

澳大利亞生態旅遊規劃與推廣 考察簡報

行政院國軍退除役官兵輔導委員會第四處
報告人：陳意玲

簡報日期：96.1.10

主 題

- 一、前言
- 二、考察課題及行程
- 三、查訪內容
- 四、心得及建議

一、前言

「生態旅遊」(Ecotourism)

1. 減輕觀光對自然與人文環境之負面影響，對環境保育與文化保存有所貢獻的一種「永續觀光」(sustainable tourism)。
2. 特定形式的知性旅遊，透過導覽，引領參訪者體驗並獲得啟發。

(一) 考察動機

1. 配合國土復育政策。
2. 因應行政院國家永續會推動「生態旅遊」政策。
3. 會屬遊憩區在轉型與國際化，尚有精進空間。

(二)考察目的

1. 觀摩學習農林休閒產業的轉型精進。
2. 如何規劃生態旅遊地，維護環境之永續經營。
3. 了解生態旅遊的產品配套與推廣。
4. 體驗澳洲生態旅遊，提出心得建議。

二、考察課題及行程

(一) 生態旅遊地的選取—Tasmania, Australia

1. 塔斯馬尼亞是澳洲自然生態保護最完善的地方。
2. 含有100個以上（佔全州約40%）的國家公園、歷史古蹟、野生動物保護區及世界自然襲產地。
3. 是國際生態旅遊者與背包客進行生態體驗的絕佳場域。
4. 首府荷巴特（Hobart）及朗塞斯頓（Launceston）名列澳洲第二、三古城。



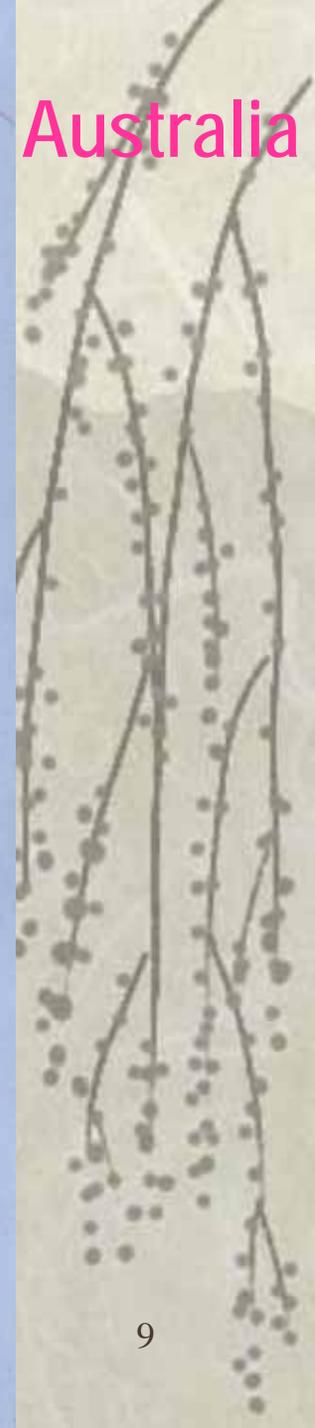
(二) 考察課題

1. 生態環境規劃與永續經營作為。
2. 生態套裝遊程企劃與實例操作。
3. 解說導覽服務。
4. 住宿餐飲的經營管理。

(三)生態旅遊考察路線



Tasmania, Australia



(四)行程安排

時程：2006.11.7—2006.11.14 共8天

日期	路線與地點	考察項目
11/7	台北→香港→雪梨	啟程
11/8	雪梨→朗塞斯頓	考察峽谷保護區規劃建設及觀察企鵝生態活動。
11/9	搖籃山國家公園	觀摩保護區之環境保育與永續發展作為。
11/10	Montezuma 森林保護區	考察森林保護區步道規劃及Hunty Dence地質生態景觀。
11/11	費爾得山國家公園	參訪生態導覽設施系統。
11/12	侯恩谷森林保護區	拜會侯恩谷森林文化襲產中心，觀摩森林高空走道（AirWalk）之規劃。
11/13	荷巴特→墨爾本	觀摩墨爾本旅遊資訊服務體系。
11/14	墨爾本→香港→台北	返程

三、查訪內容

(一) 自然原野地

1. 搖籃山國家公園

(Cradle Mountain N.P.)



