

參加第8屆觀光與休閒研究國際會議成果報告

(Eighth International Conference on Tourism & Leisure Studies)

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I. 緣起

依據大會資料得悉，觀光與休閒研究網絡成立於2015年，是一個探討觀光與休閒在經濟、文化與組織面向上相當重要的研究交流平臺，充分連結各地研究的學術人才，歷年來已累積了無數跨學科、地域及文化界限上，極具價值之跨學科的深入對話成績，建構了相當卓越的行動策動，是當前國際間深具規模的學術研究網絡，素有口碑。

2023年本次第8屆觀光與休閒研究國際會議，在西班牙的Granada大學辦理。Granada在歷史上赫赫有名，是腓尼基人和伊斯蘭摩爾人根據地，現在仍是一個自治區，大學是位列世界500-600的名校，學風鼎盛之外，校址位居半山腰之上，視野絕佳，可一覽全市美景，不亞於觀光勝地深具吸引力。本次會議，五大洲皆有學者與會，唯參與會議之學者仍以歐美系學者為多，亞洲學者較少。

此次會議特別關注在後疫情觀光的轉變 (Post-Pandemic Tourism Transformations)，因氣候變遷、後疫情及BLM平權運動，使得觀光業中產生了典範轉移。尤其在2020年後COVID-19大爆發，對全球而言，無疑是大動盪的一年，不只造成一億多人感染，也奪走二百多萬人的性命，改變了人們的生活方式，也使得全球經濟大幅萎縮。

是故，本次會議以疫情影響為主議題，提供全球各區在疫後觀光支持的相關統計分析或研究資料。包括當代觀光及休閒的變遷、觀光與休閒產業的發展及關鍵議題等，如何從觀光與休閒的概念出發，與社會科學和自然科學連結？探究觀光與休閒對人們日常生活的影響？在歷史與地理的時間與空間發揮何種影響力？期能以的方法、概念、理論框架，激起研究網絡的討論，繼而能出版或以期刊方式集結研討會的相關主題為會議目標。

本人雖已自服務公職退休，然對原住民族文化與觀光等議題研究深具興趣，遂在臺灣大學人類學博士論文指導教授謝世忠教授的邀請下，以東部原住民族文化觀光與疫情的互動關係為方向進行探討，並以疫情期間受國際觀光活動之限而產生的新形態旅遊模式為焦點進行研究。本人期望透過國際會議能與來自全世界的社會和文化行動者交流，以期個人能與世界接軌，除了提升自身的國際學術展現能力之外，更希望借由學術場域展示的機會，能提升臺灣原住民族於國際研究場域上的能見度。

II. 會議前籌備概況：

一、參與成員

2022 年 8 月間在指導教授謝世忠老師鼓勵與邀約下，本次共同參與會議的成員，有國立臺灣大學謝世忠教授、國立東華大學楊政賢副教授及張希文助教授、桃園市政府原住民族行政局科長李慧慧博士及本人，共計 5 位。

二、繳交摘要並獲邀請

為了符合會議要求的主題，聚焦在「Post-Pandemic」及「culture tourism」，經確認參與意願之後，為期在主辦單位要求期程送交個人的主題及摘要。組隊之謝世忠教授特安排於 2022 年 11 月 2 日(三)下午 15:00 於臺北討論。會議前大家互傳中英文題目與摘要，會議中經由老師的指導及伙伴們提供意見，據以修改摘要並順利於 2022 年 11 月 14 日前提交摘要 (proposal)。本人提交摘要之後，於 2020 年 11 月 29 日接獲主辦單位信函通知，本人主題與摘要已被接受，乃接續完成參與會議的註冊 (填寫個人資料及繳交 495 歐元註冊費)。

三、行前會議討論

參與成員之主題及摘要在接獲主辦單位接受之後，團隊即在謝教授規劃下安排 3 次全英文模擬會議，另成員自行增加一場視訊會議，共計四場次，詳如下：

(一) 2023 年 3 月 19 日：

第一次會議，各成員均先以英文表述方式，就研究重點與方向以初步綱要形式提供資料供討論。會中相互聆聽並提出建議。每位報告不超過 10 分鐘，提問 5 分鐘。報告順序為謝世忠教授、本人、楊政賢教授及李慧慧博士。經本次會議，本人獲得不少回饋建議，所需調幅甚大，主要在縮小題目範圍，向更為聚焦討論核心議題方面努力修正。

