



## 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2,710,720人次，門票收入94,904,316元；特展館入館參觀遊客1,885,134人次；遊客列車乘車人次達2,335,952人次；日本丹頂鶴展示場參觀遊客，計76,846人次（本年10月30日-12月31日）。

### 常態服務與學生公共服務實習

- (一) 有關園內餐飲、紀念品服務，於100年5-8月辦理進行販賣站委外經營之續約及重新招標，販賣站之經營與軟硬體服務持續結合動物意象及保育教育推廣理念，強化販賣站商品品質、多元服務及環境特色；並增加提供購物可用信用卡、悠遊卡付費之服務據點。
- (二) 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，亦提供學生參加社會公共服務之學習機會。本園常年輔導國、高中生參加園區公共服務，本年計3,937人次。政治大學「服務學系課程—動物園關懷天使」學生來園公共服務，本年計1,595人次。



動物園受頒第三屆政府服務品質獎



主管同仁代表分享政府服務品質獎得獎榮耀

### Total Number of Visits and Statistics on Admission Tickets

The total number of visits in 2011 was 2,710,720, the revenue from admission tickets was NT\$94,904,316. The Special Exhibit House had 1,885,134 visits, and 2,335,952

tickets were sold for the tourist train. There were 76,846 visits to the Red-crowned Cranes exhibit from October 30 to December 31, 2011.

### Regular Services and Student Community Service Opportunities

- (I) From May to August 2011 we conducted the renewal of the contract and new bidding for the outsourced food and beverage and souvenir services, the management of concession stands, and the continued incorporation of animal images and conservation education into the services and buildings of the Zoo. We improved the quality of the merchandise sold at our concession stands, the variety of services, and the specialty of our environment. We added credit card purchases and points accepting EasyCard payments.
- (II) In addition to regular services, such as visitor telephone queries and lost and found, Taipei Zoo also provided students with community service opportunities. Community service opportunities for middle and high school students inside the Zoo totaled 3,937 in 2011.

The National Chengchi University's "Service learning course: Zoo care angels," allowing students taking the course (the "care angels") to provide public services at Taipei Zoo, totaling 1,595 person times in 2011.





### 服務設施品質提升

- (一) 全園無障礙工程著重改善參觀步道、坡道、廁所服務設施等，自98年起分區分期施作，於本年全部完成。
- (二) 服務中心及爬蟲館之哺乳室於99年整修更新，於本年榮獲臺北市政府衛生局「優良哺乳室」認證通過。
- (三) 全園廣播系統更新：本年完成廣播系統全面更新及設備擴充，提供遊客清晰、無障礙的廣播服務。

### 創新友善的環境經營管理

近年推動改變園內環境清理與維護管理的模式與操作流程，以營造無毒友善之遊園環境目標而努力。如：自製無毒環保清潔劑及無毒漂白水用於環境及廁所清潔；推行廁所乾洗、裝設園藝自動滴灌設施以節約用水；園區枯樹枝以碎木機絞碎，枯樹枝粉碎後混入動物糞便製作堆肥，有效減少垃圾量及減少清運費，堆肥並供園區植栽養護及土壤改良之用；復以園內自生蜻蜓、蛙類等進行環境生物防治，取代化學藥劑防治病媒蚊。

### Improvements in service facilities



- (I) The barrier-free project of the Zoo focused on the improvement of visitor pathways, access ramps, and restrooms. The project started in 2009 and was carried out in sections. The entire project was completed in 2011.
- (II) The breastfeeding rooms in the Customer Service Center and the Amphibian and Reptile House were innovated in 2010. They received Superior Breastfeeding Room certification from the Department of Health, Taipei City in 2011.
- (III) Completed the campus-wide renewal and expansion of equipment for the public announcement system that gives visitors clear and barrier-free announcement service.

### Innovative and Friendly Management of the Environment in the Zoo

We have worked in recent years to improve the model and operational flows for the management of cleaning and maintenance of our campus so as to provide visitors with a toxin-free and friendly experience. Some examples are as follows. We make and use toxin-free, environmentally friendly cleaning detergents and bleach to clean the surrounding and restrooms in the Zoo. We promote dry cleaning the restrooms and use automatic dripping irrigational devices to save on water consumption. We shred dead tree branches and use the shreds to mix with animal manure to make compost and effectively cut down on the volume of garbage and the cost of garbage cleaning and shipping. The compost is used on plants or

for soil improvement. We use the dragonflies and frogs that occur naturally in the zoo for pest control, and they replace chemical insecticides.