2. 費爾得山國家公園

(Mt. Field National Park)



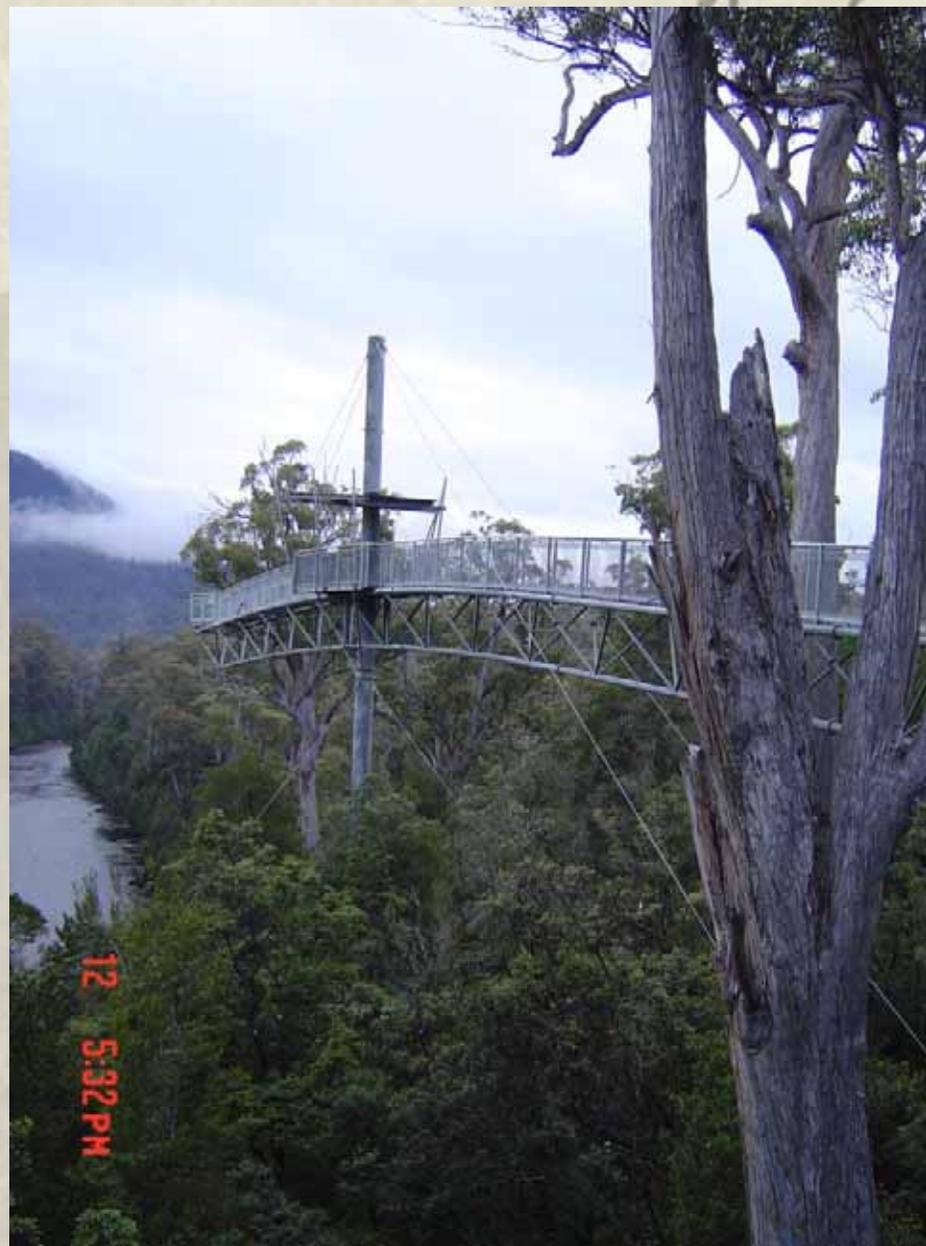
3. Hunty Dence 地質生態景觀



4. Montezuma 森林保護區



5. Huon Valley 森林保護區



6. Cataract 峽谷保護區 (Cataract Gorge Reserve)



7. 企鵝生態活動個案觀察



7. 企鵝生態活動個案觀察（續）



8. 住宿設施—

國際青年旅館(YH) →

B&B(Bed & Breakfast) ↘

小木屋 ↓



四、感想及心得

(一) 融合自然美工程設施

1. 表現場所精神

真實性 簡單謙卑

由設計做到自然無為



安全

低密度



盡量維持生態旅遊地之現況

色調自然和諧



(二) 尊重環境倫理與永續經營

1. 隨時倡導永續生態

、減少觀光衝擊

節約能源



節水 節能 通風



**To enable us to save our
precious water please
be sure to turn the taps
off properly after use.**

Thank you

7 10:52 PM



11 10:15 AM



K E E P

Wildlife

I L D

FEEDING WILDLIFE CAN:

- turn an animal into a pest
- cause an animal to become sick and die
- result in an animal injuring you.

Please, let them be wild

Let them feed themselves.



致力生態保育研究



生態敏感區的限制作為



列入世界自然襲產地

森林保護區的貼心做法



(二) 尊重環境倫理與永續經營

2. 珍視歷史與地方文化

煤礦小鎮的發展紀錄：鄰近周邊景點串聯



人物故事、開墾文化

(案例：Huon Valley 森林保護區)



Protector of the pines
... and collector
of revenues!