(二) 2023 年 4 月 23 日：

第二次聚會，安排如前，但特別安排了一位來賓李維屏博士擔任特約提問人，以模擬學習英文回應提問。每人以英語宣讀初步的研究報告 15 分鐘，然後接受提問回答。本次會議，本人準備資料過多，且多為統計數字，以至造成報告超時現象，內容陷於平鋪直敘，缺乏吸吸力。經大家提醒決定再縮小主題範圍，主要研究對象以個人熟悉之卑南遺址公園為對象進行調修。

(三) 2023 年 5 月 12 日：

第三次會議更為正式，地點擇定在國立臺灣大學人類學系館，時間是下午 2-4 點。每人正式播放簡報進行報告，以全英方式進行會議，並邀請楊曉珞博士候選人參加並提問，以期大家更加熟悉國際研討會場景。唯本人因確診之故，未克出席，只好請假。

(四) 2023 年 6 月 4 日：

第四次會議，以視訊方式進行。由於 5 月 12 日場次，本人確診隔離養病之故，隊友特增加一場以供本人學習。參加人員：楊政賢教授、李慧慧博士及本人。

謝世忠教授赴美未克出席。感謝在隊友們的協助檢視下，本人在本次會議中確認最終撰寫內容。

幾經隊友多次協助，本人反覆思考再三，最終定下研究內容，並完成報告檔案上傳大會。也由於多次討論與練習，熟練了自己的主題與內容，增強了登台演繹與國際學者應對之信心。

四、行前交通住宿規劃

我們的行程是在領隊謝世忠教授提出方案後，幾經討論定案。整個旅程定於2023年6月11日出國，至6月24日返臺。行程大致如下：

- (一) 搭機出發：2011年6月11日至西班牙
- (二) Granada：2011年6月12-16日，參與研討會。
- (三) Barcelona：2011年6月16-19日，參訪觀光海岸景點，了解觀光建設及兼具現代與歷史的城市、古蹟及博物館。
- (四) Madrid：2011年6月19-22日，參訪西班牙首都的城市建設、街景風光、皇宮盛景及博物館。
- (五) Vienna：2011年6月22-23日，參訪維也納具有濃郁文化、音樂及藝術的城市風情。

各城市之住宿均安排於頗具規模且友善知名的連鎖經營飯店 ibis。

III. 會議參與情形

一、時間：2023年6月14-16日

二、地點：University of Granada

三、會議議程：

(一)2023年6月13日為會議前準備

大會安排 Moorish Albaicin Tapas Tour，安排人員導覽，讓與會人員很快地對於 Granada 的環境、歷史、文化與美食有基本的認識。我們一行人，自行安排到伊比利半島最美的阿爾罕布拉宮(La Alhambra)，但因需提早上網訂票，尤其是夏季的旅遊高峰期，更需提前三個月預訂，雖未能走進宮內欣賞市區旁山丘上的堡壘宮殿建築群，但漫步在城牆外的巷道及護城河，仍能感受到王宮之雄偉與週邊環境之美，夕陽餘暉中之景色，令人讚嘆！下阿爾罕布拉宮之後，我們去舊城區觀賞處處具有歷史的建物與教堂，也享受地方美食，體驗不同風味的料理觀光。當地 Beer 及 Tapas(點心)，極為速配，飲食文化令人留下深刻印象。

(二)2023年6月14日(第一天)

早上參與大會安排的演講之後，我們便先去了解會議當天的場地，以便熟悉

而能從容報告。到了會議場地 Granada 經濟法政學院，工作人員均相當親切，其中最讓人難忘的友誼是 Claudia Ribeiro Pereira Nunes，她非常熱情的帶著我們熟悉會場，並帶著我們到中午大會安排用餐的地點，與國外學者有更多的交流。餐廳位於較高之處，鳥瞰 Granada，舊城區與新城區一覽無遺，縱橫交錯的街道及林立特色的建物，對於這個城市，再次驚嘆！透過餐敘認識了來自各地且跨領域的學者，臺灣來的研究者就只有我們 5 位，因此倍感壓力！不過，在具有摩爾文化藝術氣息的城市與校園，稍得緩解。離開校園，我們搭乘 TAXI 到城區內的 Granada 大學的書店，感受到西班牙人的友善與熱情。

(三)2023 年 6 月 15 日 (第二天)

上午我們專心準備次日的會議，感謝謝世忠教授一大早再次協助檢視與修改大家的簡報，並提供意見，讓我們可以在更充分、更自信地參加國際會議。我們的場次是唯一來自的臺灣研究團隊，並以臺灣原住民做為主題。我們的場次安排在下午。因為大家都經過了多次討論與充分模擬之故，登台表現均順暢有力，並引起原住民相關議題的熱烈討論。

