

台灣國際友善環境營造政策：社會服務部門調查分析  
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# 台灣國際友善環境營造政策： 社會服務部門調查分析\*

## The Policy of Building International-friendly Environment in Taiwan： The Analysis of the Social Service Sectors

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## 摘要

我國政府為迎向全球化的挑戰與機會，連接全球化與在地化兩端，制定有關全球在地化政策，以營造台灣國際友善環境，在2002年開始，分別頒布相關一系列前後長達11年的連續性政策計畫。該政策主要包括三個階段，分別為第一階段：營造英語生活環境建設計畫(2002 - 2007)；第二階段：營造國際生活環境建設計畫(2008 -2009)；第三階段：提升國人英語力建設計畫(2010 -2012)。本研究透過深度訪談法蒐集利害關係人意見，訪談接觸外國人數較多及頻率較高的社會服務部門，包括：推動雙語環境機構、聘僱外籍人士的相關企業與機構、旅行業業者三個面向共13位人員，探討目前我國雙語環境的建構與困難、國際（外籍）人才引進的情況與問題、外籍人士在台的生活環境問題。研究發現，儘管台灣國際友善環境營造政策，在我國中央政府的推動之下，已經具有一定成效，然而，台灣現有服務軟體硬體設施的品質，同時也存在一定程度需要改善的空間。

**關鍵詞：**國際友善環境、全球化、在地化、社會服務部門

## Abstract

As facing the challenges and opportunities of globalization, the government tries to implement various globalization policies to create a international-friendly environment. To make foreign friends live or travel well in Taiwan, the government formulated a series of policies to build an accessible and friendly living environment for foreigners as a reference to improve Taiwan's English environment. Those policies consist of three phases. The first phase is to build a bilingual living environment (2002 - 2007). The second phase is to create an international living environment (2008-2009). The third stage is to improve citizens' English capacity (2010-2012). Internationalizing the living environment is the base for Taiwan to connect with the world. To attract more international professionals and enhance Taiwan's competitiveness, the government has approved the Plan for creating an International Environment under four strategies of "Building a Comprehensive Infrastructure," "Improving Living Services," "Promoting Government to Foreigners Services," and "Developing Human Resources for International Affairs." The plan, which will continue to be promoted in 2008, is coordinating with the Plan for Quality Innovative Services and the Plan for Information and Communications Constructions to offer foreigners English services in areas of school education, employment, taxation, medical care,

housing, tourism, and shopping, so as to accumulate more social capital and to embrace global competition. In this paper, the researchers collect points of view through in-depth interviewing with stakeholders, which include social services departments, human resource companies and organizations, and the travel agencies. The study found that the government has tried to promote the relevant policies through different channels such as posting bilingual signs at government agencies, establishing bilingual websites, promoting translation of laws and regulations, easing relevant laws and regulations and simplifying administrative procedures to provide a more convenient environment for foreign residents. Despite the progress in Taiwan's creating an international-friendly environment, the study show that there are areas that still needed to be improved to attract more foreigners to visit, invest, work, and reside.

**Keywords:** international-friendly environment, globalization, localization, social service sectors.