

The Tourism Administration's Future Tourism Policies and Key Governance Points

The Tourism Administration was officially established on September 15, 2023. It serves dual functions of policy formulation and implementation. In the future, its mission will revolve around "Coordination, Cooperation, Innovation, and Leadership," embracing the core values of "Integrity and Sustainability," "Teamwork," and "Helping Others." Through public-private partnerships and cross-domain integration, Taiwan aims to become an appealing island known for its proximity to mountains, seas, and natural beauty. Collaboration with various sectors is vital to elevate Taiwan's tourism on the global stage.

The "Tourism 2025 - Taiwan Tourism Towards 2025 (Year 2021-2025) Plan" (referred to as the T2025 Plan) has entered its third year. Under its framework of five major strategies and 24 initiatives, the Tourism Administration, formerly the Tourism Bureau of the Ministry of Transportation and Communications, has completed various stages of tasks, including the National Tourism Policy Conference, the 2030 Tourism Policy White Paper, and the restructuring of the Tourism Administration. Following the establishment of the Tourism Administration, a rolling review of the T2025 Plan has commenced, leading to an evolved version, T2025 Plan 2.0, aimed at enhancing domestic tourism and propelling Taiwan's tourism development on the international stage.

The innovative strategies of T2025 Plan 2.0 **encompasses** five main areas: deepening international market presence, promoting industry vitality, enhancing travel experiences,

promoting sustainable scenic areas, and upgrading smart tourism. Each of these is explained as follows:

- 1. Deepening International Market Presence:** Focusing on the marketing theme "Proximity to Mountains, Seas, and Nature," this strategy aims to accelerate the recovery of the "Northern Triangle" market (Taiwan-Japan-Korea) and the "Southern Triangle" market (Taiwan-Vietnam-Philippines). It includes expanding into key markets like Busan, a major cruise hub, and the promising dual (Indonesia and India) markets. Additionally, there are plans to expand cooperation and collaboration, promoting various themed tourism and brand partnerships through "Three **Ministries**, Two **Councils**." Collaborations with the Ministry of Culture, Ministry of Agriculture, Ministry of Education, Tourism Administration, **Hakka Affairs Council**, and Council of Indigenous Peoples are aimed at driving themed tourism and brand partnerships, attracting international tourists to Taiwan through cross-agency cooperation.
- 2. Promoting Industry Vitality:** The Executive Yuan established the "Executive Yuan Tourism Industry Revitalization Advisory Council" on July 20, **2023**. This aims to strengthen inter-agency cooperation, involve experts, and engage in industry dialogues. The plan includes organizing the "Tourism Summit," gathering opinions from various stakeholders to establish a consensus for future tourism development. To align with global sustainability trends, continuous efforts are made to promote sustainable tourism products and environmental sustainability labels. This involves guiding industry players to align with international

standards, obtain international certifications, and gradually transform towards ESG (Environmental, Social, and Governance) compliance.

3. **Enhancing Travel Experiences:** Continuous collaboration with the Tourism Administration, the 13 National Scenic Area **Headquarters**, and 17 tourism clusters, alongside cooperation with local governments and private sector entities, aims to implement regional tourism and cluster collaboration. The goal is to become a locomotive for local tourism industry chains through micro and macro area management, advocating the concept of "Scenic Area Economics." Beyond increasing overnight stays and activities, the plan is to boost nighttime tourism consumption. Additionally, upgrading six flagship events towards innovation and emphasizing the transformation into the "Five Upgrades" (Tourism-focused, Internationalized, Value-added, Friendly, and Branded), along with deeper travel experiences by integrating industry and encouraging nationwide participation.
4. **Developing Sustainable Scenic Areas:** Emphasis is placed on "Sustainable Operation" and "Safety Management" in scenic area construction. It involves adopting a reductionist design approach, utilizing local materials, preserving ecology, and ensuring universal accessibility. This approach considers geographic, ecological, and regional impacts, striving to create high-quality tourism environments and pursue sustainable tourism development.

5. **Upgrading Smart Tourism:** The promotion of Tourism 4.0 (Smart Tourism) involves reinforcing digital governance in scenic areas, adopting adaptive technologies, guiding industries to implement contactless check-in or entry systems, providing smart parking information for popular attractions to disperse traffic, and signing MOUs with the Central Weather Bureau for the "Smart Scenic Area." This entails integrating real-time weather information into tourism services, incorporating environmental education, promoting "Smart Scenic Areas," and leveraging "Digital Twin" technology and autonomous navigation services to enhance convenience and address the labor shortage at the grassroots level in scenic areas and the industry.