為創造更多國際學者交流機會，晚間我們均報名參了大會安排的晚宴活動，晚宴地點就安排在阿爾罕布拉宮外視野最佳的餐廳中，手持美酒，口享佳餚（有點偏鹹），目望阿爾罕布拉宮，氛圍極佳，交流之際，有位主持知名期刊的學者，表示對我們發表的議題很感興趣，表示希望有機會能集結報告為正式論文，出版專號。由此一邀請顯示本次本團隊參與研討會之正面成果。

四、臺灣成員的場次：

我們 5 位安排在 2023 年 6 月 16 日下午的場次，二位主持人，場次主題及相關資訊如下：

(一)、Colloquium 的主題：

Cultural Tourism in Indigenous Communities: Taiwan Situation during the Post-Covid-19 Pandemic Era

(二)、Moderator 主持人：

Juan Miguel Rey Pino, Associate Professor, Marketing Management and Research, University of Granada, Spain

Claudia Ribeiro Pereira Nunes

(三)、報告順序：

Lenglegman Rovaniyaw, Assistant Professor, Indigenous Affairs and Ethno-Development, National Dong Hwa University, Hualien, Taiwan

Hui Hui Lee, Section Chief, indigenous Welfare, Taoyuan City Government Indigenous Peoples Administration, Taoyuan, Taiwan

Cheng Hsien Yang, Associate Professor, Department of Indigenous Affairs and Development, National Dong Hwa University, Hualien, Taiwan

Chih Hsing Lin, Deputy Curator Retired, The National Museum of Prehistory, Taitung, Taiwan

Shih-chung Tristan Hsieh, Professor, Anthropology Department, National Taiwan University, TAIWAN, Taiwan

五、會議提問：值得一提，來自英國的學者關心臺灣將在高雄設置「國際級原住民族博物館」一事，就教於我們的看法與想法。這個問題，引起與會者廣泛的討論。由此一問題之提出，我個人發現臺灣原住民的社會文化發展相關的議題，其實頗受國際學者的注意。

IV. 會議後的參訪交流

正式會議在 2020 年 6 月 15 日結束，翌日前往 Bacerlona 參觀名聞遐爾的文化地景，包含博蓋利亞市集、主教座堂及名家高第之作聖家堂等，對此一舉辦過奧林匹克運動會的城市歷史建築和文化景點，留下了深刻的印象。在 Bacerlona，我們住宿地點與內塔海灘很近，可以親身體會地中海的海灘艷陽與清新空氣等。其實該城環境與特色，和我的故鄉臺東很相似，但是這裡卻吸引了那麼多的遊客光臨，並成為西班牙經濟政治重鎮所在，的確是觀光研究值得探索的議題。

接續前往 Madrid，我個人就參觀了居所附近，走路可及的 Museo Municipal de Historia（市立歷史博物館）認識馬德里市的發展史，及 National Museum of Romanticism（國立浪漫主義博物館），欣賞浪漫主義時期諸多名家之作。另外，我們也去馬德里市中心西邊的王宮，烈陽下觀其盛況以及參觀人潮。西班牙旅程結束後，我們再借道 Vienna 轉機返臺，雖僅停留一天，仍然參訪了該市歷史古蹟、歌劇院及博物館。6 月 24 日下午返抵國門。

IV. 簡報內容及文稿

投影片 1

The Construction of Attractive Sites in Taitung, Taiwan: On Emerging Newly-Styled Cultural Tourism during the Pandemic Era

Chih-Hsing Lin (Agilasay Pakawyan)
Former Deputy Director
National Museum of Prehistory, Taiwan

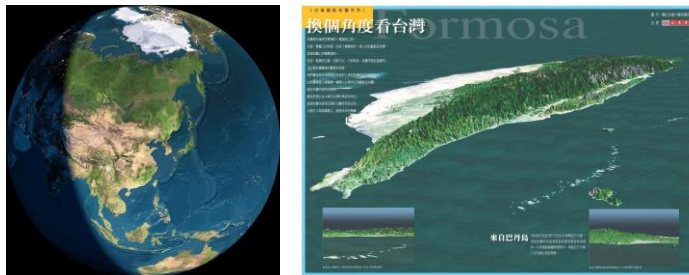
Thank you, Cladia, for your introduction. Hello everyone, I am delighted to participate in this conference and present this topic.

The Construction of Attractive Sites in Taitung, Taiwan: On Emerging Newly-Styled Cultural Tourism during the Pandemic Era

● 投影片 2

•My main concerns

- In this work I want to discuss how travel agents use their rhetoric and arrange activity to create landscape for attracting tourists.



