

## 【主題一】新冠疫情下生態旅遊的契機

子題 1-1 因應新冠疫情下的生態旅遊發展趨勢	
<p><u>演講主題</u>： Protecting Biodiversity – The Future of Tourism</p> <p><u>演講人</u>： <b>Mr. Srilal Miththapala</b> CEO, Serendib Leisure Management, Sri Lanka Past President, Hotels Association of Sri Lanka</p>	1-3
子題 1-2 疫後新常態生態旅遊產業的韌性和彈性	
<p><u>演講主題</u>： Ecotourism: Providing Lessons for the Tourism Industry in these Post-pandemic Times</p> <p><u>演講人</u>： <b>Mr. Tony Charters AM.</b> Former Deputy Chair, Global Ecotourism Network Founding Director, Ecotourism Australia</p>	1-21
子題 1-3 後疫情時代的生態旅遊規劃與發展趨勢	
<p><u>演講主題</u>： 後疫情時代的森活旅遊規劃與發展趨勢</p> <p><u>演講人</u>： 林務局 <b>林華慶</b>局長</p>	1-27



## 子題 1-1：因應新冠疫情下的生態旅遊發展趨勢

### **New Horizons-International Conference on Ecotourism Taiwan 2021**

19-20<sup>th</sup> November 2021, Taiwan

#### Session 1 -Opportunities for Eco-tourism under COVID-19

#### **“Protecting Biodiversity – Post CoVid Tourism?”**

Keynote Address

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Past President, Hotels Association of Sri Lanka

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I am honoured to be talking to you today, and thank you for giving me this opportunity to talk about a subject that I am very passionate about. My address will cover the following...

- What is Biodiversity?
- How important is Biodiversity for Tourism
- Sustainable Tourism Development
- How can post-CoVid tourism conserve biodiversity?

### **Biodiversity**

In its most simple form, biodiversity is 'Life on Earth'. It is the fruit of billions of years of evolution, shaped by natural processes and increasingly, of late, by the influence of humans

Biodiversity is critically important to human health, economies, and livelihoods. The world's 7.6 billion people represent just 0.01% of all living things by weight, but humanity has caused the loss of 83% of all wild mammals and half of all plants. Biodiversity is declining globally, faster than at any other time in human history.

At least 40 per cent of the world's economy and 80 per cent of the needs of the poor are derived from biological resources. In addition, the richer the diversity of life, the greater the opportunity for medical discoveries, economic development, and adaptive responses to such new challenges as climate change.



According to the World Economic Forum's recent Nature Risk Rising Report, more than half of the world's GDP (\$44 trillion) is highly or moderately dependent on nature. Many businesses are, therefore, at risk due to increasing nature loss.

There is great potential for the economy to grow and become more resilient by ensuring that biodiversity is conserved and managed. Every dollar spent on restoration of nature,

leads to at least \$ 9 of economic benefits. (<https://nature4climate.org/restoration-and-management/>)

The Commonwealth Scientific and Industrial Research Organisation (CSIRO; Morton & Hill 2014) describes 5 core (and interacting) values that humans place on biodiversity:

### How Biodiversity affects Humans

- **Economic**—biodiversity provides humans with raw materials for consumption and production. Many livelihoods, such as those of farmers, fishers and timber workers, are dependent on biodiversity.
- **Ecological life support**—biodiversity provides functioning ecosystems that supply oxygen, clean air and water, pollination of plants, pest control, wastewater treatment..
- **Recreation**—many recreational pursuits rely on our unique biodiversity, such as birdwatching, hiking, camping
- **Cultural**—through the expression of identity, through spirituality and through aesthetic appreciation. Many people have strong connections and obligations to biodiversity arising from spiritual beliefs about animals and plants.
- **Scientific**—biodiversity represents a wealth of systematic ecological data that help us to understand the natural world and its origins

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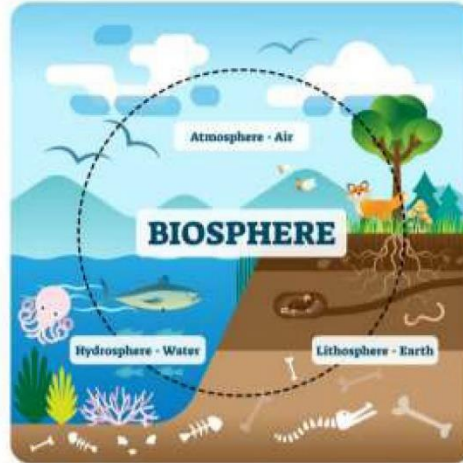
Recreation—many recreational pursuits rely on our unique biodiversity, such as birdwatching, hiking, camping and fishing.

Cultural—culture is closely connected to biodiversity through the expression of identity, through spirituality and through aesthetic appreciation. Many people have strong connections and obligations to biodiversity arising from spiritual beliefs about animals and plants.

Scientific—biodiversity represents a wealth of systematic ecological data that help us to understand the natural world and its origins.

### Interdependence of the ecosystems

Biotic and abiotic factors make up an ecosystem. So, the living beings in an ecosystem depend on each other for survival and growth. This dependency known as interdependence. All living beings, from tiny microbes to huge predators, depend on each other to obtain energy and other basic resources. If the population of one organism rises or falls, then this can affect the rest of the ecosystem. ... This means that all the organisms in an ecosystem are dependent upon each other.



their  
is

### Interdependency vs Human Intervention

Nature can often be surprisingly resilient, often without the need for human interventions. Recently the BBC aired documentary where it highlighted two national parks in Africa where elephant populations had grown quite large, as was causing damage to the vegetation, affecting other animals as well. It was suggested that the population be culled to keep the ecosystem in balance.

A scientist pleaded with park management not to cull and let nature take its course. A compromise was reached after some discussions, where the elephants were allowed to live in one park, while they were culled in the other.

A few years later, it was found that the park with the culled population had remained in poor condition, with continued damage to the eco sytem.

