Title of the Story: The White Time - Jingzaijiao Community’s Culture Revival

Destination Name: Southwest Coast National Scenic Area

Country: Taiwan

Submitter name: Southwest Coast National Scenic Area Administration

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Position: Southwest in Taiwan

Nomination Category: (Please check the boxes that indicate the focus of your story)

- Localizing the destination supply chain
- Decarbonizing the destination supply chain
- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Tourism Reset & Recovery

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DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

**Issues faced**

What was the problem/issue solved with the good practice? Click to add your text

The Southwest Coast National Scenic Area (South West Coast NSA) is located on the southwest coast of Taiwan, with salt pans, wetlands, sandbanks, and lagoons as the main landscapes. Since the Ming Dynasties, it has been Taiwan's main salt field. And due to the flat terrain, dry-hot climate (The dry season is from September to March). Therefore the environment here is perfect for sun-dried salt product.

In 1818, Chen Yong-Hua, a general of the Qing Dynasty, he pasted the broken tiles on the salt-field (Now, we call it “Tile-paved Salt Fields”) at Jingzaijiao (where now is in Yonghuali, Beimen District, Tainan City) to improve the quality of salt. Since then, this community had nearly two hundred years of drying-salt industry, and it had also become an important income for the locals’ livings. In 2000, these salt fields closed due to the attack of the low price of salt in international markets.

Without the incomes of drying-salt, the residents left the community for living. The hundred year’s salt-field gradually deteriorated with the declining industry, and community population.

In order to preserve Taiwan’s century-old salt drying culture and transform it into a tourism industry to create employment opportunities and maintain the development of local communities, The Southwest Coast National Scenic Area (South West Coast NSA) was established in 2002.

In 2005, South West Coast NSA cooperated with community and various stakeholders to discuss and develop “The White Time - Jingzaijiao Community’s Culture Revival” project, with the purpose of protecting the century-old Tile-paved Salt Fields, passed on the century-old artificial technology of sun-dried salt, Revitalize the community and promote the salt culture. But the following issues must be resolved first:

1. Although these centuries-old salt fields possess historic value, they experienced damage due to a lack of management. Moreover, traditional salt production techniques were no longer being preserved or passed on.
2. With no one managing the wetland areas, there was illegal dumping of trash and digging to build fish farms.
3. Once the salt fields closed, many salt workers moved away in search of economic opportunities. There was a reduction in the local population and most of those who remained were elderly.
4. As many of the homes in the community were uninhabited, they showed signs of neglect. Added to that, as no one was looking after the salt fields, the environment was deteriorating.
5. This area is somewhat remote, making transportation inconvenient.
Methods, steps and tools applied

In order to solve the issues, starting from 2005, under the concept of “innovation, protection, sustainability, community participation”, and step by step to improve from three directions of cultural inheritance and protection, community creation and the environment. Finally, through held marketing activities, it has successfully become a well-known environmental education tourist attraction in Taiwan.

1. **Protection and inheritance of tangible and intangible cultural assets**

   First of all, we cooperated with our stakeholders, Tainan City Government and TAIYEN BIOTECH CO., LTD., in 2005 to repair the abandoned salt fields that have been in disrepair for a long time, and some of the former salt-workers were asked to return and assist in restoring the salt fields and training new workers. In order to sustainably use and preserve salt industry buildings and facilities, it was registered as a historical building in accordance with the "Cultural heritage Preservation Act" in 2008.

2. **Local Revitalization and community development**

   In 2008, following the restoration of the salt fields, South West Coast NSA began training volunteer guides and encouraging participation by community residents. As tourism activities increased, local volunteers organized a professional guide group under the management of the community development association. For each paid tour, 15% of the proceeds are deposited into a fund to assist the community’s elderly and low-income residents and to carry out conservation and advocacy.

   In 2010, local private enterprises began to be encouraged to invest in and to manage and operate the salt fields, as well as to hire local residents. In addition, based on the theme of “salt”, cultural creative products and specialty gifts have been developed, including foods, toys, and functional items.

