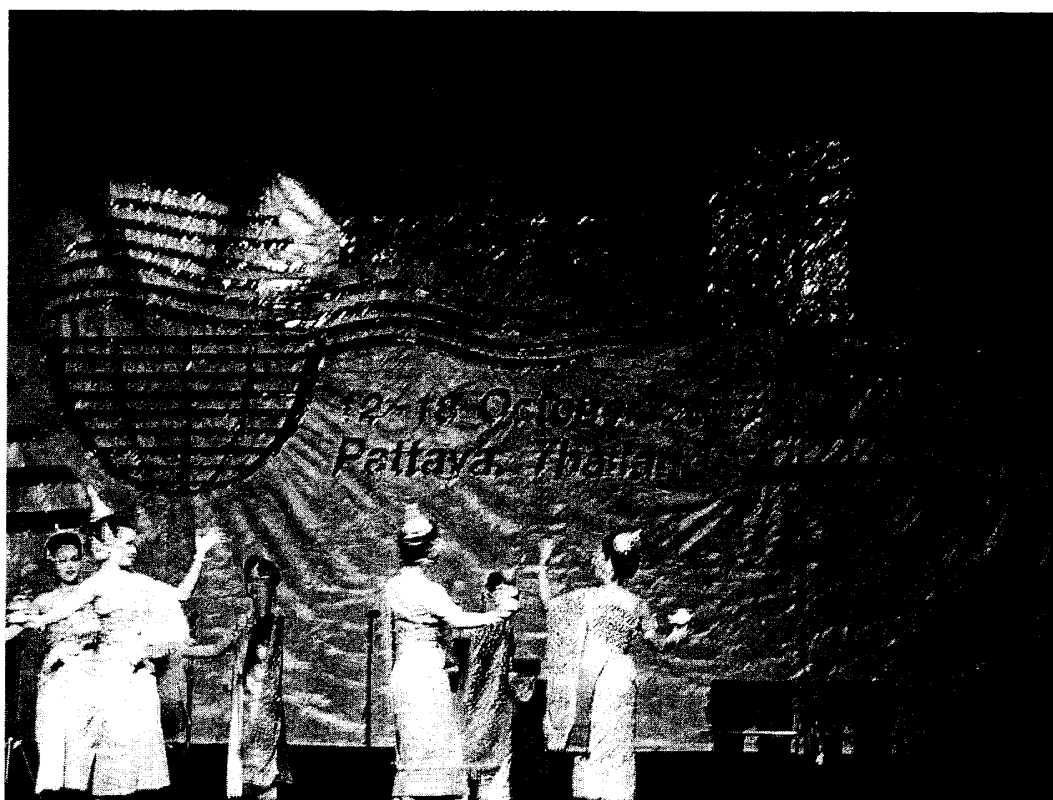


由 FIYTO 理事長主持

WYSTC 開幕



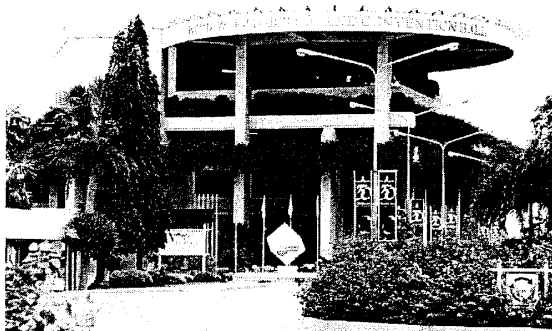
WYSTC Opening



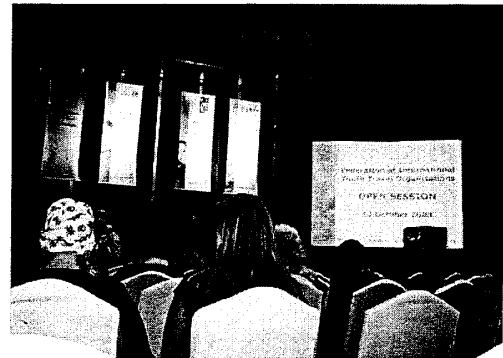
WYSTC 開幕典禮地主國泰國舞表演



位於飯店入口之歡迎布條



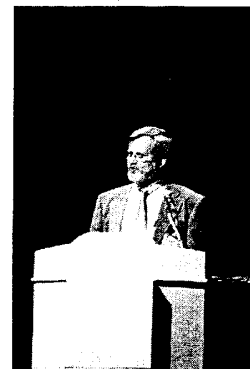
大會會場



FIYTO Opening



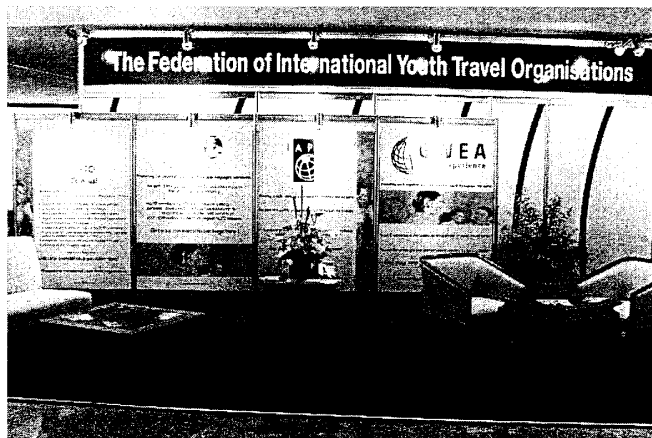
