

南投 SMART CITY
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智慧城市館

Nantou Sustainable Tourism Development Plan

The image shows a poster for the Nantou Sustainable Tourism Campaign (NSTC). On the left is a colorful illustration of a sustainable landscape with a sun, mountains, a river, a bicycle, and a person. The text 'NANTOU' is prominently displayed. On the right is a white box titled 'NSTC Criteria 南投永續旅遊評鑑'. It contains two main sections: '申請對象' (Applicants) and '評鑑方法' (Evaluation Method). The '申請對象' section lists: '業者自行申請, 申請條件如下: 合法合規 (檢附相關文件), 已先行依據準則檢視自評'. The '評鑑方法' section lists: '評鑑方法 - 成熟度評定', '以下列原則評定: 執行方法之多元性, 各方法執行之頻率, 各方法持續執行之時間, 方法 x 頻率 x 時間 x 佐證', and '依據上述原則給分, 配分如下'. Below this is a scale from 0 to 4: 0 (尚未開始), 1 (低度達成), 2 (中度達成), 3 (高度達成), 4 (充分達成).

In alignment with global sustainable tourism trends and Taiwan’s “2050 Net-Zero Emissions Pathway,” Nantou County launched the Nantou Sustainable Tourism Campaign (NSTC) in 2024 in partnership with National Chi Nan University. As the first local government in Taiwan to establish a comprehensive sustainable tourism framework, Nantou created NSTC as a platform for training, talent development, knowledge exchange, and strategic marketing to accelerate tourism transformation. NSTC is built on three core pillars. NSTC Talk enhances industry capacity through workshops, training programs, and forums. NSTC Criteria incorporates international sustainable tourism standards to develop localized evaluation guidelines and assess business sustainability maturity. NSTC Travel Guide promotes certified businesses and sustainable itineraries, encouraging responsible travel and green consumption. Through systematic carbon footprint assessments, Nantou has developed nine net-zero itineraries and twenty-three low-carbon routes, covering one- to three-day immersive experiences. These itineraries adopt the internationally recognized Gold Standard carbon offset mechanism to ensure measurable emission reduction. By integrating data-driven governance with green practices, NSTC positions Nantou as a leading model for sustainable tourism transformation and low-carbon regional development.

