

人文自然 共譜協奏曲

A Concerto of Humanism & Nature

大陸板塊的碰撞、風化作用

海水侵蝕、黑潮的眷顧

造就這片有山有海、有溫泉有溪壑

蝶、鳥、花、木、鯨、豚……

保存完好的原始人文、潔淨不受污染的大自然

珍藏全島最多樣也最極致的美景

Plate collision, weathering effect

Sea erosion and the favor from Kuroshio Current

Together help create this land abundant in sea, mountains, hot springs and valleys

Inhabited by butterflies, birds, plants, whales and dolphins...

Kept with well-reserved primitive cultures and unpolluted nature

Treasuring the most diverse and utmost beauty in Taiwan



台東市 全台最年輕的城市 Taitung City, the Youngest City in Taiwan

台東市昔為卑南族、阿美族居住地。舊稱「寶桑庄」的台東市，直到清朝咸豐年間才開始有漢人與平埔族人移居。光緒元年設卑南廳，光緒14年（1888年）改設台東直隸州，始有台東之名；日治時期（1919年）改稱「台東街」。台灣光復後，廢街設鎮為「台東鎮」，直到民國65年（1976年）改制為縣轄的「台東市」，目前是全台灣319鄉鎮市中，最年輕的縣轄市。

Originally called Baosang Village, Taitung City was resided by Puyuma and Amis people. It was around 1851 to 1861 when Han and Pingpu people moved here. In 1875, the Ching government established an office here and changed its name to Beinan. In 1888, the name "Taitung" appeared when it was changed into Taitung Prefecture. During Japanese Rule [1919], the city became "Taitung street". It was renamed Taitung Town after Taiwan's retrocession from Japan. It was not until 1976 that the name "Taitung City" officially came to use, which also made it the youngest county-ruled city among the 319 cities throughout Taiwan.