In the park with the larger population that was not culled, had eventually reduced naturally, due to limited food resources. The natural rate at which this happened helped rejuvenate the entire eco-system and other wild life also thrived.

<https://www.globalissues.org/article/170/why-is-biodiversity-important-who-cares>

## The Sri Lankan Context

Even though Sri Lanka is endowed with a diverse and unique assemblage of fauna and flora many of these species are running the risk of extinction due to a number of threats they face. Loss of habitat is the most significant threat contributing to the loss of biodiversity in Sri Lanka. During the last century alone, Sri Lanka's natural forest cover has declined by about 50% and continues to decline even at present. The resulting loss and fragmentation of habitat have been the major driver that has resulted in many of the species becoming extinct or driven toward the brink of extinction. Overexploitation, introduction of invasive alien species and human-wildlife conflict are three of the other major drivers that contribute to loss of biodiversity in Sri Lanka.

Sri Lanka plans to expand its tourism industry which heavily depends on the natural capital, the loss of which will reduce the attractiveness of the country as a tourism destination.

Sri Lanka, along with the Western



Land Area- 65,610 km<sup>2</sup>  
Coast- 1,340 km  
Rivers 103  
Forest Cover 29%

Ghats, is one of 34 'biodiversity hotspots' of the world, with a large proportion of endemic species and a high dependence on its biodiversity for tourism and other social and economic activities.





### **The Sinharaja Forest Reserve**

Located in south-west Sri Lanka, Sinharaja is the country's last viable area of primary tropical rainforest, a UNESCO World Heritage Site. Covering an area of 8,864 ha and ranging from an altitude of 300 – 1,170 meters. This narrow strip of undulating terrain encompasses a series



of ridges and valleys that are crisscrossed by an intricate network of streams. More than 60% of the trees are endemic and many of them are considered rare. There is much endemic

wildlife, especially birds, but the reserve is also home to over 50% of Sri Lanka's endemic species of mammals and butterflies, as well as many kinds of insects, reptiles and rare amphibians.

In 2018 some 15,000 tourists visited Sinharaja, one of the most popular attractions in Sri Lanka earning over Rs 8 m . For the record Sri Lanka attracted 2.3 M tourists in 2018, earning \$4.4 B , the third largest foreign exchange earning industry in the country

<https://biodiversitysrilanka.org/>

### **Tourism and Biodiversity**

Biodiversity, the variety of life on Earth, is a large part of what makes tourist destinations such as tropical forests, beaches and national parks so attractive. At the same time, visiting nature serves to heighten awareness among tourists of its intrinsic value and also provides local people with an income and an incentive to preserve their natural environment.

Tourism is the fastest growing industry in the world and has the power of building a strong economy and communities.

But if the tourists are larger in number than the capacity of the destination, then the negative impact can be seen quickly.



The depletion of natural resources is one of them. Water is the primary concern where it is overused and polluted for tourism activities, especially on large golf courses. On the other end, there is a pressure of the land resources like fossils fuels, mineral, wetlands, and fertile soils. More hotels and resorts are situated in areas of wild life habitat, that could directly affect the natural environment.

Pollution and natural drainage are also significant problems created by tourism sectors. While certainly bio-diversity has contributed a lot to the tourism sector, the tourism industry in turn, has given back much less.

We all know the old adage, the most important aspect for the success of a tourist hotel is “location, Location, Location’ . By virtue of this most developers do seek out the most pristine natural locations to site a new hotel development.

Another factor that directly impacts the environment and biodiversity are the sheer number of tourists. With more and more people travelling ( in 2019 there were 1,460 million tourists, which roughly translates into almost 20% of the world’s population) in many destinations there is over-visitation.

This has led to a relatively new label for such tourism called ‘over tourism’.



So large number of tourists demand more natural resources resulting in these resources getting depleted.

Let’s take an example .

Generally a tourist uses up about 300 litres of water per tourist night.

(<https://ec.europa.eu/environment/emas/takeagreenstep/pdf/BEMP-5-FINAL.pdf>).

So 1.5 Billion travellers in 2019 would have used up some 450 Billion litres of water per tourist night.

If we assume the overall average length of stay of a tourist is 3 days then the total water usage by tourists per annum would be  $450 \times 3 = 1,350$  Billion litres.

While water covers about 71% of the earth's surface only about 3% of the earth's water is fresh. And 1.1 Billion people in the world are without proper drinking water, which is estimated to be about 2.7 B litres per month. (*Water Scarcity | Threats | WWF (worldwildlife.org)*) That translates into about 32.4 B litres of water shortage annually for these 1.1 Billion people

## Water Consumption- Tourism



- (<https://ec.europa.eu/environment/emas/takeagreenstep/pdf/BEMP-5-FINAL.pdf>).
- (*Water Scarcity | Threats | WWF (worldwildlife.org)*)

- Generally a tourist uses up about 300 litres of water per tourist night.
- So 1.5 Billion travellers in 2019 would have used up some **450 Billion litres** of water per night .
- Assume ave. length of stay of a tourist to be 3 days
- So total tourism consumption would be  $450 \times 3 = 1,350$  **Billion litres** of water per annum
- 1.1 Billion people in the world are without proper drinking water, which is estimated to be about **32.4 B litres** per annum
- So tourists use up some **1,350 billion litres** of water annually, while there is a world shortage of some **32.4 Billion litres of water (more than 42 times!)**

@Sri Lal Miththapala



**So while there is a world shortage of some 32.4 B litres of water, Tourists consume some 1,320 B litres of water annually ! That is more than 42 time!**

### **Alarming facts no doubt!**

Larger number of tourists therefore causes losses of resource and ecosystems in many other areas as well, including mountain and coastal areas.

One of the examples can be taken from coral reefs, which are damaged due to heavily used scuba diving sites. The world famous Great Barrier Reef is currently in grave danger of being destroyed Another example is the world's tallest mountain Mount Everest. Each year tons of garbage and waste pile up and freeze on the site of the mountain.



