



**Good Practice Story Title:**

Fugang Geopark: Regenerative tourism of geology, environment, and community

**Destination:**

East Coast NSA

**Country:**

Taiwan

**Submitting Organization:**

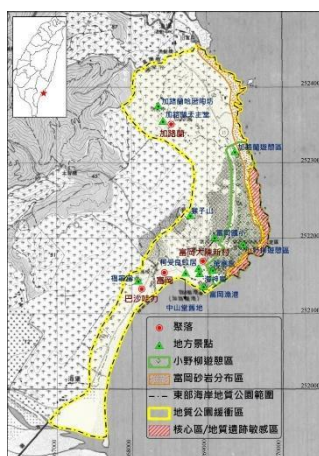
East Coast National Scenic Area Headquarters, Tourism Administration, MOTC

**Category:**

- X Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

**Destination description:**

Xiaoyeliu Recreation Area is located in Fugang Village, Taitung City, in the southeastern part of Taiwan. It boasts unique coastal geological features and is renowned for its Fugang sandstone and marine erosion landscapes. The East Coast National Scenic Area Administration submitted an application in 2017 and establish the "Fugang Geopark on the East Coast" at the end of 2020. The total area of the park is 605.3545 hectares, with the core area being the Xiaoyeliu Scenic Area, which covers 11.0876 hectares. The park aims to protect the turbidite geological relics, promote local ecological and cultural interactions, and realize the core values of landscape conservation, environmental education, community participation, and landscape tourism.





### **Summary of Good Practice Story:**

The Fugang Community, where Xiaoyeliu Recreation Area is located, faces major issues such as population outflow, aging, and environmental impacts caused by transient tourists. Therefore, we collaborated with the Fugang Community to establish the Fugang Geopark and, through destination management, achieve a balance in the region's ecology, community economy, and culture.

These strategies include ecological guided experiences (such as night visits to Xiaoyeliu and the Shell Collection Project to provide homes for hermit crabs), promoting environmental education (such as Xiaoyeliu Nature Classroom), and community revitalization and marketing (such as the Fugang Harbor Regional Tourism Circle Plan). The traditional fishing-based economy has gradually declined, and as a transit port for trips to Orchid Island and Green Island, Fugang has struggled to attract tourists to stay and has failed to highlight its local characteristics. To address these issues, the establishment of the Fugang Geopark is crucial.

Now, we are moving towards establishing a national-level geopark, combining experiences like night ecological tours of Xiaoyeliu and environmental education programs to boost the local tourism industry, stimulate the local economy, and shape Fugang Geopark into a unique attraction on the East Coast.

### **Issues faced:**

The Xiaoyeliu Recreation Area and the Fugang Community face challenges including severe population outflow and aging, as well as the impact of recreational activities on the local natural environment. For example, in promoting activities, there is a lack of young people's participation, and we have noticed that hermit crabs are starting to use plastic bottle caps instead of shells. Additionally, transient tourists have a negative impact on the community's living environment, such as issues with garbage and noise. They view Fugang merely as a transit point to Green Island and Orchid Island, without staying or spending in the area.

### **Solution:**

To address these issues, we started with "Night Visits to Xiaoyeliu" as the foundation for sustainable tourism and launched the "Give Hermit Crabs a Home" initiative. We established the "Xiaoyeliu Nature Classroom" to promote environmental education. We are working with professional volunteers and partnering with ecological monitoring organizations to cultivate local talent and document environmental biological data. Additionally, we have collaborated with local businesses to create the brand "Fugang:Stay and play, rock the port!" and develop a regional tourism circle. These destination management measures encourage tourists to pay attention to environmental issues and promote the development of the local tourism industry.

### **Methods, Steps, and Tools applied:**

The Fugang Geopark was established to achieve more sustainable destination management. It integrates multiple strategies with the goal of implementing more effective measures to promote sustainable tourism and the development of the local economy.



**1. Night Visits to Xiaoyeliu:** It's our starting point for promoting sustainable tourism management and also an innovative travel experience. We allow visitors to explore Fugang Geopark at night, learn about coastal plants and geology, observe hermit crabs, and enjoy stargazing. This not only provides a unique travel experience but also effectively reduces the impact of daytime recreational activities on the natural environment. This activity offers visitors a chance to deeply understand the natural charm of Xiaoyeliu through professional ecological tours in the tranquil night.

