

2018 Annual Tourism Policies Summary

Promotion of the "Tourism 2020-Taiwan Sustainable Tourism Development Plan" includes a number of important themes, such as 1) "Innovation and sustainability, creating a happy industry," 2) "Diversified development, creating value-added tourism experiences," and 3) "Safety, security and tourism social responsibility." The following top policy priorities continue to be important elements of this effort: 1) developing multi-marketing, 2) supporting an active national tourism effort, 3) encouraging industry transformation, 4) developing smart tourism and 5) promoting experiential sightseeing. We will be carrying out 21 implementation plans, actively creating Taiwan tourism brands, and encouraging the use of "friendliness, wisdom and experience" as avenues toward making Taiwan a top Asian tourist destination.

● 2018 policy priorities

- ◎ Developing Multi-Marketing: (1) Continue to target the key markets consisting of Northeast Asia, the New Southbound Policy countries, Europe, the United States and mainland China, while increasing marketing power and value-added tourism offerings. (2) Cooperate with localities to develop local tourism products that offer deep and diverse experiences and have special features. This includes introducing international travelers to these locations by cooperating in promotional events surrounding the four seasons, such as the Taiwan Lantern Festival, the Summer Solstice 235 event, the Taiwan Cycling Festival and the "Taiwan Good Soup/Hot Spring Food" event. (3) Expand cooperation with the Asia Cruise Cooperation (ACC) and use the Air-Sea Joint Tourism Awards to enhance the diversity and market size of cruise tourism products.
- ◎ Supporting an Active National Tourism Effort: (1) Expand promotion of the "Taiwan Sightseeing New Year Calendar," strengthen urban marketing efforts and promote special tourism activities. (2) Continue to promote the "New System of National Tourism Cards" and encourage National Travel Card Stores to accept the cards and expand payment options. (3) Implement a rolling review to ensure tourism safety, and also strengthen advocacy in order to optimize industrial management and improve traveler education.
- ◎ Encouraging Industry Transformation: (1) Guide the industry to accelerate branding, e-commerce and service optimization, and adjust the industrial structure. (2) Review the relevant industry management laws and regulations, improve the industry's business flexibility, and assist young entrepreneurs and new ventures. (3) Continue to strengthen the

cultivation of key talent, strengthen the training of rare-language guides, reform the examination system, and promote a new system for guided tours.

◎ Developing Smart Tourism: (1) Establish a sightseeing big data database, integrate the tourism industry information network, strengthen the application of tourism information and passenger travel behavior, and help steer the tourism sector's development of high-value-added application services. (2) Use the "Taiwan Pass" to upgrade and expand promotional and customer service efforts. (3) Continue to improve the quality and service level of Taiwantrip.com, the Taiwan Tour Bus system and Taiwan's Visitor Centers. (4) Support the Taiwan Modern Tourism (TMT) Forum, as well as related periodicals and exchanges.

◎ Promoting Experiential Sightseeing: (1) Promote the industry's core "2018 Gulf Tourism Year" event and develop island-based eco-tourism tours. (2) Implement the "Value-added Interregional Features Plan" and initiate preparatory work for the "Gulf-Mountain-City Sightseeing Project," while actively coaching localities in terms of creating distinctive highlights. (3) Integrate indigenous tribes, guest-style festivals and folk activities into tourism marketing efforts. (4) Implement the "Medium-term Plan for Construction of Sightseeing Spots (2016-2019)" to create unique features in National Scenic Areas, while at the same time creating a multi-ethnic and friendly environment.