### **Responsible Tourism**

With growing concern the world over about damage and destruction to the environment, it was only a matter of time that tourism was caught up in the spotlight as one of the main culprits. The response to this by the industry, has been to move to a more responsible and ethical way of doing business.



So it was no surprise that very soon the overarching concept of Responsible Tourism was mooted. It called for tourism operators and service providers across the spectrum to ensure that their operations are carried out in a 'responsible' manner, taking into consideration the effects on the environment and the host communities where tourism takes place.

However, although readily accepted the world over, Responsible Tourism, being more of a concept, was difficult to quantify and operationalise practically.

### **Sustainable Tourism Development (STD)**

As a consequence the idea of Sustainable Tourism was born in the 1990's. This was a much more practical framework where clear sustainable consumption practices (SCP) could be



implemented in all operations to safeguard the environment, communities and also the business of tourism itself.

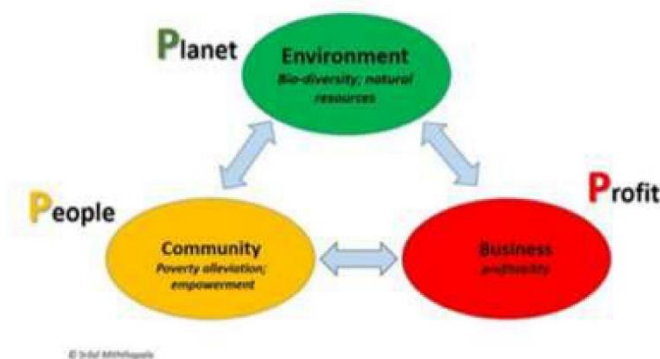
The best definition for Sustainable Tourism Development (STD) is –

**“Tourism that takes full account of its **current** and **future economic, social and environmental impacts**, addressing the needs of **visitors**, the **industry**, the **environment** and **host communities**.” -WTO**

There are some key words in this definition that is of importance. “Current and future .....impacts”, indicates that Tourism should look at both the current and future impacts it could have, on the economic, social and environmental areas. And it calls to address the “needs of visitors, the industry, the environment and host communities”

This indicates that STD is not about stifling development, contrary to what many myopic environmentalists preach in the guise of sustainability. It actually encourages development. Hence this means that while current development must be encouraged, it is vital that the environment and socio-cultural aspects must be safeguarded and enhanced for the future in an all-encompassing manner.

### Sustainable Development -a Balancing Act



It is thus obvious that STD is about striking a balance between the Development (Businesses), Community (People) and the Environment (Planet). This is referred to in business, as the ‘triple bottom line’ and also called ‘The People, Planet and Profit’ approach.

Today Sustainable tourism has become well accepted and implemented in most tourism destinations. In fact due to rise in tourists who are more concerned about sustainability, and environmental protection, implementation of SCP has become more of a necessity to

differentiate and keep up with the competition. It has also become a marketing tool to leverage market share when properly implemented.

### Multiple Nomenclature

With sustainability forming the bedrock of proper tourism which safeguards the environment , community and business activates, there was better rationalization of the different, and sometimes confusing array of 'labels' that were hastily imposed on different categories of tourism.

Hence responsible tourism is the overarching concept which is about "making better places for people to live in and better places for people to visit". Within this concept lies Sustainable tourism, with different categories of tourism falling fully or partially within the ambit of Sustainable Tourism ( such as Eco-tourism, Adventure tourism and Nature tourism)



So the need of the day is to move away from mass tourism and tracking and raking up only numbers, to more ethical and responsible travel, which should necessarily be more focused on quality rather than quantity.

Many operators the world over have realised this and in the past decade there have been giant strides in this direction. Tourism development is now more environmental friendly, using natural and indigenous material with good alternate energy saving interventions being utilised. The service and product offering also emphasises the experience rather than focus on food and facilities alone, unlike before.

The market is also beginning to demand this with more and more travellers seeking to travel to destinations, and stay in establishments which are more environmentally conscious . A large majority of global travellers – 87 percent – say that they want to travel sustainably,

according to the new Sustainable Travel Report released by Booking.com in honour of Earth Day on April 22, 2018

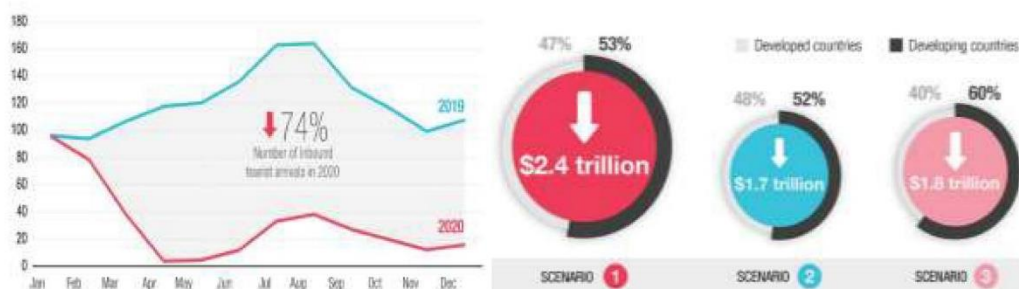
### The Impact of Covid on the Tourism Industry

The pandemic that is fast unfolding before our eyes, seems to be something from a science fiction movie, virtually bringing the whole world slowly down to its knees. The fall out is impacting every aspect of our life –social, economic, financial, and tearing apart the sheer fabric of life itself, ricocheting its way around the globe. No one seems to be spared- rich and poor, developed and under-developed. Governments around the world grapple in trying to come to terms with the crisis, and are throwing all the ‘heavy artillery’ of their technological might to ‘fight’ this tiny microscopic enemy.

Yes Eventually we will prevail. Our ‘superior’ technologies will find a vaccine to ‘neutralize’ the virus, and stabilize the pandemic, leaving behind enormous chaos in every aspect of our socio- economic lives. The virus itself will ‘run out of steam’, battered and bruised, will sulk back into a corner, mutate and return again perhaps, to once again batter us.