**2. Give Hermit Crabs a Home:** We launched this to encourage visitors not to take hermit crab shells and to keep hermit crabs away from plastic bottle caps. This activity not only raises public awareness about environmental protection but also collects shells to provide suitable homes for hermit crabs. Through this initiative, we hope to increase awareness of ecological conservation and maintain a more suitable habitat for hermit crabs.

**3. Xiaoyeliu Nature Classroom:** We established the "Xiaoyeliu Nature Classroom," which is an environmental education facility certified by Taiwan's Ministry of the Environment. It regularly offers "Fugang Geopark Guided Tours," environmental education workshops, and school outreach activities. Through collaboration with professional ecological interpretation associations and universities, we conduct volunteer training and implement the hermit crab monitoring and management program, promoting education and science-based tourism activities. These efforts not only enhance visitors' understanding of the natural environment but also strengthen the community's involvement in environmental protection.

**4. Fugang: Stay and play, rock the port!:** We established the regional tourism brand which integrates the tourism resources of the Fugang Community and the Geopark. Through community involvement, this brand revitalizes the local tourism economy. "Fugang: Stay and play, rock the port!" aims to offer visitors an in-depth local experience, making them more than just pass-through tourists but allowing them to deeply experience Fugang's unique culture and natural beauty. The creation of this brand not only enhances visitors' understanding of the Fugang area but also creates new economic opportunities for local residents and encourages the community to actively pursue sustainable development.

Through this series of management measures, we hope to protect the natural environment of the Fugang area, enhance visitors' travel experiences, and promote the economic development of the local community, achieving a balance between ecology, economy, and culture.

### **Achievements and Results:**

Based on the "Night Visit to Xiaoyeliu", Fugang Geopark has demonstrated a successful model of promoting sustainable tourism through environmental education and community participation, which has had a positive impact on the local economy and the natural environment, realizing a win-win situation for both economic development and environmental protection.

**1. Establishment of the Fugang Geopark:** Collaborating with the Fugang Community to establish the Geopark, which was officially inaugurated on November 20, 2020, following on-site inspections and community feedback collection. The management and maintenance plan includes visitor services, landscape maintenance, tour design, geological interpreter training, and community involvement.

**2. Environmental Protection and Ecological Monitoring:** Through the "Night Visits to Xiaoyeliu" activity, we guide visitors to learn about land hermit crabs, discuss marine waste issues, and organize beach clean-up events to raise participants' environmental awareness. We collaborate with the Taitung County Interpretation Association to



recruit monitoring volunteers for intertidal zone biological surveys, focusing particularly on the diversity and abundance of hermit crabs, and regularly hold training courses.

**3. Promoting Environmental Education:** Through the "Night Visits to Xiaoyeliu" and "Xiaoyeliu Nature Classroom" activities, we have raised public environmental awareness. From 2020 to 2023, we held a total of 90 events, serving 2,042 participants, and conducted "school outreach" activities. We also launched the "Give Hermit Crabs a Home Shell Collection Campaign," which has collected 2,897.3 kilograms of shells since 2016.

**4. Fostering Community Cohesion:** The return of young people and the establishment of the "Fugang:Stay and play, rock the port!" tourism circle have led to the community sports event "Harbor Good Luck" in 2023. This has brought community residents closer together and strengthened community cohesion.

**5. Promoting Economic Growth, Cultural Exchange, and Heritage Preservation:**

-The "Night Visits to Xiaoyeliu" program began in 2012 and, by 2023, has seen 108,164 participants. Initially, all costs (such as payment for guides and insurance) were covered by the park's budget. To implement user fees and reduce maintenance and management costs, a partial fee was introduced to visitors starting in 2020. From 2020 to 2023, the total revenue amounted to approximately NT\$2,847,200.

-The Fugang Geopark promotes collaboration among public sectors, environmental education teams, and community members, driving community tourism centered around local culture. Community organizations have begun to lead and conduct local cultural experience tours, such as fish market tours and introductions to the sea god temple beliefs.

These efforts have enhanced visitors' understanding of the Fugang area, created economic opportunities for local residents, and advanced the community's progress towards sustainable development.

