



2023 TOP 100 GOOD PRACTICE STORY

Title: Use the sustainable tourism model to make tribes have new possibilities- Economy under the forest.

Destination, Country: Sun Moon Lake National Scenic Area, Taiwan

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In the category: Destination Management Environment & Climate Thriving Communities
 Nature & Scenery Culture & Tradition Business & Marketing

The Story in a picture:

The humble black fruit, let the community find new hope.



Summary:

As in most indigenous communities of Taiwan, the young people have moved to urban areas in search of study and work opportunities, but we are still trying to find new ways in which tribal sustainability can be achieved.

Maqav is the name of May Chang by Taiwanese aborigines, which symbolizes the vigorous vitality and vitality of aboriginal culture. This time we use the tribe's existing crops to increase the tribe's tourism income.



Good Practice Story:

Destination description

Brief background of the destination.

Sun Moon Lake is the largest alpine lake in Taiwan, with Zhuoshui River, Taiwan's longest river, on its south. The unique geography here nourished the Thao tribe in Sun Moon Lake and the Bunun tribe by Zhuoshui River, and both are rich indigenous cultures.

The Bunun tribe is one of the indigenous tribes in Taiwan. They live on both sides of the Central Mountain Range. In the early days, this alpine ethnic group settled in the alpine zones 1,000 meters above sea level.

In the old days, the Bunun tribe relied on hunting as their main livelihood. And from hunting, they developed the meat distribution and sharing culture. Today they still retain the method of grilling meat on a hot stone.

Some wild-grown spice-flavouring ingredients like maqaw (mountain pepper) and ailanthus-like prickly ash (ailanthus-leaved pepper) are added to indigenous cuisines to impart a unique flavour.

Issues faced

Problems/issues solved with the Good Practice Story.

Sun Moon Lake is a well-known destination at home and abroad. Its jurisdiction has two kinds of aborigines (Thao and Bunun). There are four Bunun tribes immediately behind Sun Moon Lake. The locals call it the Danda Bunun tribe because of its remote location and inconvenient transportation. , most of the clan members go to other places to work, and the outflow of young and middle-aged people is evident, which makes the tribal culture gradually lose. In the case of low tribal self-evidentness, tourists do not have enough understanding of the four Bunun tribes in Danda. Unless tourists ask or other people deliberately arrange it, the public will not have a deep impression of these four tribes.

To assist the transmission of tribal culture and increase local economic income, we started by improving the overall environment to increase software management training and perhaps continuous resource investment so that the tribes rely on each other and the tribes have a mutual understanding of and needs of the tribal economy. There are pronounced differences, insufficient self-management ability, and the overall tourism promotion effect still needs to be sustainable. We first discuss with other agencies (stakeholders) how to divide the work to reduce the repeated investment of resources and then design experience content and products for tourists from the forest roads they are familiar with. After three consecutive years of continuous adjustment, the current tribe We have already started accepting reservations on Facebook, trying to cooperate with tourism-related businesses.

Methods, steps, and tools applied

Solutions implemented to address the sustainability problems or issues.

1. We have invested a lot of hardware and software resources in the past, but the results are always unsustainable. One of the reasons is the need for more systematic management, resulting in a lot of waste of resources. We discuss with other agencies (stakeholders) how to avoid duplication of resources, take them to communicate with other tribes, learn how other tribes practice sustainability, what goals to set and how to record the process data, and then everyone will go back and think about what they have Expertise can be used.

2. Forest roads are within the scope of control. Stakeholders (Nantou Forest Management Office) assisted the tribesmen in establishing the "Danda Bunun Ecotourism Association" and formulating organizational management methods. They also trained 54 tribal commentators and allowed these

commentators to abide by the regulations. The total amount control rules lead the tourists who have made an appointment to enter the forest road to experience the Bunun culture.

3. We start from the local crops and look forward to increasing its accessory value because the fresh "Maqav" has a lemon and citrus fragrance, which may change from a cooking spice to a fragrance. We began to invite experts to lead the tribe to learn how to extract; at the same time, we combined it with the forest road experience to launch a tribal DIY experience tour that is different from the past.