In the meantime world tourism has been one of the worst affected industries by the pandemic. According to UNWTO, there were

- 1 billion fewer international tourist arrivals
- Loss of US\$ 1.3 trillion in total export revenues from international tourism. This will have a wider impact and could reduce global GDP by 1.5% to 2.8%.
- 100 to 120 million direct tourism jobs at risk
- Recovery late 2021?



### The damage to the environment

Prior to the pandemic, the anthropogenic impact of our rapid development ( and tourism in general ) on the environment includes changes to biophysical environments and ecosystems, biodiversity, and natural resources

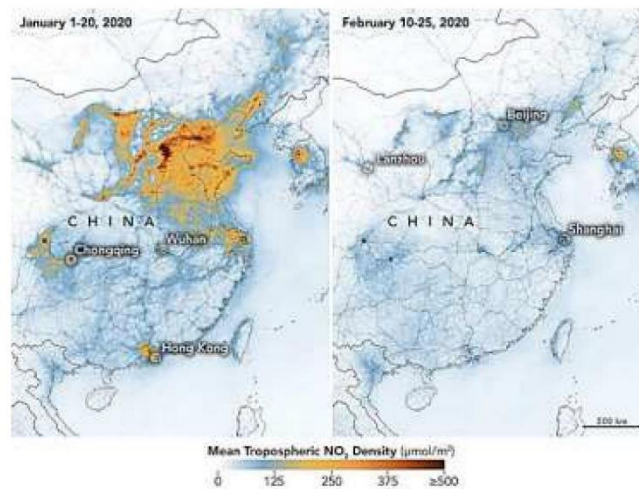


- global warming -By 2050, sea levels are predicted to rise between one and 2.3 feet as glaciers melt
- environmental degradation, including deforestation Between 1990 and 2016, the world lost 1.3 million square kilometres of forest, according to the World Bank—an area larger than South Africa.
- mass extinction and biodiversity loss Scientists estimate about 55,000- 73,000 species go extinct each year- This is greater than anything the world has experienced since the vanishing of the dinosaurs nearly 65m years ago.)
- overconsumption - Humans generated 2.41 billion tons of solid waste in 2017- (equivalent to 50,000 average sized cruise liners )
- pollution - Annual Plastics production in the world for 2017 was 348 million metric

..and the list goes on. **And tourism is very much a part of the problem.**

Initially due to very minimal tourists travelling due to the pandemic and lockdowns, there was clear evidence that pollution levels, carbon emissions and waste generation reduced considerably. Wild life, without disturbance from humans, was seen wandering freely, sometimes in built up areas as well.





Due to the lockdowns and limited human movement and activity, pollution levels and Co<sub>2</sub> emissions fell dramatically in some areas.

But this was only short-lived. With countries now gradually opening up for tourism, all these 'positive consequences' seem to be already vanishing.

#### Massive impact on livelihoods

- As many as 100 million direct tourism jobs are at risk, in addition to sectors associated with tourism such as labour-intensive accommodation and food services industries that provide employment for 144 million workers worldwide.
- Small businesses (which shoulder 80% of global tourism) are particularly vulnerable.
- Women, who make up 54% of the tourism workforce, youth and workers in the informal economy are among the most at-risk categories.



### Impacts on nature and culture



- The sudden fall in tourism cuts off funding for biodiversity conservation. Some 7% of world tourism relates to wildlife, a segment growing by 3% annually.
- This places jobs at risk and has already led to a rise in poaching, looting and in consumption of bush meat, partly due to the decreased presence of tourists and staff.
- The impact on biodiversity and ecosystems is particularly critical in SIDS and LDCs. In many African destinations, wildlife accounts for up to 80% of visits, and in many SIDS, tourism revenues enable marine conservation efforts.
- Several examples of community involvement in nature tourism show how communities, including indigenous peoples, have been able to protect their cultural and natural heritage while creating wealth and improve their wellbeing. The impact of COVID-19 on tourism places further pressure on heritage conservation as well as on the cultural and social fabric of communities, particularly for indigenous people and ethnic groups.
- 90% of countries have closed World Heritage Sites, with immense socio-economic consequences for communities reliant on tourism. Further, 90% of museums were closed and 13% may never reopen.

**So is nature awakening from her deep slumber and saying “Enough is enough”? Is she showing us that she can unleash powerful forces to tame mankind, and heal herself?**

### Post Covid Tourism

One of the five aspects in the UNWTO roadmap to transform tourism is to ...

*‘Foster sustainability and green growth to shift towards a resilient, competitive, resource efficient and carbon-neutral tourism sector. Green investments for recovery could target protected areas, renewable energy, smart buildings and the circular economy, among other opportunities.’*

In the OECD Policy Responses to Coronavirus (COVID-19) it mentions

*‘Sustainability may become more prominent in tourism choices, due to greater awareness of climate change and adverse impacts of tourism. Natural areas, regional and local destinations are expected to drive the recovery, and shorter travel distances may result in a lower environmental impact of tourism.’*

A study by the Outdoor Tourism Observatory reports that the propensity to vacation is growing sharply, + 77%, among who went on vacation last year, and is growing even more, in particular by 80%, among those who have taken an outdoor holiday in a village, camping or road trip in the last year. In recent years, the profile of open-air tourists has changed.

The ‘outdoor tourist’ refers to new emerging category of travellers desiring to have psychologically rewarding experiences. It is no longer enough to be satisfied with a product or service, the goal is to be fully happy with it in terms of the authenticity of the experience.

In this CoVid lockdown period, nature has shown us the ability to continue living. During the Covid era, we have developed a greater awareness of sustainability issues, our responsibilities towards future generations and the consequences of our actions on the environment around us.

### **And sustainability and environmental friendly tourism seems to be the way forward.**

Some of the possible new trends in Tourism would be

- More eco –conscious travellers
- Less crowded destinations
- Off season travel
- Less crowded “remote escapes” places
- Smaller groups in the company of few selected people.