In this study, I want to explore how travel agents use their rhetorical skills and activity planning to create tourist attractions for the landscapes where tourists visit.

● 投影片 3

Why Tourists Visiting Taitung?—An Overview

Taitung image under commercial tourism

- Neglected cultural / indigenous elements .
- Natural and local products tourism were main patterns for external visitors

A simple statistical record.

- In 2015, there were approximately 6 million tourists arriving in Taitung.
- Only 6% of them engaged in cultural tourism
- indigenous participating activities less than 1%.


In 2015, the National Museum of Prehistory I worked for aimed to strengthen collaboration with travel agencies. I invited one of the general managers of a well-known Taiwanese travel agency, "Lion Travel," to lecture at the museum. I noticed his analysis of the tourism statistics in Taitung: "Out of approximately 6 million tourist arrivals in Taitung throughout the year, the majority of them engaged in nature-related tourism activities such as visiting famous scenic spots, soaking in hot springs, experiencing hot air balloon rides, participating in triathlons, and so on. Only 6% of the visitors had been involved in cultural tourism activities, and the number of tourists entering indigenous communities is lower than one percent." I was astonished by the low participation rate for cultural and indigenous tourism activities.

- 投影片 4

In fact, the government had kept long term policy to develop cultural/indigenous tourism.

The efforts of Taitung County administration- Taitung County Tourism Website's Attraction Map and Guide.

- <https://tour.taitung.gov.tw/zh-tw/attraction/map>



Classification of Tourist Attraction Attributes (compiled by the author).

Analysis of Tourist Attraction Attributes Presented on the Taitung County Tourism Website.

Tourist Attraction Attributes	number
Indigenous features	49
Historical/Cultural Attractions	33
Natural Landscape Attractions	158
Tatol	240

Although Taitung's tourist attractiveness predominantly lies in its natural attractions, efforts have been made by the Taitung County Government (including support and assistance from the central government) since the 21st century to invest in cultural tourism to develop the tourism industry. On the "Taitung Tourism Website" which the Taitung County Government established, it has included 240 attractions and significant tourist sites for reference in the tourism market. Among them are historical and cultural institutions, religious and art attractions (approximately 49 sites), and a significant number of attractions related to indigenous communities, totaling 33. Altogether, there are about 82 attractions related to history and culture. The remaining attractions are primarily associated with natural landscapes, agriculture, forestry, and fishing. However, in the eyes of travel operators, it is evident that Taitung's most appealing attractions are still natural landscapes, while cultural tourism's attractiveness (including indigenous communities) remains relatively weak.

● 投影片 5

Crisis or Opportunities Brought throughout the impact of Covid-19?

The particular phenomenon of tourism in Taitung during the pandemic effects.

- Revenge travel: people pouring in Taitung for releasing tightness of life under pandemic pressure.
- Pseudo-traveling abroad: rural area or remote mountainous countries within Taiwan became alienized places under the conditions of limitation of going abroad

Year	Number of Visitors
2019	8,281,101
2020	10,333,218
2021	5,336,813
2022	8,164,565

Affected by the COVID-19 pandemic, international travel activities have been restricted. In order to seek survival, the travel agencies were encouraged by government policies to promote domestic tourism activities around Taiwan, especially in those remote areas far from the political and economic centers, such as Taitung County in the southeastern part of Taiwan. The number of tourists in Taitung had been thriving except during severe outbreaks (the first half of 2020 and May to July 2021). With the sudden emergence of more prosperous tourism phenomena, particularly in the last half year of 2020. The news medium had developed an exciting term, "revenge travel," which referred to the mindset of "desiring to relieve the boredom of isolation and fearlessly traveling despite the risk of infection." Some people also refer to it as the "pseudo overseas travel" phenomenon, especially outlying islands travel activities, as the transportation creates a sense of traveling abroad. If the trip's destination is a culturally diverse region (such as when tourists visit indigenous areas), the tourists would further be satisfied with their psychological need for an overseas experience.

● 投影片 6

New Pattern of Cultural Tourism: Appearance of a Prominent Travel Agency in Taitung

Traveling Taiwan with Chairman of the board

SILOAH TRAVEL CO., LTD

- <https://www.twincn.com/item.aspx?no=43871553>




Quoted from <https://www.taiwanviptravel.com/autobiography/> launched on June 6, 2023.

