

1. 工業局何時開始有觀光工廠的想法?

1. When did the industrial development bureau step in with the idea for tourism factories?

Ans :

自 1990 年代起因中國市場的崛起，提供更大的土地與更低價的人力成本，吸引各國的資本投入，台灣的製造業有部份也外移去中國。

經濟部於 2003 年起參考其他國家的經驗後制定輔導方向，協助具備獨特產業歷史或文化，且有意願投入資金的工廠，藉由整體設計規劃後，重新點燃產業的新生命新魅力。

Since the 1990s, due to the rise of the Chinese market, it provided a larger land and lower labor costs that attract capital investment from more countries, and some of Taiwan's manufacturing industry have also moved out to China invest.

The Ministry of Economic Affairs has made orientation of counseling with reference to the experience of other countries since 2003s, and helped factories with special industry history or culture, and who invested funding with willing. Through the well-established design and plan, will be rekindling the new life and fascination of the industry.

2. 許多提供旅遊服務的工廠都是在日本殖民時代，或者在台灣是“世界工廠”的 70、80 和 90 年代建立的。自那以後，台灣的製造業發生了怎樣的變化，對這些工廠有何影響？

2. Many of the factories that offer tours were established during the Japanese colonial era, or in the 70s, 80s and 90s when Taiwan was the 'factory of the world.' How has the manufacturing industry changed in Taiwan since then, and how has that impacted these factories?

Ans :

台灣的許多基礎建設始於日本殖民時期，並於中華民國政府來台後持續發展，而在 1970 年代，台灣憑藉著優質而低廉的人力，以代工型態創造了世界知名的經濟奇蹟。然而到 1990 年代，隨著中國市場開放，吸引台灣中低階的製造業前往投資，有些留在台灣的製造業則朝高質化發展，持續保有強大的競爭力。有些需要轉型的，則配合經濟部規劃產業觀光政策，協助業者將製造業服務化，跨足觀光領域，藉以提高經濟效益。

Most of Taiwan's infrastructures were established during the Japanese colonial era, and have developed since the ROC government came to Taiwan. During the 1970s, Taiwan created a world-renowned economic miracle with its quality and low-cost manpower in the form of OEM. However, in the 1990s, with the opening of the Chinese market, Taiwanese who are in the mid-to low-end manufacturing industries were attracted to invest in China, while some manufacturing industries that remained in Taiwan developed towards high quality and continued to maintain strong competitiveness.

For those who need to transform, the Ministry of Economic Affairs is planning an industrial tourism policy to assist the industry in transforming the manufacturing industry into the service industry and into the tourism field in order to improve economic efficiency.

3. 觀光工廠的想法是怎麼來的?是來自像其他國家, 比如日本?還有哪個國家也有許多觀光工廠?

3. Where did the idea for tourism factories come from? Was inspiration taken from other countries like Japan, who also do many factory tours?

Ans :

「工廠參觀」在歐洲已經存在很久(如荷蘭的啤酒廠、木鞋工廠, 德國的汽車廠、瓷器廠), 而日本的「工廠見學」則是更進一步結合參觀體驗(如泡麵工廠、啤酒廠); 台灣除了參考這些模式以外, 更進一步由政府訂定觀光工廠法規和擬定計畫來推動, 輔導合法和製造加工的工廠, 建立產業知識及產業文化, 並透過體驗 DIY 的方式, 讓遊客親身體驗增加知識一種產業旅遊。

The concept of tourism factories has existed for a long time in Europe (such as breweries and wooden shoe factories in the Netherlands, and car and porcelain factories in Germany). Then the Japanese "factory tour" is the further integration of visiting the tour experience (such as Kimchi noodle and beers factory).

In addition to these models for reference in Taiwan, it is further promoted by the government's regulations and plans for tourist factories, which provide guidance to legal and manufacturing processing factories to build industrial knowledge and industrial culture, and through the experiential DIY ways, visitors can experience first-hand a kind of industrial tourism to increase their knowledge.

4. 觀光工廠與博物館之差別?