FIYTO 理事長 Jack Corona 主持開幕



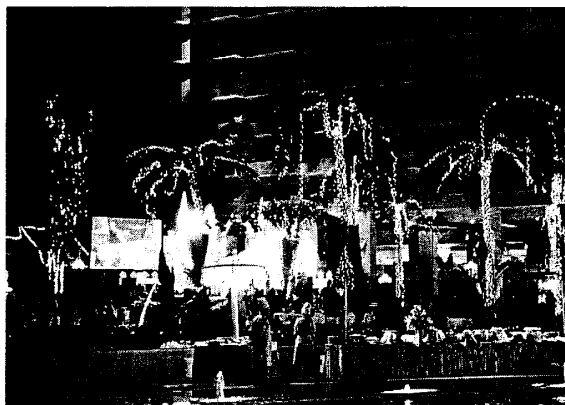
ISTC 理事長 Rod Hurd



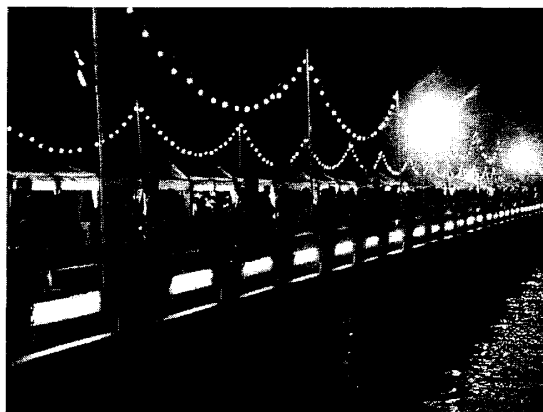
黃組長與 STA Travel 代表



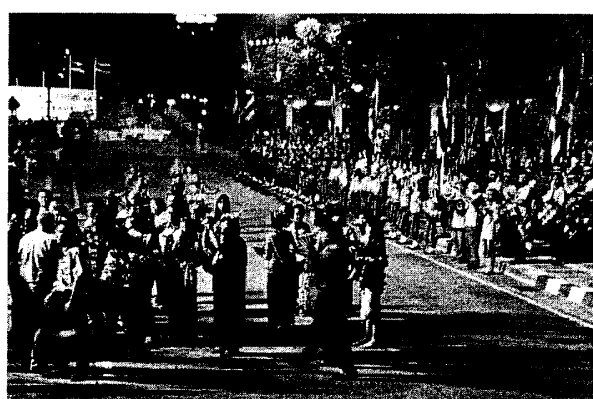
FIYTO 攤位



Farewell 晚宴



歡迎晚宴在芭達雅碼頭舉行





位於大廳 Conference Bar



引導海報(一)