- Seek out more experiential travel
- Explore less popular, off the beaten track attractions
- Outdoor activities
- Nature , wild life and environment
- Mind, Body and Soul...regeneration Meditation/Yoga



## Conclusion

I am no myopic rabid environmentalist. I would like think I am a pragmatic environmentalist. Industrial and economic activity and tourism has to resume, and resume as quickly as possible. With the severity of the pandemic possibly waning, economic activity and development has to restart. ....and inevitably, pollution, emissions and waste will also start increasing.

So Post Covid Tourism....



The important issue here is to sit back and take stock, and create a new model for tourism, with emphasis on nature, wellness, and environment conservation...which in turn will help safeguard our Biodiversity.





## 子題 1-2：疫後新常態生態旅遊產業的韌性和彈性

### **Ecotourism: Providing Lessons for the Tourism Industry in these Post-pandemic Times**

Tony Charters AM,

Principal Tony Charters and Associates, Vice-Chair Global Ecotourism Network.

I would like to offer my opinion on ten key lessons that I believe the tourism industry will need to take on board as it moves past the climactic stage of COVID-19. I believe my comments represent a more pragmatic view than many that have been offered in recent times.

Ten lessons for the tourism industry in these post-pandemic times

- 1) **Lesson 1** – the Pandemic is not yet **post** – we are still dealing with COVID and we are yet to see what new strains emerge or what new viruses appear in the coming years.

The COVID story is still unfolding – as we can all remember this time last year, we were thinking 2021 would see the return of normality – how wrong were we?

- 2) **Lesson 2** - Uncertainty and additional business risk are here to stay – as we see major impacts on a wide range of businesses - airlines failing, massive staff stand-downs, downturns across tourism, events, restaurants, arts and many other sectors. Who is to say when the next more virulent strain of COVID develops? The full ramifications on business are yet to be felt – what will be the impact on insurance, future investment in large scale event infrastructure, future aviation fleets etc. Business risk for sectors negatively impacted by COVID has now been ramped up considerably and the full ramifications of this are yet to be fully understood. The cost of travel is likely to escalate for a considerable time as businesses seek to rebuild, and deal with the impacts of skills loss, reduction in fleet sizes, closure of premises and a globally patchy recovery.

- 3) **Lesson 3** - The intersection of the Climate Change emergency and post pandemic response is creating significant challenges, and these two global issues have conflated to a large extent, driven partly by the build-up to COP26 in Glasgow. It is likely that these two issues will continue to be discussed together as the tourism industry re-builds. Many have postulated that as a result of a new awareness of climate change, travellers will demand more sustainable practices from the industry. Aviation in particular draws much attention. Unfortunately I am very sceptical about the travelling publics **real** versus **stated** concern for the environment. Globally just 1% of fliers offset their carbon emissions. Aviation accounts for some 2.4% of global carbon emissions. And yet carbon offsetting represents a tiny percentage of an airline ticket – usually around 1-1.5%. Some airlines such as QANTAS have been very pro-active in this space but even when offering attractive frequent flier point incentives to fliers, they have only been able to achieve some 10% take up. On a more pessimistic note, for all the words of commitment and belief in sustainability the reality is the vast majority of tourists still buy on price and, on the whole are not prepared to pay more for sustainability. There are several possible responses to this reality
- a. Adopt practices that achieve sustainable outcomes without additional costs:
    - i. Low technology approaches for developing countries – use labour nit machines
    - ii. Buy local – food, building materials, supplies
    - iii. Use local products – local stone, wood, fibre – not imported materials and products
    - iv. Adopt low maintenance approaches to landscaping – use of endemic plants
  - b. Focus on building the community's commitment to sustainability as there is a direct co-relation between preparedness to pay for sustainability and understanding of the concept of sustainability
  - c. Imposition of tax and charges that equate to a sustainability levy – however these disadvantage destinations who have to cover these taxes while competing with destinations that have no such taxes

4) **Lesson 4** - Diversified supply chains are critical to tourism business survival - and this relates to the era of pandemics, geo-political realities and economic realities.

- a. Avoid too much dependence on a single source of business. The old adage relating to share portfolio investment holds true for tourism – more than ever ie invest in a diversified portfolio or in other words ‘Don’t place all you eggs in one basket’. For example, businesses that have been solely reliant on international markets have been decimated.
- b. Local (domestic) markets have proven to be life-savers for many in the tourism industry. They may provide less yield but they are accessible. In times when international markets are closed off travellers have no option but to seek out domestic experiences.

As the world experiences more instability the importance of a diversified income stream is becoming critical to business success.

5) **Lesson 5** - Tourism businesses that have survived the impacts of the Pandemic, but have been badly impacted, will be looking at restoring revenue streams as quickly as possible to survive. Post pandemic they must focus on re-engaging skilled staff, train new staff, re-establish office premises, rebuild their fleets (think rental car companies, airlines, etc). This is not an environment conducive to high levels of experimentation in business models, profit sharing, investment in communities, sustainability initiatives etc. While some companies will definitely see a business opportunity in pursuing positive consumer sentiments towards ecological sustainability, many more companies will be looking to purely shore up their *financial* sustainability. It is unrealistic to believe that COVID 19 has triggered some kind of total of reboot of the industry, and it is now going to dramatically change the way it does business.

6) **Lesson 6** - The massive downturn in the tourism industry as a result of COVID 19 has helped governments, business and communities to gain a much better appreciation of the highs and lows of tourism. The highs being derived from the huge contributions tourism brings communities through direct and indirect employment; its contribution to well-being (as communities that have been through months of lockdown can attest); its role in bringing greater

understanding across cultures and many other benefits. The lows of tourism have been revealed in areas where the overtourism was rife and in this period of downturn communities have been able to re-discover the values of their environs – minus the crowds (and the impacts that brings). Research out of the World Travel and Tourism Council shows that tourism and travel accounted for 10.45 % of global GDP in 2019. By 2020 this had declined to 5.5% - almost half. Some 62 million jobs were lost – representing 18.5% of the total tourism workforce. This figure would have been much greater had it not been for government retention schemes, reduced hours and voluntary standdown or retirements. Domestic visitor spending decreased by 45%, while international visitor spending declined by an unprecedented 69.4%.