4. What is the difference between tourism factories and museums?

Ans :

在台灣，工業局制定的觀光工廠評鑑制度，確立了觀光工廠必須是合法登記，實際且持續有生產製造的行為，因為我們的訴求是讓遊客真正了解並體驗，日常生活中使用到的工業產品是如何製造的，並非是如同博物館般的歷史文物展示而已，雖然有些觀光工廠以博物館為名，但實際上是一座營運中的工廠。

而一般的博物館，實際上已停止生產營運，只是呈現以前的營運活動照片、器具等，無法體驗到當時的產品製作。

In Taiwan, the Tourism Factory Evaluation System established by the Industrial Development Bureau establishes, that tourist factories must be legally registered and have actual and continuous production activities and operations.

Our goal and claim are to let visitors truly understand and experience how the industrial products they use in their daily lives are made, not just a museum-like display of historical artifacts, although some tourist factories are called museums but are actually operating factories. The museums in general have actually ceased their production operations, and only present photos and apparatus of previous operations, so you cannot experience the production of products at that time.

5.你們認為觀光工廠在過去這段過程有什麼困難之處？

5. Would you consider the tourism factory have there been difficulties with the program over the years?

Ans :

觀光工廠輔導過程及制度建立都是持續在修正的，輔導策略是挑選部份產業，協助從觀光場域規劃、知識文化美感設計、導覽活動企劃、透過各種管道行銷推廣，並協調其他政府部門(如觀光、交通、教育)協助行銷。

經濟部的輔導政策，從協助轉型到訂定評鑑標準、選拔優良標竿及有接待外國旅客能力的國際亮點。目前已經涵蓋食衣住行育樂，的確為台灣的觀光旅遊與產業生態創造了一個新的形態，每年帶動的參觀人數及觀光產值都履創新高。

The guidance process and the establishment of the tourism factory system both are constantly being revised, the guidance strategy is to select the certain part of industries and assist them in the planning of tourism venues, the design of knowledge and cultural aesthetics, the planning of tour activities, the marketing and promotion through various channels, and the coordination with other government departments (such as tourism, transportation, and education) to assist in marketing.

The guidance policy of the Ministry of Economic Affairs has changed from assisting in the transformation to setting standards of evaluation and selecting excellent benchmarks and international spotlights for tourism factories that are capable of receiving foreign tourists.

It has now covered food, clothing, housing, transportation, and entertainment at present, and has indeed created a new form of tourism and industrial ecology for Taiwan, bringing in a record number of visitors and tourism output value each year.

6. 為什麼保護台灣製造業的歷史那麼重要？

6. Why is it important to preserve the manufacturing history of Taiwan in museums?

Ans :

台灣觀光工廠是透過政府的政策推動，及計畫的輔導，歷經 20 年才有目前的成果。經由觀光工廠，能夠讓遊客們了解知名品牌的產品是如何製造的，以及台灣所具備的強大製造實力。

雖然有些觀光工廠名為博物館，但實際上是一座營運中的工廠。觀光工廠除小部分扮演博物館的角色，但很多的營運創新及教學體驗都不是博物館可以達成的。

Taiwan's tourist factories took 20 years to get the current results, because it experienced government policy promotion and program of guidance.

Through the medium of tourist factories, visitors can learn how famous brand products are made and the strong manufacturing capabilities that Taiwan possesses.

Although some tourist factories are called museums, they are actually factories in operation. While some tourist factories play the role of a museum, many of the operational innovations and teaching experiences are not possible to achieve in a museum.

7.為什麼大多數觀光工廠都有 DIY，以及為什麼 DIY 這麼受歡迎?

7. Why do most tourism factories include this element and why is it so popular?

Ans :

產業知識與體驗學習是台灣發展觀光工廠的重要核心理念，DIY 活動是體驗產業最易上手的方式，遊客用淺顯易懂的方法，在遊玩中吸收新知，所以自從觀光工廠導入體驗 DIY 項目後，便在台灣的旅遊中占據一席之地，成為最受遊客歡迎的一項旅遊活動。

Industrial knowledge and experiential learning are the important, main concepts in the development of tourist factories in Taiwan. DIY activities are the easiest way to get started to experience the industry, and visitors can learn new knowledge during the tour in an easy-to-understand way.

So, that's why after the tourist factory introduced the experience DIY element, it managed to position itself in Taiwan's tourism and has become one of the most popular tourist activities for tourism.