

## ※ 2015 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 2015

- ◎ 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 Scenic Sites(2012-2015)” to firmly establish the directions of development for national scenic areas with a focus on the unique features of different localities, and concentration of resources for the graded reconstruction of recreational and service facilities at major tourist sites so as to re-create the tourism glory of those sites.
- ◎ Enhancement of the efficiency of utilization of the government’s Tourism Fund, with investment in large “spotlight” projections having value-adding potential and with the resulting revenue to be returned to the Fund for reuse, the aim being to develop large new tourist “spotlights.”
- ◎ Promotion of cooperation in the regional cruise business and expansion of the cruise market in the region by attracting international cruise ships to operate

permanently in the Asian area, thereby creating business opportunities in the regional cruise industry. Development of corporate incentive tours from mainland China and other foreign countries, and promotion of travel to Taiwan by the newly affluent from five Southeast Asian countries and other emerging markets to experience the island's unique native hospitality, cuisine, special products, and other cultural and natural attractions, thereby molding Taiwan into a major Asia-Pacific tourist destination.

© 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.