Overtourism may take some unusual twists and turns in the foreseeable future as some destinations open up ahead of others, creating new desirability as accessible destinations.

- 7) **Lesson 7** - Never forget that tourists across the globe rate health and safety as the number one travel concern, and nothing will change that, and COVID has reinforced this concern. So just as we saw travellers seeking out more remote areas within their own country, state or province throughout 2020 and 2021 through a combination of closed borders and concerns related to close interaction with other people, so we will see this trend continue into the foreseeable future. Some travellers will be more cavalier, however there will be a considerable proportion of travellers who will be very conservative in their travel habits (at least for the foreseeable future). They will seek out areas close to home (domestic travel), avoid concentrations of large groups (including travel groups) and modes associated with COVID spread (eg large cruise ships), and avoid countries with remaining high levels of COVID transmission.
- 8) **Lesson 8** - Related to 7 above, travellers are now much more likely to undertake additional research on a destination and its tourism services prior to travelling:
  - a. What hygiene measures does an airline take to protect passenger health?
  - b. What is the state of COVID testing at the destination?

- c. Does the destination has high levels of community transmission of COVID?
- d. What health and hospital services are available at the destination and their capacity, reputation and cost
- e. What are the hygiene practices of accommodation houses and tour operations being booked?
- f. What are the border controls and quarantines applying to each country being entered?

In reality a percentage of travellers will decide it is too risky to travel abroad, thus reinforcing demand for domestic travel.

9) **Lesson 9** - Ecotourism is well placed to capitalise on travellers' concerns about mass tourism sites, large tourism groups and health and hygiene standards. Various research studies by TripAdvisor, OECD and many others talk of travellers having a much greater interest and commitment to sustainability and a desire to return to nature. This trend has certainly been evident in the growth of pursuits such as bushwalking and camping. What is not so clear is whether this trend will continue once interstate and international borders re-open and transport options, particularly aviation routes re-open. The modus operandi of ecotourism most frequently involves smaller groups, more remote locations and a focus on quality. Additionally, greater consumer sentiment towards sustainability (largely a product of concern for climate change) is also driving demand for ecotourism, community-based tourism, and movements such as slow food and wellness tourism. However, all of the lessons above still apply to ecotourism enterprises.

10) **Lesson 10** – Technology, control and restrictions is here to stay. COVID 19 has resulted in significant new regulations over the movement of citizens, within their own provinces (even neighbourhoods), states or nations. The advent of vaccine passports – linked to traditional passports, centralised vaccination health records, quarantine rules and many other controls are likely to be, at least to some extent, a permanent feature of travel. The community's use and competency in using technology has expanded dramatically in the past 18 months. Use of QR codes is almost universal now. It is very likely that we will

see new forms of certification or amended versions of existing certification applying to all aspects of tourism – transport, tours, attractions, accommodation and events. Certification programs will focus much more on health, hygiene, social distancing and pandemic response.



### 子題 1-3：後疫情時代的生態旅遊規劃與發展趨勢

#### 後疫情時代的森活旅遊規劃與發展趨勢

#### The Planning and Developing of the Ecotourism in the Post-pandemic

林華慶局長

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#### 摘要

因 COVID-19 疫情影響，各國紛紛於 2020 年 2 至 3 月間開始實行邊境管制，跨國旅遊遭受嚴重衝擊，至本土旅遊隨著國內疫情逐漸受到控制，已大幅復甦，疫情對跨國旅遊的限制，讓我們重新發現腳踏臺灣土地的美好，2020 年在疫情影響國內觀光據點遊客人數減少情況下，林務局國家森林遊樂區 2020 年較 2019 年 403 萬人增加 38 萬人，創近 5 年新高，因此如何藉此機會創造兼具深度的旅遊體驗，成為後疫情時代旅遊發展的重要議題，對森活旅遊而言，是危機也是轉機。

為因應後疫情時代的旅遊發展，在重新迎回國際觀光客前，林務局即就國家森林遊樂區從硬體設施改善及服務品質提升等面向進行整備，建構環境資源之永續利用，及以開放的心態與視野，擴大與部落山村之鏈結及資源之串聯，提升森活旅遊之整體發展，期讓國家森林遊樂區成為民眾參與山林活動、生態旅遊時最佳的選擇場域，並落實生態旅遊之精神。

## 一、前言

聯合國世界旅遊組織 2020 年 1 月發行的《世界旅遊業晴雨表》(UNWTO World Tourism Barometer January 2020)指出，全球旅遊產業在 2019 年是連續第十年的成長，遊客量比 2018 年增加 4%，全球有 15 億國際觀光客，並預估 2020 年會有類似的增長。然而突如其來的新冠病毒肆虐，讓旅遊業、航空客運業首受其害，交通部觀光局統計，2020 年 1 月因觀光、商、求學等各種不同原因，從全球各地入境台灣的旅客有 81 萬人次；惟隨著新冠疫情的爆發，入境人次大幅衰退，減少九成以上。

有關新冠疫情對觀光旅遊產業「跨國旅遊」及「本土旅遊」兩個市場的影響，跨國旅遊市場伴隨新冠肺炎的盛行，各國紛紛於 2020 年 2 至 3 月間開始實行邊境管制，因跨國人流移動被迫停止，因此跨國旅遊業務遭受嚴重衝擊而停擺。至本土旅遊市場在疫情爆發時，國內大部分民眾選擇避免出入群聚場所，因此對旅遊景點與相關業者造成顯著的衝擊，隨著國內疫情逐漸受到控制，本土旅遊已經呈現大幅之復甦。疫情對跨國旅遊的限制，讓我們重新發現腳踏臺灣土地的美好，2020 年在新冠疫情影響國內觀光據點遊客人數減少情況下，林務局國家森林遊樂區 2020 年較 2019 年 403 萬人增加 38 萬人，創近 5 年新高。因此如何藉此機會創造兼具深度的旅遊體驗，成為後疫情時代旅遊發展的重要議題，對森活旅遊而言，是危機也是轉機。