   In 2015, an industry, culture, and tourism development association brought together members of the tourism industry in the community to package and promote local tours. South West Coast NSA coordinate the lease of open space in the local faith center Xing’an Temple for local residents to sell agricultural and fishery specialties and snacks.

   In 2017, the works by local writers and literary enthusiasts that describe the people living in the area of the salt fields and their diligence and determination in creating new vitality from the naturally barren landscape have been used to create a “salt field literary path”.

3. **Environmental improvement**

   First, Encourage residents to clean their living environment and reorganize century-old houses to become community attractions.

   In 2006, planning was underway for improving public transportation to this area including Taiwan Tourist Shuttle, Taiwan Tour Bus, and extended public bus routes. In addition, bicycle paths were developed to connect surrounding attractions and to reduce the number of vehicles entering this area. Parking lots were built to keep visitors from parking within the community and impacting residents’ access to their homes.

   In 2012, an environmental education center was established. Combining the salt production process and the surrounding ecology, environmental education courses have been developed for outdoor learning.
Key success factors

Since 2002, based on the restoration and transformation of the community culture and landscape, we have become aware of the importance of preserving historic structures and passing on the experience of veteran salt workers. For a travel destination to develop and be successful, it is essential to obtain the approval and acceptance of various stakeholders including communities, industries, private and public agencies, and NGOs. Moreover, for private enterprises to invest, there must be mutual benefit. Only when enterprises earn a profit, can they implement social responsibility measures to provide job opportunities and improve the local community.

To analysis the key successful factors are:

1. **Stakeholders participation**
   - (1) With the approval and participation of residents, there has been smooth development of this site.
   - (2) The restoration of the Tile-paved Salt Fields was achieved mainly due to the willingness of veteran salt workers to share their knowledge of salt making techniques and proper maintenance of the salt fields. This knowledge has been preserved through images and recordings.

2. **Private enterprise's innovation**
   - Traditional products have become popular due to innovative modifications and packaging. This knowledge has been preserved through images and recordings.

3. **Mutual Benefit strategies in public and private sectors**
   - Based on mutual benefit, private enterprises are encouraged to invest in and give back to this area.

Lessons learned

Through the project of the White Times - Jingzaijiao Community's Culture Revival, we have learned:

1. **The myth of local owned**
   - In 2006, the salt field was initially leased and operated by a self-organized company of local salt-workers. However, because there is no fixed operating income, it is difficult to pay huge salary expenses and salt field maintenance costs, and the operations were in trouble. In order to continue the operation, South West Coast NSA leased out the salt fields to private enterprises with the local employee contract to ensure the cooperation with local and hired the original salt-workers.
   - After this, we understand that local operations are good, but often there is not enough capital and innovative thinking. Sometimes, through the management of outsiders, it is often possible to escape the limitations of existing thinking.

2. **The inconvenience of public transportation and low tourist arrivals**
   - At the beginning 2 years of operations, the number of tourists are not as expected which not get good benefited for community. To review the reasons are the popularity is not high, and tourists do not know where the salt-field in Taiwan is.
   - Therefore, in 2005, we cooperated with the largest local Religious Faith Center "Nankun Yandai Tianfu" to organize the "Peaceful Salt Festival". We hope that visitors can learn in-depth understanding of the salt industry culture and enhance the reputation of this travel destination.
   - In 2011, a year-end sunset event was held here. The salt mountains formed a beautiful scene under the orange and red sunset and became one of the 36 secret places not to be missed in Taiwan. It attracts more than 200,000 tourists every year since ever.
3. **Traffic problems in the community**

After becoming a famous tourist attraction, a large number of vehicles brought negative impact to local life. In order to improve the issue, South West Coast NSA set up roadblocks on the main traffic roads around community which are managed by the community. In addition, South West Coast NSA also set up bicycle lanes in the community and promotes the use of public transportation. When tourism activities affect the daily life of local residents, the management system will deal with the problems.