引導海報(二)



位於通往酒會會場



我國贊助 Happy Hour 酒會



嚴名譽會長歡迎貴賓到來



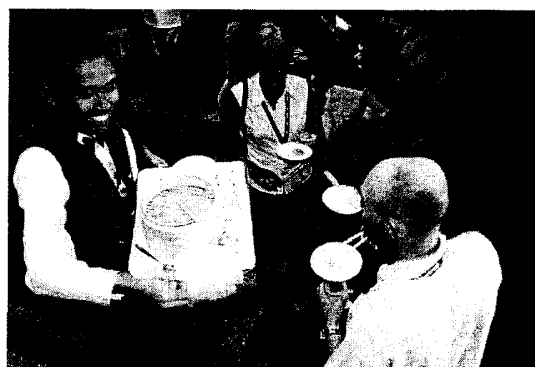
FIYTO 的 Peter Kryut 正在說通關密語 Taiwan Touch Your Heart



正在說通關密語的來賓



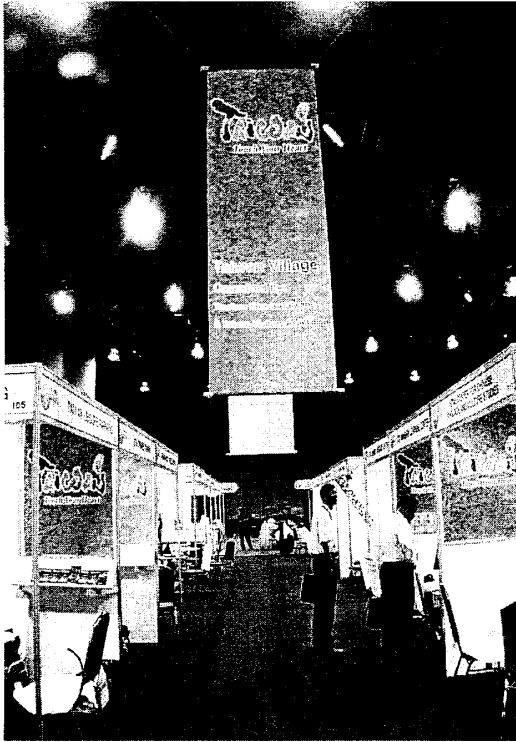
Happy Hour 一角



正在品嚐小籠包的來賓



師傅正向來賓介紹小籠包



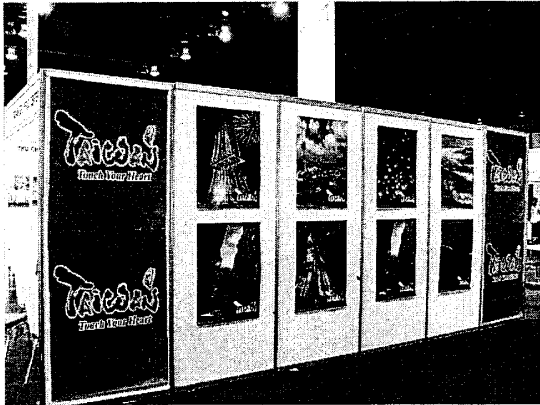
Taiwan Village



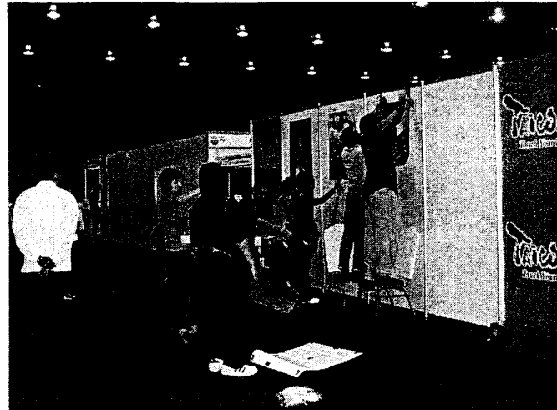