## 二、森活旅遊之規劃

臺灣因特殊的地理位置與海拔爬升，造就豐富的生物多樣性及特殊的生態景觀，且具有多元的族群文化，該等為推動生態旅遊的重要元素，林務局於全臺各地轄管 18 處國家森林遊樂區，蘊含豐富生態資源，地景景觀因海拔分布與四季更迭呈現多樣風貌，兼具自然體驗與人文采風的環境特色，周邊的山村部落更具獨特的在地文化與特產，提供國人前往從事旅遊、休憩、運動、觀察、教育與研究等多樣性戶外活動的選擇。

近二十年來，國家森林遊樂區配合林業政策調整，除積極維護既有的生態環境及改善相關設施，更依各個園區的特性，選擇適當具有償性之住宿及餐飲設施項目，引進民間資金、企業理念、親民態度及經營管理能力，藉以彌補政府資金、人力及服務量能不足之處，提升森林遊樂區之遊憩品質，由自營逐漸轉變為委託經營之經營措施，一方面持續維繫森林公益功能，另一方面解決遊憩功能所需之政府資金及人力不足等困境。

為因應後疫情時代的旅遊發展，在重新迎回國際觀光客前，林務局即就國家森林遊樂區從硬體設施改善及服務品質提升等面向進行整備，期建構環境保護資源永續利用，及擴大與部落山村之鏈結及資源之串聯，提升森活旅

遊之整體發展。謹就林務局對於育樂場域之整備例舉如下：

### (一)園區必要服務設施改善

#### 1. 公廁

維持公廁環境整潔及完善公廁便民設備，是園區遊憩品質的重要指標，更左右遊客來園區遊玩時對園區的第一印象，林務局近年來透過改善公廁軟體制度及硬體設備，同步提升公廁品質，進而提供遊客更優質的遊憩體驗。

##### (1)軟體面：

透過服務品質提升輔導計畫，公廁內不再有各式各樣的張貼告示，研擬統一之公廁檢查表，並落實清潔人員每日檢查及簽名，要求園區內核心區的公廁，需每日清掃2次以上，針對連假期間及熱門時段(如櫻花季、雪季)等進行機動性加強清潔。另針對清掃導致地面潮濕情形，特別要求以電扇加速地面乾燥速度，以保持乾爽無積水。

##### (2)硬體面：

- a. 加裝溫水水龍頭：高山型的國家森林遊樂區(如太平山、合歡山、大雪山及阿里山)因位處高海拔地區，冬季寒冷時用冰水洗手會讓人覺得更冷，爰於核心區公廁增設加熱設施，提供遊客溫水洗手。
- b. 蹲式馬桶加裝扶手：為提供遊客更友善的環境，林務局於新建或改建廁所時，於蹲式廁所加設扶手，使遊客如廁後有支撐點可協助起身，免除如廁困擾。
- c. 提供烘手機或擦手紙：為讓遊客洗完手後能夠保持手部及環境的清潔，林務局於各公廁加設烘手機或擦手紙供遊客使用。
- d. 座式廁間加裝淨下設施：為打造穆斯林友善旅遊環境，林務局於新建或整修公廁時，於座式廁間加裝淨下設施。
- e. 水龍頭替換為感應式或撥桿式：因應新冠肺炎疫情，除於公廁洗手台提供洗手乳外，並將水龍頭替換為感應式或撥桿式，減少遊客洗手時與水龍頭接觸機會，降低感染機率。

#### 2. 遊客中心

為擴大國產材推廣面向，林務局自107年開始鼓勵林管處於遊客中心使用國產材進行裝修及展示，除了符合現行林業政策，更讓遊客來到國家森林遊樂區或平地森林園區時，看到耳目一新的服務空間。

東眼山國家森林遊樂區遊客中心展覽運用既有空間佈置10種

國產木材的氣味聞香瓶(森氣)、木塊標本重量體驗(森刻)，及森遊鏈系列影片(森音)，透過五感體驗將國產材的好介紹給民眾認識，並展示相關計畫研發文創商品「國產材沾水筆組」、「實習森三寶禮盒」(內含森林袋、森活曆及森態圈)，透過民眾對於國產材商品的興趣與喜愛，引導民眾進一步瞭解林業永續經營與森林資源生生不息的重要性。

大農大富平地森林園區遊客中心於 2020 年落成啟用，其建材使用臺灣國產材，結合節能綠建築設計，採自然採光、雨水與汙水淨化再利用等，符合「銀級綠建築」之環保與節能指標。外觀如縱谷般的設計，融入周邊地景地貌，以賦有教育、保育及休憩觀光意義的豐富林相，利用建築空間配置形塑出園林意象，營造不同屬性的景觀區。

墾丁國家森林遊樂區因應旅遊型態的改變，依據園區發展定位特色及旅客需求，重新規劃既有的遊客中心，並在修繕的過程中將國產材元素納入，目前是一處兼具遊客諮詢服務、互動式展示設施、餐飲、商品販售、視聽閱覽及山林講座等服務功能的重要場域，已於 110 年 3 月 31 日正式啟用，提供遊客更多元的服務選擇與遊憩體驗。

### 3. 解說及指示牌誌

國家森林遊樂區擁有豐富的生態資源及林業文化，提供民眾寓教於樂的良好場域。遊樂區因幅遠廣闊，雖有志工可以解說園區的動植物，但大多數民眾仍採自導式方式於園區遊玩，而戶外解說牌為最常被使用的解說工具。林務局自 106 年開始重新檢視轄管森林育樂場域之解說及指示牌誌，重新檢視內容、設置地點、樣式及清潔度，並擴大於所有國有林區域，為有效管理與整合本局及所屬機關牌誌設置之必要性與妥適性，提供民眾正確資訊，於 109 年訂定「林務局及所屬機關牌誌設置管理要點」。