### Lessons Learned and Advice:

The destination management of Fugang Geopark is an ongoing development process. During the promotion of sustainable tourism at Fugang Geopark, we encountered challenges such as insufficient human resources, limited funding, and a lack of environmental education awareness. To address these issues, we have implemented several key measures.

First, we established the regional brand tourism circle "Fugang:Stay and play, rock the port!," which enhanced community participation and cohesion. Since 2020, we have also implemented a user-pays policy, reducing financial pressure and increasing participants' sense of responsibility.

Inspired by the success of the "Night Visit to Xiaoyeliu" activity, we continuously adjusted our strategies and introduced innovative ideas. By collaborating with university environmental science departments, professional ecologists, and related associations, we improved the quality of eco-tourism and educational content, strengthened local consensus, and motivated more people to engage in environmental protection actions.

In the future, we will continue to promote the "Fugang:Stay and play, rock the port!" brand, assist the community in developing the tourism industry, and remain committed to ensuring the sustainability of tourism activities while balancing the protection of the natural environment and local culture. We believe these efforts will make Fugang Geopark a model of geo-tourism, environmental protection, and community revitalization. We will also continue to review and improve our management mechanisms to enhance operational efficiency and resource conservation.





## Recognitions and Additional References

**1.Fugang Community was awarded the 111th National Education Award as a community of excellence:** Fugang Community focuses on creating an environmental consensus in the community. This year, it launched the Plastic Free Bazaar as a sustainable brand for the community, which combines the characteristics of the fishery industry, belief in Poseidon, and the coastal landscape, as well as linking the local industries such as organic agriculture, green restaurants, and green lodging, to revitalize local resources and manpower, and thus enable the 10 young people to return to their hometowns to work hard, making it a representative low-carbon location. It is a representative local environmental protection and low-carbon base.

**2.The Xiaoyeliu Nature Classroom was awarded the 112th Annual Environmental Education Institution and Facility Award:** The Xiaoyeliu Nature Classroom is rich in environmental and natural resources (geology and marine ecology) and humanistic features, and its ability to combine environmental education courses and incorporate environmental features (geology and ecology) deserves to be recognized, with good course content and the lecturer's localized characteristics. The target setting of “integrating the tourism industry and introducing environmental education elements into the tour” is worthy of recognition, and it is complemented by the installation of tea/drinking fountains and the implementation of policies on gender-friendly space, consumer protection, and barrier-free facilities.

Supporting information: (Also available in the cloud, please click the following link  
<https://drive.google.com/drive/folders/1wLKfUrzxxyIFF095i6A5d-wUSQ-Ecj6-?usp=sharing>)

### Tourism Destination Video

- (1) Fugang : Stay and play, rock the port! Guided walking tour  
<https://www.youtube.com/watch?v=7Q4- YU8Egc>
- (2) Night Visit to Fugang Geopark at Xiaoyeliu  
[https://www.youtube.com/watch?v=sWTO\\_ghRG8c](https://www.youtube.com/watch?v=sWTO_ghRG8c)
- (3) Fugang : Stay and play, rock the port ! Not just a transit station for Green Island and Orchid Island.  
<https://www.youtube.com/watch?v=s7gOufLdOOw>
- (4) Explore East Coast Of Taiwan. The local Fugang -style life is so wonderful.  
[https://www.youtube.com/watch?v=nlaG8SwvIR4&list=PL2s-io66o41BOLfL\\_tIjk0eDiCjf8paWO&index=9](https://www.youtube.com/watch?v=nlaG8SwvIR4&list=PL2s-io66o41BOLfL_tIjk0eDiCjf8paWO&index=9)
- (5) The Tour Of Fugang Geopark  
<https://www.youtube.com/watch?v=aVq6eSqbQUk&t=4>
- (6) FB of "Fugang:Stay and play, rock the port!"  
<https://www.facebook.com/profile.php?id=100063651889999>
- (7) FB of Fugang Community Development Association in Taitung  
<https://www.facebook.com/profile.php?id=100064520449832>
- (8) FB of Xiaoyeliu Nature Classroom  
[https://www.facebook.com/Eastcoast.Taitung/?locale=zh\\_TW](https://www.facebook.com/Eastcoast.Taitung/?locale=zh_TW)