In early 2021, a travel agency named SILOAH TRAVEL CO., LTD. (renowned in Taiwan alongside the Lion as mentioned earlier) emerged in Taitung, which introduced travel programs focusing on high-quality service and in-depth exploration of nature or culture. Initially emphasizing overseas travel, they later created a famous travel brand called "Traveling Taiwan with the Chairman." During the pandemic, they launched a series of activities centered around Eastern Taiwan's natural beauty, cultural heritage, and landscapes.

● 投影片 7

Two cases occurred both in Lanyu island and in Taitung County proper.

February 27th to March 1st, 2021.



September 4th to 8th, 2023.



Quoted from <https://www.taiwanviptravel.com/lanyu04/> viewed on June 6, 2023.

Now, I will use an itinerary they launched on February 27th, 2021, during a relatively stable period of pandemic control in Taiwan, as well as several 4-day tour itineraries they introduced for Lanyu and Taitung, to explain their strategies for creating tourist attractions and activity appeal.

● 投影片 8

Taitung's expedition: a new experience

Title of the first activity:

- "Embark on a 3-day, 2-night marquess's journey of exploration and adventure in Hualien and Taitung, visiting the *Cawi* Tribe, joining the Wild Monkey Expedition Band, climbing trees in Luanshan for excitement, and learning indigenous percussion with the *Gageng*" .

Title of the second activity

- "Marquess's Four-Day Journey to Orchid Island and Taitung: Explore the 300-year-old underground houses of the Tao tribe, Experience the traditional hair-swinging dance of Orchid Island, Enjoy the performance by musicians wearing traditional Tao tribe 'thong pants', Ride a *Tatala* boat and brave the waves for excitement, Visit the *Kahe* house to courageous warriors against nuclear waste" .

All the itineraries were designed, themed around indigenous communities, attractions, traditional dances, and even social movement heroes. In order to enhance the interpretation of tourism appeals, the activity themes have changed from the usual approach of being concise and clear, but choose lengthy lists and descriptions. Although not all activities throughout the journey are directly related to indigenous cultural experiences, they still revolve around the theme of indigenous culture as a call to action.

● 投影片 9

Re-create local indigenes

see and surprise



They also use many photos like these: Re-create local indigenes

- 投影片 10

Amazing indigenous performances female and male's unusual images



And these: Amazing indigenous performances

- 投影片 11

Concert inside Paleolithic cave staying with eight thousand years' local atmosphere




And these: Concert inside Paleolithic cave, and *Tatala* boating experience

● 投影片 12

Taitung, a place you should visit

The place



The reason

- The total population of Taitung is 215,768 (July 31, 2020). Five thousand years ago, Taitung was one of the most developed regions in terms of cultural landscape in Taiwan. Even today, many cultural sites can be found on the coastal terraces on the eastern side of the mountain range. These sites date back from 10,000 to 1,000 years ago, belonging to different periods and cultural characteristics. They include the Tsangbin culture of the Paleolithic era, the Qilin culture and the Beinan culture of the Neolithic era, among others. Taiwan is surrounded by the sea, and each coastline has its own unique features, but none can compare to the pristine, natural, and beautiful coastline of Highway 11 in Taitung.

The left image adopts a common descriptive approach to introducing the history and culture of Taitung. While the information used may only be partially accurate, it successfully portrays the characteristics of Taitung.

● 投影片 13

Beautifulness: only poems can tell

Poets always like to stay

我愛台東

昔日 老爸綠島暫為家
今朝 我思蘭嶼淚欲下

台東 台東啊台東
你叫我
又愛 情又愁

I Love Taitung

In the past, Dad called Green
Island a temporary home
Today, I am filled with tears for
Orchid Island
Taitung, oh Taitung
You call out to me
With both love and sorrow

In addition to employing standard descriptive writing techniques to portray the essence of local history and culture, the narration takes on a literary tone, expressing and enhancing the appeal of tourism from the perspective of the chairman himself (written in the first person).

● 投影片 14

From a Homeland to many Homelands

Homeland defined

《寫在開團之前》

是的，朋友謔我為「移情漢」！我在清水出生，清水是我的故鄉，來台北創業50年，所以我說我是台北人，踩線馬祖，愛上馬祖，現在我的戶籍在無人島大坵，最近台東跑上癮了，我真的好愛好愛台東！

所以

- 清水是我的故鄉
- 台北是我的家
- 馬祖是我戶籍地
- 台東是我的「心」家

嗶啾！戴晴通譯！你的心真是複雜呢！

Written before the start of the journey:
Yes, my friends mock me as a "fickle lover"! I was born in Qingshui, Qingshui is my hometown. I have been doing business in Taipei for 50 years, so I say I am a Taipei person. I explored Matsu, fell in love with Matsu, and now my household registration is in the uninhabited island of Daciu. Recently, I have become addicted to Taitung, I really love Taitung so much!