#### (二)結合林業文化及生態意象之入口意象

臺灣的林業發展已從過去的伐採、育成林業轉型為生態林業及文化林業，林務局為使各國家森林遊樂區入口意象具有整體感，且兼具個別特色，自 106 年起盤點當地早期歷史、人文，以及與部落原住民族相關等地方文化底蘊，尋求共同的建築語彙，且融入周邊景觀、在地風格做整體性設計，並設計標準字體及排列方式，希望塑造煥然一新的國家森林遊樂區門面，打造獨特的入口意象，目前已完成太平山、滿月圓、內洞、大雪山、八仙山、奧萬大、知本、富源等國家森

林遊樂區入口意象改善，其餘則配合園區的規劃陸續辦理中，希望能讓遊客對各國家森林遊樂區有更深層的認識。

### (三)服務品質及態度

提升公部門服務品質是各部會近年來積極關注的議題，由於公部門的員工非服務或企業管理之領域出身，加上上班時間僵化，服務人員態度及素質一直無法與民間經營者相比，使得公領域的遊憩場域常讓遊客抱怨連連。面對顧客服務導向時代來臨，林務局為精進國家森林遊樂區優質便民服務，塑造專業、親切、高效率的形象，自 2019 年起導入神秘客稽核機制，透過稽核過程瞭解各服務接觸點的服務表現，反映服務品質及服務禮儀之缺失或盲點，進而擬訂具體改善計畫與作為，協助現場服務人員調整服務信念，並辦理多場次服務品質提昇訓練，透過專業講師解說、學員互動討論與心得分享，使現場服務人員瞭解接待遊客應有的正確服務態度，對自我與遊客產生認同，從心改變，進而提昇國家森林遊樂區服務品質。

## 三、擴大資源串聯

進入 21 世紀後，林務局森林育樂業務之發展，以國家森林遊樂區為基礎，朝向森林生態旅遊軟、硬體之系統化網絡建置發展，包含建立全國步道系統、推動生態旅遊遊程及策略聯盟、推展遊樂區周邊社區部落合作夥伴關係，更積極設置發展自然教育中心、林業文化園區等，近年來更以發展旅遊軸帶為策略，積極改善森林育樂場域設施，提升其安全性及舒適性，並引進美學概念，進而帶動在地經濟，與全民共享森林資源。

另臺灣私有林約占林地總面積約 6.8%，為提高林農永續經營實質效益，及擴充國人森林療癒場域選擇，林務局自 2019 年推出「林業永續多元輔導方案」，以友善環境方式推動木竹材全材利用，發展森林療癒、林下經濟、非木質產業等多元人工林產業，輔導私有林發展森林療癒為林業經營的新模式，目前已輔導 3 處私有林發展森林療癒，獲得參與民眾正面回應，呼應森林生態系多元服務價值。

林務局並積極開發深度生態主題活動及擴展生態旅遊策略聯盟，持續輔導森林育樂場域周邊社區及原住民部落等山村，作為綠色經濟轉型的示範單元，於永續發展之原則下，強化山村對其周邊自然環境依存共生之連結，促進山村居民在地就業，讓社區力量融入地方經濟升級轉型的過程，落實自然資源之外部效益內部化，提高自然資源地區居民之福祉。相關工作包含共同盤點森林景觀、生態與在地文化及傳統知識緊密結合，創新服務內涵，輔導部落成立生態旅遊推動發展協會與單一窗口，品牌建立與行銷宣傳等工作，

積極推動部落自主經營生態旅遊。

以奧萬大國家森林遊樂區生態旅遊為例，該園區生態豐富，有檜鳥、台灣藍鵲等 120 種鳥類棲息其中，並有「楓的原鄉」美稱，擁有全台最大的天然楓香純林。秋冬之際，園區的楓樹與其他變色葉植物紛紛變色，與遊客中心週遭的落羽松、青楓等，每逢秋季必將園區點綴得萬紫千紅，是奧萬大最熱鬧的季節。森林遊樂區周邊有親愛、萬豐、法治村 3 個村，萬大、親愛、松林、曲冰及武界 5 個山村，含賽德克族、布農族、泰雅族等 3 個原住民族群。南投林區管理處在 2016 年開始親愛村松林部落設置了原民市集，並以部落舊稱「布蘭(Pulan)」為名，讓居民可以展示豐富多樣的原住民文化內涵，並就近展售在地的農特產品，深獲好評。接著透過調查、盤點與整合部落綠色產業資源，擴大行銷推廣，培訓與活化在地人力，以參與式辦理部落生態旅遊規劃與活動，並將原民特色融入遊樂區的設施設計，以開放的心態與視野，擴大資源的串聯。

#### 四、結語

全球新冠肺炎疫情至今仍無法緩解，加上社會老齡化的趨勢，民眾對於戶外休閒及接觸大自然的需求與日俱增，相對地對於場域的服務功能及品質要求也提高。

林務局轄管 18 個國家森林遊樂區總面積 35,458.53 公頃，111 年第 19 處拉拉山國家森林遊樂區亦將加入服務行列，森林遊樂區以森林永續發展為目標，林務局期讓園區成為對外展示森林生態價值的窗口，因此除訂有遊客人數承載量，相關設施亦儘量降低對環境之影響，並兼顧遊客優質體驗及安全為目標。

國家森林遊樂區分散全臺各地，林務局結合設計、行銷、景觀、建築、美學及文化等領域的專家，在符合環境生態永續的原則下，將其理念導入園區的管理，並主動與產業界學習企業經營及服務的經驗，期將國家森林遊樂區成為民眾參與山林活動、生態旅遊時最佳的選擇場域，並落實生態旅遊之精神。