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**Results, achievements and recognitions**

*What were the qualitative and quantitative results of the good practice? Has it received any rewards?* Click to add your text

After more than 10 years of dedication, this community have become a well-known environmental education venue in Taiwan, attracting nearly 200,000 visitors each year. Other achievements include:

1. **Culture aspect:**
   (1) Application was approved to designate these salt fields a historic structure. Maintenance and management are carried out under the provisions of the Cultural Heritage Preservation Act. The century-old historical building Jingzaijiao Tile-paved Salt Fields is protected by law and can be used for sustainable operation.
   (2) Centuries-old salt making techniques and culture are preserved due to the restoration of the salt fields and the development of environmental education programs.

2. **Social and Community aspect**
   (1) Charged Interpretation services provided by local residents. For each paid tour, 15% of the proceeds are deposited into a fund to assist the community’s elderly and low-income residents and to carry out conservation and advocacy.
   (2) Destination stakeholders work together on improvement projects and marketing activities.

3. **Economic aspect:**
   (1) Employment opportunities: Private enterprises are encouraged to hire residents. Residents also receive guide training. With the creation of job opportunities, residents have returned, alleviating the challenges of an aging community.
   (2) Sales of locally produced products: Residents sell their locally produced agricultural and fisheries specialty products in a planned exhibition area.
   (3) Promotional activities increase revenues of local guesthouses and restaurants. One restaurant and two guesthouses (with 13 guestrooms) have been established, in addition to a local specialty foods area, which are operated and managed by five residents. In addition, Eco tours have been developed based on the local aquaculture industry.
   (4) Private enterprises have successfully developed cultural and creative products and specialty gifts based on the theme of “salt”, which has resulted in local job opportunities and average annual output value of tens of millions of New Taiwan dollars.
4. Environment

(1) Transportation: Cycling routes and public transportation improve the surrounding environment and reduce the number of cars entering the area.

(2) Assistance is provided to residents to beautify their community and transform idle buildings into guesthouses.

(3) Wetlands are protected to create suitable habitats for migratory birds.

(4) Since 2015, an environmental education venue has been set up to offer environmental education courses that integrate salt and migratory bird ecology and now; and become a unique salt field tourism site in Taiwan, nearly 200,000 visitors come here to view the scenery and participate in environmental education and ecological courses each year.

(5). A PATA Gold Award in the environment category was received in 2017 for an environmental education program developed for this area.

What is worth to mention is the glory in 2013, "Traveler Luxe" and "Lonely Planet" jointly organized the World-Class Vision of Beauty in the Eyes of Travelers" photography contest. The Jingzaijiao tile paved salt-field was photographed by author Frances with the theme of "Why Seek Beauty" and this work was selected as the world's third most scenic view from nearly 900 works.

Someone once said: "If you are waiting for Monet's sunrise surprise in Harvard Harbor, then you should follow the sensation of sunset at the Jingzaijiao Tile-paved Salt Fields."

Additional references

Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.


2017 PATA "Environmental Conservation-Environmental Education Program" Gold Award

https://www.ttnmedia.com/%E3%80%902017-pata%E5%9C%A8%E6%BE%B3%E9%96%80%E8%88%89%E8%BE%A63%E3%80%91%E8%B3%80%EF%BC%81%E5%8F%B0%E7%81%A3%E7%8D%B2%E7%92%80%E5%A2%83%E6%95%99%E7%82%B2%E8%A8%88%E7%95%AB%E9%87%91%E7%8D%8E/
Yunjianan Salt Field and Wetland Environmental Education Center:
https://swcoast-nsa.travel/zh-tw/environmental/places
https://outdoor.moe.edu.tw/home/resource/detail.php?type=place&id=150

The Certificate of Jingzaijiao Environmental Education Place

![Certificate 2015-2020](image1)

![Certificate 2020-2025](image2)