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遊客服務與休憩

Visitor Services and Recreation

遊客數及 入園門票統計

本年度遊客量2,808,110人次，門票收入94,975,506元；特展館入館參觀遊客2,429,198人次；遊客列車購票乘車人次達2,252,489人次。

常態服務與學生 公共服務實習

(一) 自98年7月起園內餐飲、紀念品服務全面公開招商委外經營，結合動物意象及保育教育推廣理念設置，99年提供餐飲服務8處及紀念品服務7處。

(二) 園區提供融合動物意象兼具美觀清潔與便利貼心的廁所環境，99年獲臺北市政府評定「臺北市績優公廁總評鑑【遊憩類】特優」。

(三) 本園除提供常態的參觀諮詢電話、失物協尋等遊客服務事項外，亦提供學生參加學習公共服務之機會。本園常年輔導國、高中生參加園區公共服務，99年計3,856人次。

除此之外，自98年第1學期起，與政治大學合作，推動「服務學系課程：動物園關懷天使」，修習課程學生（即「關懷天使」）來園參與服務，98年9-12月計有378人，99年1-12月計有1,389人。另外，多年來與文山特殊教育學校配合，提供學生於園區服務實習。



The total number of visitors in 2010 was 2,808,110, revenue from admission tickets was NT\$94,975,506; 2,429,198 visitors entered the Special Exhibit House; 2,252,489 visitors purchased tickets for the tourist train.



Total Number of Visitors and Statistics on Admission Tickets

(I) In July 2009, food and beverage and souvenir services were outsourced and established in coordination with animal images and conservation education and promotion concepts; in 2010, 8 locations provided food and beverage services and 7 locations provided souvenir services.

(II) Taipei Zoo offers a clean and convenient restroom environment combined with animal images, which received an “excellent” rating in the recreation category of Taipei City Government’s restroom evaluation in 2010.

(III) In addition to regular services, such as visitor telephone queries and lost and found, Taipei Zoo also offers students with community service opportunities. Community service

opportunities for middle and high school students inside the Zoo totaled 3,856 in 2010.

Furthermore, we began cooperating with National Chengchi University in the 1st semester in academic year 2009, and implemented “Service learning course: Zoo care angels,” allowing students taking the course (the “care angels”) to take part in services of Taipei Zoo; a total of 378 students took the course in September-December 2009, and a total of 1,389 students took the course in January-December 2009. Also, we have worked together with Wenshan School of Special Education for numerous years in providing service internship opportunities.

Regular Services and Student Community Service Opportunities

This plan was initiated in 2010 in response to the trend of breast feeding, and to improve service quality for queries, injuries and breast feeding. The Taipei Zoo specially conducted a questionnaire survey on the design of a nursery room during the planning stage of the plan to better meet the breast feeding needs of visitors. Furthermore, design and renovation of the counter area, nursery room and nursing area of the Visitor’s Center were based on the concept to provide a friendly and convenient single window of services; the areas were reopened in December.



◎Key points of improvement:

The traffic flow at the counter of the Visitor’s Center was shortened, storage space was incorporated in overall space planning and integrated to release public space, thus enhancing the efficiency of query services and providing an aesthetic appearance that is visually pleasing; service personnel are able to immediately learn about visitors’ injuries or breast feeding needs, and rapidly guide them to the nursing area or breast feeding area.

The traffic flow to the breast feeding area and nursing area are separated to provide injured visitors with a good resting environment. In addition, the breast feeding area was expanded to 4 rooms with 5 seats, and has restrooms, diaper changing platform, refrigerator, water dispenser and washing basin, providing a complete nursery environment in the zoo.

Visitor’s Center and Nursery Room Improvement Plan

遊客服務中心及 哺乳室改善計畫

因應提倡母乳哺育之時代潮流，及提升遊園諮詢、傷病及哺乳遊客之服務品質，99年啟動本計畫。為能更貼近哺乳遊客之需求，特於規劃設計期間先對哺乳室之設計進行專案遊客問卷調查，並以重點式、親和性及便利性之單一窗口服務環境之設計理念，完成遊客服務中心櫃檯區、哺乳區及護理區之整體設計及整修後，於12月重新啟用。