It was never working as a planter until late in the 1870s when he had been working for some years with Thomas McArthur was the policy officer responsible for the acquisition and management of the forest. It was in the 1880s that he was appointed as the government's first planter in the province and he was responsible for the establishment of the first plantations in the province. He was also responsible for the collection of revenues from the plantations. He was a pioneer in the field of forestry and his work laid the foundation for the modern forestry industry in the province.



Thomas McArthur was a pioneer in the field of forestry and his work laid the foundation for the modern forestry industry in the province. He was a collector of revenues from the plantations and his work was instrumental in the development of the forestry sector in the province. He was a pioneer in the field of forestry and his work laid the foundation for the modern forestry industry in the province.

Foresty Tasmania



社區營造、意識與認同

(案例：Huon Valley 森林保護區)



(三) 生態套裝遊程的多樣化推展

1. 多樣化的生態主題遊程

發掘生態旅遊地的獨特魅力



賞鳥

發現針鼯



產品(生態遊程)配套設計：

半日/1日/多日遊程選擇、

異業聯盟、等級、價格、

人數限制

小團體(小眾旅遊)

知性、體驗

國際參與

Day walks at Cradle Mountain

How to choose what's best for you:

1 How long have you got?

Less than an hour
If you have less than an hour, we have short walks.

Half a day
If you have between one and three hours, we have half day walks.

A full day
Full day walks generally require at least one night's stay. Cradle Mountain is well equipped for those who wish to do a full day walk.

2 How fit is your group?

Family
We have lots of walks for children and those with walking difficulties or a health problem. You may also find some walks easier than others.

Moderately fit
The very short and half day walks will suit you. Our Cradle Mountain walk is also suitable for those who are moderately fit.

Experienced
We have shorter walks for all lengths. However, check weather conditions and ensure that you have the correct kit and equipment before taking a full day walk.

3 How's the weather?

Fine
A good day for most walks. All weather gear is still useful. We have many walks that are suitable for all weather.

Change
The weather can change and you may get a bit of rain. It's a good idea to have a raincoat or umbrella.

Rain
If it rains, we will have some shorter walks that are suitable for all weather. It's a good idea to have a raincoat or umbrella.

Snow
If it snows, we will have some shorter walks that are suitable for all weather. It's a good idea to have a raincoat or umbrella.

Weather conditions here change quickly and often, and all walkers should be well equipped for their comfort and safety.



8:14 PM



(三)行銷主題特色的套裝遊程

2. 餐飲及住宿規劃

tea break、野外飲食



做菜樂趣
心得分享

住宿安排：搭配YH、小木屋
國際交流



(四) 多樣化的導覽解說

1. 完善的自導式解說系統

解說牌規格化



- 區分路線難易度
- 提供遊客預先評估



How fit is your group?

Which walk?	How long? (Return Time)	How fit is your group?	Where does the track start?	What kind of weather?
Easy Healthy: Well-suited to groups with young children and those not used to walking. These walks are usually relatively flat and you will need no special gear or shoes.	1-2 hrs 1-2 hrs 1-2 hrs 1-2 hrs		East Hill East Hill Lung Shee Falls Lung Shee Falls Lung Shee Falls	Excellent: good to great weather.
Moderately fit These walks have some slopes and/or uneven terrain. Long, uninterrupted gear will do, but you should bring extra clothes for you.	2-3 hrs 2-3 hrs 2-3 hrs 2-3 hrs		East Hill East Hill Lung Shee Falls Lung Shee Falls	Good: good to great weather.
Difficult These walks require a good level of fitness and/or experience. Long, uninterrupted gear will do, but you should bring extra clothes for you.	4-5 hrs 4-5 hrs 4-5 hrs 4-5 hrs		East Hill East Hill Lung Shee Falls Lung Shee Falls	High and variable: only for experienced gear.

