

※ 2016 Tourism Policies

Implementation of the “Taiwan’s 2015-2018 Tourism Action Plan” and “Mid-term Plan for Construction of Major Scenic Sites(2012-2015)” deepening of the “Time for Taiwan” core promotional program, and, using “quality, uniqueness, intelligence, and sustainability” as implementation strategies, the progressive building of Taiwan into a tourism power with optimal quantity and quality, creative added value, and every locality a tourist destination.

※ Key Points of Tourism Policy Implementation in 2016

- ◎Implementation of the “Taiwan’s 2015-2018 Tourism Action Plan” with vigorous promotion of the tourism industry and the optimization of manpower, the integration and marketing of unique products, guidance for the promotion and application of smart tourism, promotion of green and caring travel, full-dimensional upgrading of Taiwan’s tourism value, and strengthening of Taiwan’s international tourism competitiveness.
- ◎Implementation of the “Mid-term Plan for Construction of Major Tourist Sites (2016-2019)” to firmly establish the directions of development for national scenic areas with a focus on the unique features of different localities, upgrading of the quality of travel services at core scenic spots to international standards, and improvement of nearby secondary scenic spots so as to stimulate local development.
- ◎Development of tourist markets with high potential through expansion of emerging markets such as mainland China, the Muslim market, the newly affluent classes in five Southeast Asian countries, and European and American white-collar high-end consumers in Asia; strengthened promotion of the international cruise and MICE markets; deepening of Taiwan’s tourism

image; building of a tourism marketing platform; highlighting of unique tourism characteristics based on Taiwan's diversity of resources and features; and marketing of products with international appeal and potential to the world.

- ◎ Provision of guidance for upgrading the quality of mainland Chinese tour groups and heightening of the number of high-quality groups, encouragement of the avoidance of congestion at popular scenic spots, and upgrading of the online notification function so as to promote the sustainable development of cross-strait tourism.
- ◎ Promotion of caring travel and continued expansion of barrier-free and senior-citizen tour routes, along with the marketing of travel products; implementation of environmental education and completion of environmental preparation that integrates special community and local characteristics; strengthening of the quality and services of the Taiwan Tourist Shuttle and Taiwan Tour Bus systems; and establishment of enquiry stations and expansion of the i-travel service system so as to provide mobile information services.