So, Qingshui is my hometown, Taipei City is my home, Matsu is my registered place, Taitung is my spiritual home.

Here, the chairman mocks himself as a "fickle lover" of travel while expressing his love for Taitung as a "spiritual home," aiming to evoke emotions and participation willingness of potential visitors.

● 投影片 15

Shaping the Attraction of Service Team – Tour Guides

Lamulu Pakawyn



She, a tour guide and an exceptional writers with awards winner.

We have 120 professional tour guides in our county. Listening to their guided tours will definitely leave you wanting more.


- Tour Guide: Lamulu Pakawyan
- Education: National Taiwan University, Department of Anthropology
- From the Puyuma Tribe in Taitung, well-versed in indigenous culture, and honored with three gold medals and one silver medal at the 11th Taiwan Indigenous Literature Awards in 2020.

In the introduction of the tour guide, we can see that besides emphasizing her major and literary award achievements, there is also a special emphasis on her indigenous identity as a member of the local Puyuma communities.

- 投影片 16

**Shaping the Attraction of Service Team –
Expert Scholars**

Lin, Chih-Hsing(Agilasay Pakawyn)



**A scholar and an indigenous leader
with literature talent**


Lin Chih-Hsing, the former Deputy Director of the National Museum of Prehistory, is also from the Puyuma Tribe. We have invited him to give a special lecture titled "From 15,000 Years Ago to Today's Taiwan," which is truly unprecedented!

Regarding the invited Expert Scholars, similarly, emphasizing his indigenous identity is also emphasized in addition to highlighting their professional experiences and speaking topics.

- 投影片 17

**Shaping the Attraction of Service Team –
good-looking secretary with us during the whole of
journey**

Secretary Representative: Julina



**They described her in this way.
Only those who have worked as
flight attendants can become our
travel secretaries! This is our
strict rule and requirement.**

In Taiwan, the impression of flight attendants is associated with beauty and services. Therefore, emphasizing that the travel secretaries must have the qualifications of flight attendants guarantees service quality.

- 投影片 18

Attractions of accommodation and dining arrangements

Five-star hotel.



Requirements for gastronomy and environmental aesthetics.



The traditional restaurant in Lanyu has been transformed, with tablecloths, chair covers, bowls, plates, and vases brought from Taipei for decoration!

Accommodations are always preferred with five-star or higher-rated hotels. If such hotels are unavailable in the local area, the travel agency's staff will arrange in advance to ensure high and aesthetic service quality.

- 投影片 19

Attractions of accommodation and dining arrangements

Food presentation and dish description.



Leisure and knowledge: Enjoying coffee and listening to legendary stories under the banyan tree.




There are two types of dining experiences: main meals and snacks. The main meals primarily feature local cuisine, and great attention is paid to the aesthetic environment to enhance the overall quality. A "Food Storytelling" activity will be arranged, emphasizing cultural interpretation and narrative rather than just the preparation process. As for the snack arrangements during the activities, they often follow urban dining customs, such as serving coffee and red wine, creating an atmosphere like a movie scene.

● 投影片 20

Create luxurious and comfortable transportation attractions.

Chartered flight transfer



Quoted from 立榮航空飛機圖 - Bing Images viewed on June 6, 2023.

Luggage service slogan:

- "Just hand us your luggage when you disembark from the plane, and your luggage will be in your room by the evening."

They provide high-end arrangements such as chartered flights, luxury private cars, and first-class train cabins, and to reduce the burden of purchasing souvenirs, cultural and creative products, and gifts during the journey. Considerate luggage handling service is also provided to make guests feel comfortable and dignified.

● 投影片 21

The attractiveness of a business brand

He is the brand of exquisite travel.



Participants became club members



Based on my knowledge from the interactions with the participants, the chairman's travel preferences and organizing style have formed a travel brand that appeals to a specific customer base. Guests who have participated in multiple activities have become acquainted and built friendships. They plan trips together and sometimes even organize their groups. They require travel agencies to arrange itineraries according to their interests and needs, resulting in a portion of the "Travel Taiwan with the Chairman" customers of common interests resembling social clubs.

- 投影片 22

concluding remarks

- The pandemic has brought new cultural tourism practices to Taitung. They shaped Taitung's unique cultural elements into a very tourist-attractive place. Then, using literary and poetic expressions, they put forward the idea that even a foreign place can be a "home of the heart" and construct the tourism space as a different stage and belonging to themselves. This emphasis on identity fits with Taiwan's contemporary attitude towards a diverse society and culture.