◎改善重點：

服務中心櫃檯之動線縮短、儲藏空間融入整體空間規劃及整併釋出公共空間，提升遊客諮詢服務效率及提供整體整齊美觀之視覺享受，服務人員得以即時接近了解傷病與哺乳遊客需



求，並迅速引導至護理區與哺乳區。

哺乳區與護理區動線分流，傷病遊客有良好的休憩環境。另哺乳區增加為4間5座位，並設置廁所、換尿布檯、冰箱、飲水機及洗手檯，提供遊園親子完善的育嬰環境服務。

創新遊憩體驗

(一) 樂活健步走・保育向前行

於99年8月7、8日辦理「樂活健步走 保育向前行」活動，為首次對外開民眾利用大清早到環園道路健走運動，同時加入推廣動物保育議題之活動，期以達到動物保育知識傳遞及活絡動物園遊園氣氛。

本次健走活動邀請具有正面形象與高知名度之企業（西華飯店、黑松公司、寬宏藝術）合作參與，除了讓企業主實際支持園方活動之外，並可藉由活動培育出更多外單位的保育種子，進而支持推廣野生動物保育工作，為野生動物的權利與福利盡一份社會責任！

繼本活動之後，陸續有多個團體（陽光森林幼稚園、國際獅子會、New Balance公司）與本園合作辦理相關活動。



健走活動



人工哺育的小白手長臂猿「琺知」，在動物保母的陪同下，與民眾一同參與健走活動。

Innovative Recreation



(I) LOHAS Power Walking for Conservation

The “LOHAS Power Walking for Conservation” on the 7th and 8th of August 2010 was the first time Taipei Zoo invited the public to go on a power walk around the zoo early in the morning. Activities for promoting animal conservation issues were held at the same time in hopes of passing on animal conservation knowledge and vitalizing the atmosphere in the zoo.

This power walk invited well known enterprises with a positive image (The Sherwood Taipei, Hey Song Corporation and KHAM Ticket), not only to gain their support, but also cultivate seeds of conservation in external units, which will further support the promotion of wildlife protection and fulfill our social responsibility towards the rights and welfare of wild animals!

We cooperated with numerous organizations (Sunshine American School, Lions Clubs International and New Balance) afterwards in organizing related activities.

(II) “Green” Experience of Plants in Daily Life

We organized “green” experience activities featuring plants in daily life, offering recreational experiences with educational meaning aside from animal and plant exhibits.

◎“Cultivating water bamboo” and “Harvesting crops” rural ecological experience teaching activity – Held in accordance with the season to let students learn about the growth of rice paddy and water bamboo, the pains of harvest, and further learn to cherish food.



「秋收農作物」體驗活動一團團吃茭白筍

(二)生活化植物「綠」體驗活動

多元推展以生活化植物為主題的相關「綠」體驗活動，提供動物、植物展示之外的遊憩體驗並兼具自然教育意義。

◎「春耕美人腿」、「秋收農作物」農村生態體驗教學活動—配合季節時令，於園內分階段辦理，使學童認識農村自然生態水生農作物水稻和茭白筍的生長過程，對農忙收耕之辛勞有具體概念，進而惜物。

◎母親節推出「東方狗脊蕨寶寶養護瓶」認養活動，贈送養護瓶並教導養護技巧。（取東方狗脊蕨母株於葉面繁殖幼株的特性，有如媽媽背寶寶的親子型態特色。）

◎配合端午節於爬蟲館特展室辦理的五毒動物展，同時展出與端午節有關的特色植物，包括：端午節避邪植物、引蛇植物、驅蛇植物、驅蟲植物、包粽子用植物等共18種。

◎99年6月「小小綠手指綠化教室」開幕，提供參與體驗DIY環保綠地球活動等，讓小朋友輕鬆認識蕨類並從生活中學習家庭綠化。



「秋收農作物」體驗活動—萬興國小6年2班收割茭白筍





「東方狗脊蕨實寶養護瓶」認養活動

◎On mother's day we held the "Oriental Chain Fern glass bottle" adoption activity, during which we gave away Oriental Chain Fern and taught how to care for them. (Oriental Chain Fern were selected because the mother plant grows young plants on its leaves, like a mother carrying her child on her back.)



「東方狗脊蕨實寶養護瓶」

House, and at the same time exhibited a total of 18 plants related to the dragon boat festival, including: plants to ward off evil, plants to attract snake, plants to repel snake, plants to repel bugs, and plants for wrapping glutinous rice.

◎"Little green fingers greening classroom was opened" in June

◎During Dragon Boat Festival we held a five poisonous animal exhibition in the special exhibition room of the Amphibian and Reptile

2010 and offered environmental protection DIY activities, allowing children to learn about fern in a relaxed environment, as well as family greening.



「秋收農作物」體驗活動—友愷吃茭白筍葉