全體團員拉開生產線



STA Taiwan



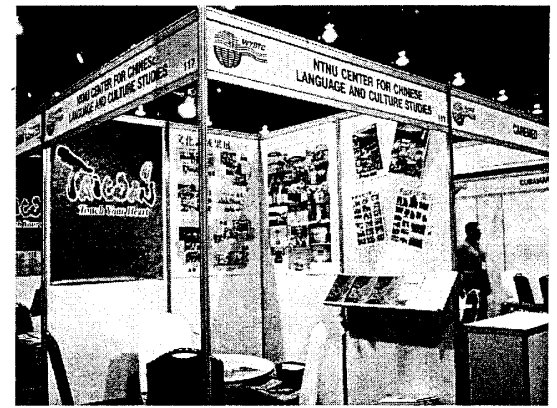
Taiwan Village 背板



團員合作佈置展攤 Oct. 14



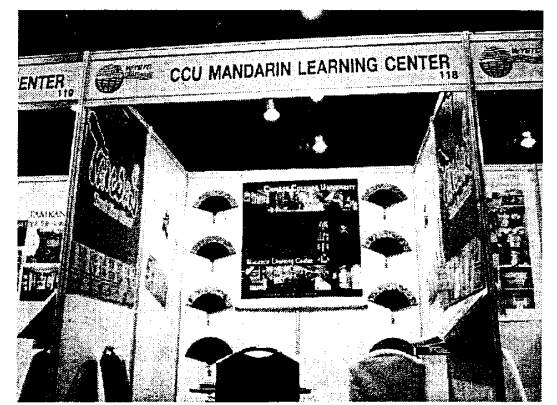
台灣休閒農業發展協會展攤



師範大學國語中心展攤



淡江大學成人教育學院展攤



文化大學華語中心展攤



青輔會林科長正在接待波蘭的代表

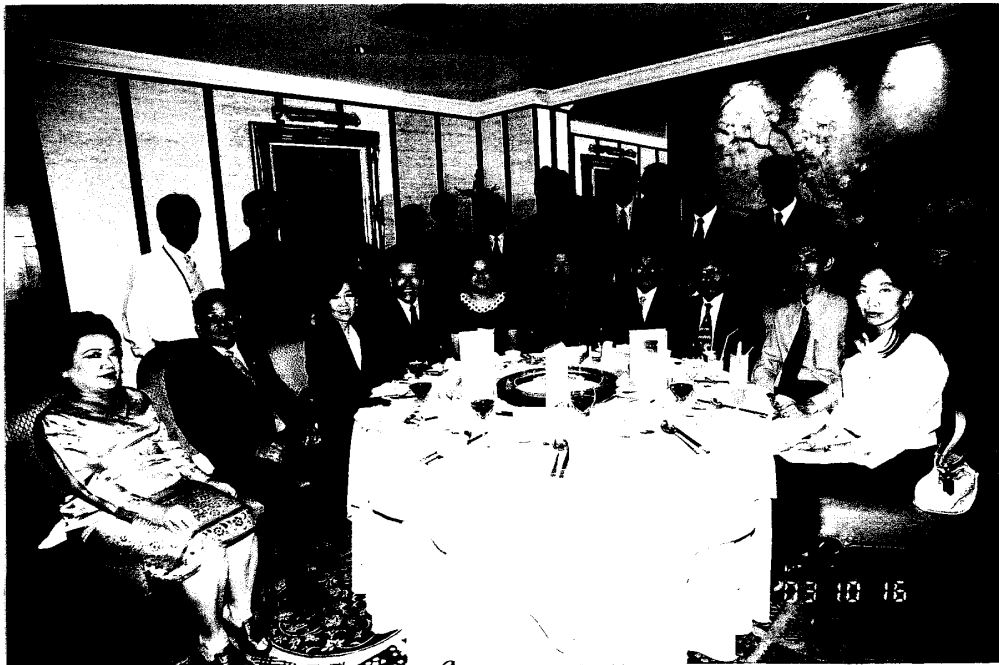


教育推廣中心田主任，張主任及黃主任

正在接待前來洽談之買家



與泰國觀光局副局長 Mr.Jutapornrueron ARONARSA



與泰國旅遊業者座談