- 投影片 23

concluding remarks

- However, is the feeling of home an illusion of rhetoric? Does the feeling of home come from experiencing a journey that makes one feel completely at ease (returning to the original way of life) and truly honored (receiving the treatment befitting one's social status)?
- The target audience attracted by this comfortable tourism appeal differs from the general mass tourism or Independent Travel. Therefore, the characteristics of the tour group members tend to be female, older, and of higher socio-economic status.
- However, whether it is mass tourism or niche tourism, for Taitung, it should be the more the merrier!


● 投影片 24

concluding remarks

Chairman's Declaration of Philosophy

- **Our Philosophy:**
To enhance the quality of tourism in Taiwan.
- **Our Mission:**
 - 1.Promote internationalization of Taiwan tourism.
 - 2.Protect and preserve indigenous cultures.
 - 3.Highlight the outlying islands as new tourism attractions.
- **Our Commitment:**
No commissions, no kickbacks.

Another New Project Emerges: Will the Migratory Birds that Fly Away Return?



Since September 2022, there have been no new tours from the travel agency. Is this due to the impact of the reopening of international travel, with tourists returning to international tourism and causing the disappearance of tours in Taitung? However, the travel agency recently released new promotional materials to attract customers. In the post-pandemic era and the fierce competition in international tourism, will it still become a new tourist attraction in Taitung?

● 投影片 25

Thank you for listening.

Thank you! Most of the visual data used in this presentation is sourced from the public information available on SILOAH TRAVEL CO., LTD's website, and some were provided by Ms. Shufen Cheng. I want to express my gratitude for their contributions.

