

※2017 Tourism Policies

Formulation of “Tourism 2020 – A Sustainable Tourism Development Strategy for Taiwan,” targeting “Innovation and Sustainability,” “Creation of a Happy Local Industry,” and “Diversified Development for the Creation of Tourism Value-added” and using the implementation of five major development strategies— “Development of Diversified Markets, Promotion of Domestic Travel, Guidance for Industrial Transition, Development of Smart Tourism, and Expansion of Experiential Tourism” – to integrate tourism resources and take full advantage of Taiwan’s unique local industries so that travel will generate not only production value but also manifest Taiwan’s social force, employment capabilities, and international competitiveness.

※Key Points of Tourism Policy Implementation in 2017

◎ **Development of diversified markets:** The strategies of major emphasis on Japan and Korea, deepening of the European and American markets, southbound deployment, and maintenance of the mainland Chinese market will be adopted, and such methods as visa simplification, promotion of special products, innovative multi-channel marketing, and incentive measures will be used to deepen Taiwan’s tourism brand image, create a friendly travel environment, and attract MICE, cruise, Muslim, and charter-flight travelers.

◎ **Promotion of domestic travel:** The new National Travel Card system will be implemented and travel agencies will be provided guidance in developing domestic in-depth, special-characteristic, and high-quality travel packages; at the same time, assistance will be provided to local governments in creating tourist spotlights with special characteristics and promoting special tourist

activities included in the “Taiwan Tourism Events” calendar, thereby stimulating the development of tourism and related industries.

◎**Guidance for industrial transition:** The structure of the tourism industry will be readjusted and travel agencies receiving mainland Chinese groups will be assisted in transition; service quality will be optimized and tourism businesses will be assisted with branding and the development of e-commerce; management systems for encouraging the good and eliminating the bad, and for freedom-of-information and evaluation mechanisms, will be reinforced; and manpower training, cultivation of key personnel, and foreign-language (Korean, Thai, Vietnamese, and Indonesian) training of tour guides will be strengthened.

◎**Development of smart tourism:** Smart technology and mobile devices will be used to improve FIT travel information services, ticketing systems, and travel services; the Taiwan Pass will be promoted; the service quality of the Taiwan Tourist Shuttle and Taiwan Tour Bus will be further upgraded; and the i-center information service system will be expanded through the establishment of enquiry stations for the convenience of in-depth travel by FIT tourists.

◎**Expansion of experiential tourism:** The “Cross-Border Spotlight” and “Creating New Tourism Attractions/Promoting Localized Travel Adventures” demonstration plans will be implemented, and local governments will be assisted in creating international tourist spotlights and developing local itineraries with special “spotlight” characteristics; tribal tourism will be promoted by marketing festivals and folk activities with special characteristics; and the creation of “a special feature for each scenic area” will be strengthened and a friendly travel

environment for senior citizens, the disabled, and other disadvantaged groups will be built up under the “Mid-Term Plan for the Construction of Major Scenic Sites (2016-2019).”