4. In addition to continuously adjusting the itinerary, we cooperate with local artists to reorganize the underutilized space into a multi-functional tourist information station for tourists to purchase local specialties, conduct various DIY experiences or participate in tribal events activity.

5. We plan advanced aromatherapy courses to increase the knowledge of essential oils among the tribe and to receive tourists more skillfully during the experience. Five female students passed the exam, and the income from the experience sold is also based on the Danda Bunun. The management method of the Ecotourism Association gives back to the tribe in proportion.

Key success factors

Critical elements that led to successfully solving the issues.

This time, the "Danda Bunun Ecotourism Association", composed of tribal people, is used as an external contact window to integrate the opinions of the tribal people internally, coordinate the content and time of everyone's duties, reduce interference to their lives, and serve as a communication channel for tourists or travel agencies. Integrate everyone's opinions after each time as a reference for the next duty. Through the establishment of the consensus of the four tribes and the formulation of rules, together with the conscious planning of the future by the stakeholders, the participating members have more confidence in themselves. In contrast, after this period of experience, there has been obvious growth in the number of tribal members willing to continue to promote tribal culture, and they are beginning to have more opportunities to cooperate with travel agencies.

Lessons learned

Challenges faced while implementing the Good Practice and their solutions.

1. The needs of the tribe and foreign tourists for scenic spots are different. If the tribe does not discuss a clear vision, goal and measurement method, it is easy to deviate from the original expectation due to different views. We assist tribes in rethinking the direction of future tourism development and integrate the different tasks of stakeholders (Nantou County Government, Forestry Bureau, Forestry Inspection Institute, Township Office, Labor Development Administration Central Division) so that everyone works towards the same goal.

2. Find out the new value of the product from the familiar affairs of the people in the past: under the condition of limited local crop production, we think about how to increase the added value of the product, combined with the arrangement of the experience tour, so that the people of the family can receive them in a familiar environment Tourists so that tourists can better integrate into the environment and understand the culture of the Bunun people.

Achievements and Results

Direct and indirect results of the Good Practice.

In the past, the tribesmen sold dried Maqav seeds for seasoning, and the price of each bottle of 200g was about 6 Euros. After several years of upgrading, the same amount of Maqav seeds, after extracting essential oils, turned into Maqav perfume; each bottle of The perfume is priced at 41 euros for 30ml.

2. In terms of raw material planting, ethnic minorities also participate in the planting and picking of horses. The purchase price will increase from 27 euros per kilogram in 2019 to 45 euros per kilogram in 2022.

3. In the income from Maqav's perfume sale, the local associations and elementary school dinner projects will be returned. The amount of feedback will be converted to about 1,125 euros over the past three years. At first, many tribespeople were still hesitant, mainly to free up time to participate in training. After a period of testing, more and more tribespeople were willing to participate, and the workforce of tribal tourists gradually increased and the experience items that tourists could book. The number has increased, coupled with our publicity exposure to the outside world, gradually letting more travel agencies see it. And even more tribal people have the motivation to move forward.

The accumulation of promotion experience in the past few years has also given a small number of members more confidence in business operations and begun to have more expectations for their careers, making tribal tourism possible to achieve sustainable development.

Tips for other destinations

Your suggestions or recommendations for other destinations facing the same issues or implementing similar solutions

1. use a variety of channels to convey culture and increase the impression of visitors.
2. use the forest economy to make tribal development more sustainable.
3. the economic feedback from the local community to give participants a greater sense of purpose.
4. There must be clear goals and long-term monitoring records.

Recognitions and Additional references

Recognitions and awards the Good Practice received and supporting evidence.

1. <https://www.sunmoonlake.gov.tw/en/explore/tribe>
2. <https://1drv.ms/f/s!Ai1T6bY6EvIXg91w-c2I8Hdpl6ARYA?e=hdGhh8>
3. http://www.eagletravel.com.tw/web/graduate_tour_detail.asp?travel_no=S0000327