- 路線、里程、時間
- 清楚標示

■ 簡易解說小站



■ 世界文化襲產地



■ 圖、文、景相互對照

■ 色彩活潑自然



2. 稱職的強力解說員

身兼數職

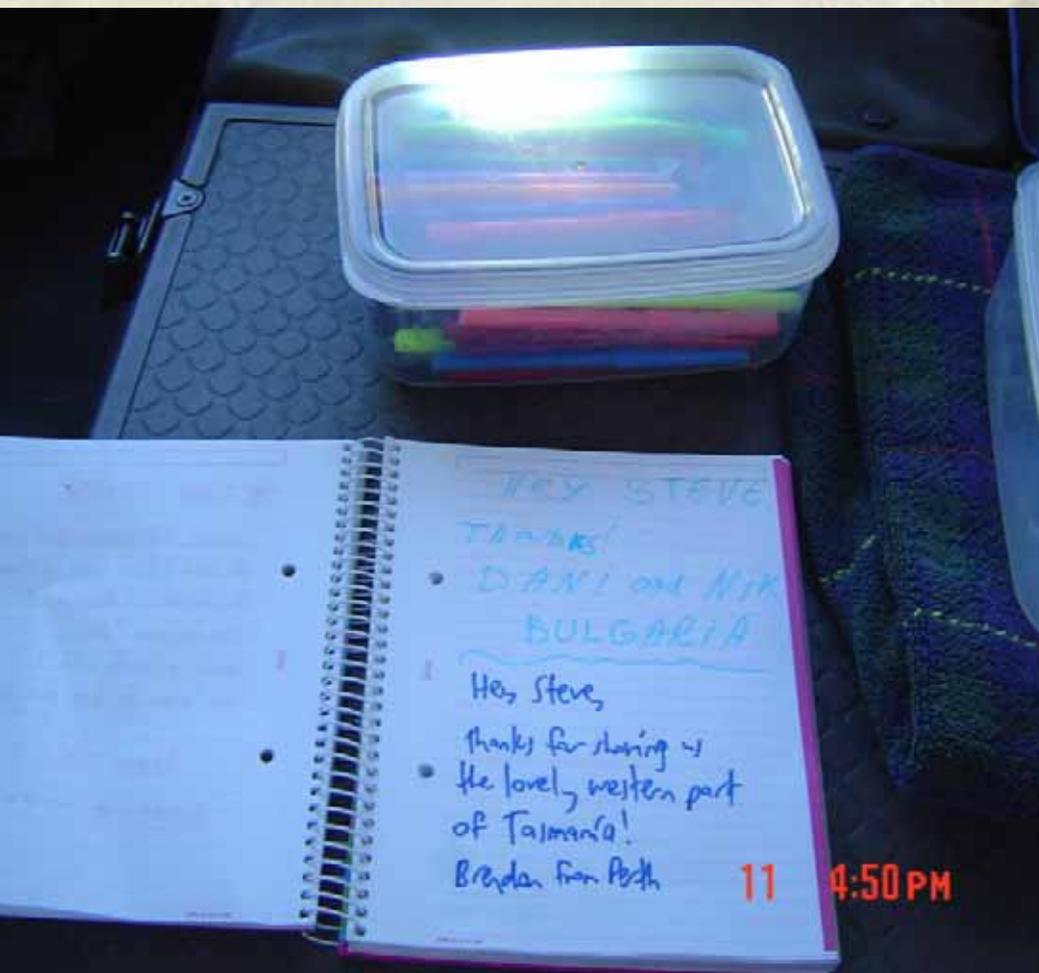
行程膳宿安排

友善的關心與叮嚀

兼專車駕駛

節省人力

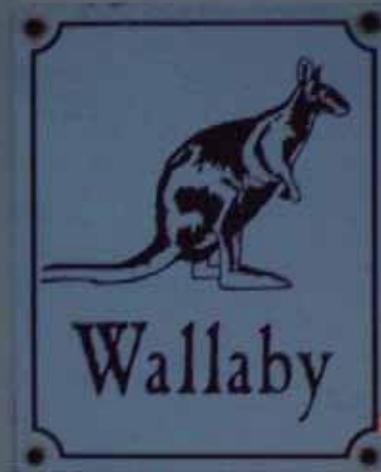
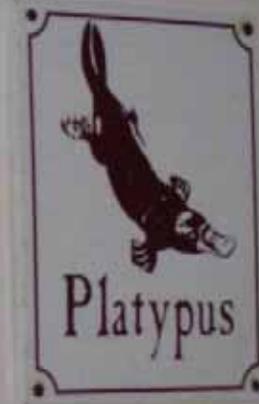
有說故事的親合力



3. 其他遊客服務

生態保護區免費定點接駁車

解說員兼駕駛園區野生動物導覽



機場 — 便捷發達的旅遊聯絡網



生態旅遊地之旅服中心 /

展示館、生態特產、咖啡座



都會地區旅服中心 /

地方活動月報

整合各地旅遊資訊

專業親切的服務人員



(五)生活化的住宿環境

1. 住宿多樣選擇

YH 小木屋
旅館 B&B



國家公園內的高級木屋

外觀與自然環境相融

內部舒適溫暖

掛畫（森林景觀）



2. 家庭化的生活空間

■ 資訊豐富的櫃檯

交通、週邊景點、藝文活動



■ 廚房—設備齊全免費使用



■ 客廳休閒室—書報、電視





■ 上網服務
無國界、
讓家人安心

■ 洗烘衣間
便利旅客長住



3. 溫暖的服務

- 受理套裝遊程預約
- 具國際接待能力

- 微笑友善親切



4. 旅遊標章認證

■ 品質保證

■ 業者榮譽

■ 全民共識



ENDING