V. 活動照片

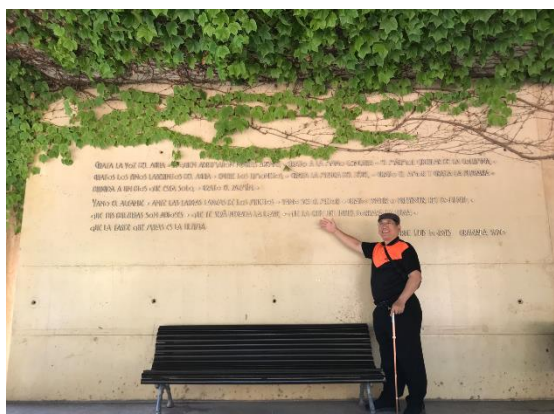


圖 1. 6/13 於 Alhambra 宮外展示牆



圖 2. 6/14 於會場內與他國學者交流



圖 3. 6/15 謝世忠教授的報告

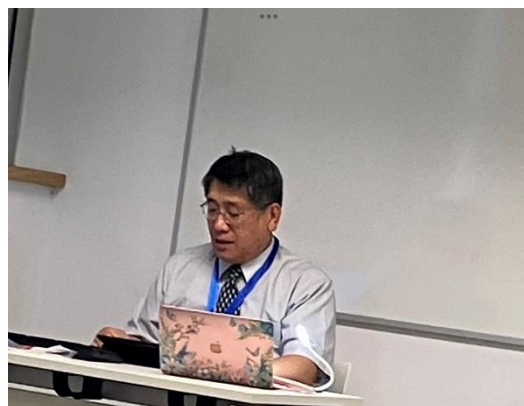


圖 4. 6/15 本人專注報告情景



圖 5. 6/15 研討會參與情形



圖 6. 6/14 攝於 Granada 大學公衛系前（餐廳在本建築之後）



圖 7. 6/15 自大學鳥瞰市區



圖 8. 6/15 攝於 Granada 街角的小博物館，可惜發現時已屆閉館時間。



圖 9. 6/17 Bacerlona 的文化地景



圖 10. 6/17 攝於 Bacerlona 的地中海



圖 11. 6/20 參觀 Madrid 王宮排隊

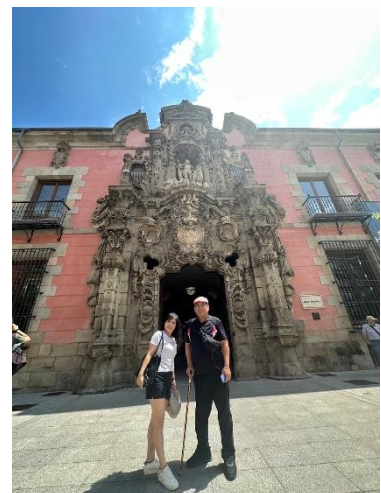


圖 12. 6/20 參觀市立歷史博物館



圖 13. 6/21 馬德里國立浪漫主義博物館所攝伊沙貝拉二世之閱軍圖。



圖 14. 臺灣研究團隊 6/23 自 Vienna airport 搭機返國

VI. 結語

總結本次參與國際會議並參訪西班牙的經驗，我個人獲得了以下的心得。在參與國際研討會方面。本人經由本次會議參與，再度累積了參與國際會議的經驗及信心。這一點要特別感謝世忠教授。他知道國內培養的學生受語言訓練的限制，一般較缺乏上陣國際學術會議發表的勇氣。所以，乃以母雞帶小雞的方式，發揮做中學，參與中成長的精神，組團帶領成員勇征國際會議。每一次參與，由選定會議，邀請成員等起算，都認真籌備將近一年的時間，為此，由發表中，提升了臺灣原住民議題與政策成就的國際能見度。有鑒於此，個人建議凡著有信譽，勤於參與國際會議，默默為臺灣原住民國際外交推動的非原住民籍學者，應該給予特別比照原住民的支助。

在文化資產保存方面。本人發現兩點值得一提：其一，國立臺灣原住民博物館之籌建已受國際學者注意，此項重要文化資產有關政策之興建，宜再加把勁推動。其二，列名於世界遺產的諸名勝古蹟如阿爾罕布拉宮（La Alhambra），聖家堂（Sagrada Família）等，均享有高知名度，入內參訪，可謂一票難求，可見其盛況。我國文建會自 2003 年起，曾經熱烈推動世界遺產潛力點的政策，計推了 28 個點，其中不乏原住民文化資產相關的遺產點。對此政策，建議原民會能積極參與推動。

VII. 附錄

附錄一：旅行社所開代收轉付收據

旅行業代收轉付收據

買受人：LIN CHIH HSING 中華民國 112 年 7 月 4 日 S 72086323
 統一編號：
 地 址： 縣市 鄉市鎮區 街路 段 巷 弄 號 樓 室

摘 要	數 量	單 價	金 額	備 註
機票6951097326737 1251097326740	1	51,100	51,100	
營業人蓋用統一發票專用章				
榮太旅行社(股)公司 負責人：王賢斌 統一編號：84105936 電話：02-25719111 地址：臺北市松江路328號 5樓之1之2之3 本收據如有錯誤請於5日內更正逾期恕不受理				
總 計			51,100	
總計新台幣 (中文大寫)	零 萬 零 拾 伍 萬 壹 仟 零 拾 元 整			

第一聯 (買受人收執聯)

本收據依財政部82年3月27日台財稅第821481937號函核准使用。
 本收據為旅行同業公會統一印製，供旅客記帳之用，不另開立統一發票。

經手人：黃美玉

CS 掃描至旅土 刷建

附錄二：長榮航空登機証 (往返桃園機場/維也納機場)

登機手續將於起飛前 20 分鐘結束
 Please be at the gate 20 minutes prior to departure

ECONOMY CLASS			
GATE C1	BOARDING TIME 23:15	SEAT 26G	ZONE/區 5
LIN, CHIHHSING		Flight From-To	LIN, CHIHHSING
BR0065/11JUN		TPE-VIE Taipei Vienna	BR0065/11JUN TPE-VIE 26G
TPE/272 BR 3321026763GC	EVA AIR A STAR ALLIANCE MEMBER		TPE/272 6951097326737 Y/W

ECONOMY CLASS			
GATE D27	BOARDING TIME 17:00	SEAT 26G	ZONE/區 5
LIN, CHIHHSING		Flight From-To	LIN, CHIHHSING
BR0062/23JUN		VIE-TPE Vienna Taipei	BR0062/23JUN VIE-TPE 26G
VIE/304 BR 3321026763GC	EVA AIR A STAR ALLIANCE MEMBER		VIE/304 6951097326737 Y/V

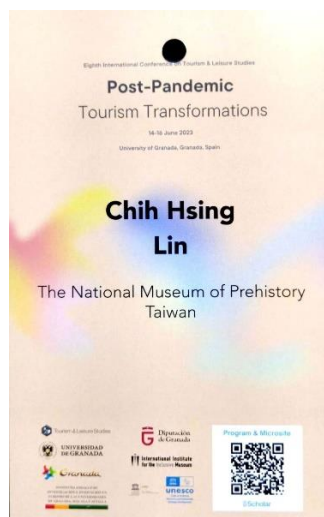
CS 掃描至旅土 刷建

附錄三：IBERIA 航空登機証 (維也納/馬德里往返)



CS 掃描至能土 劇娃

附錄四：會議活動名牌



CS 掃描至能土 劇娃