

※2014 Tourism Policies

Continued implementation of the “Project Vanguard for Excellence in Tourism,” “Medium-term Plan for Construction of Major Tourist Sites,” and the “Tourism Optimization through Quality/Quantity Upgrading” portion of the “Economic Power-Up Plan.” Deepening of the “Time for Taiwan” core promotional program for the advancement of tourism quality and quantity under the principles of innovation and sustainability.

Key Points of Tourism Policy Implementation in 2014

- ◎Implementation of the “Project Vanguard for Excellence in Tourism (2009–2014)” and carrying out of the “Project Summit,” “Project Keystone,” and “Project Propeller” action plans so as to enhance the image of Taiwan’s tourism quality.
- ◎Implementation of the “Medium-term Plan for Construction of Major Tourist Sites (2012–2015)” to firmly establish the directions of development for national scenic areas and 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 tourist glory of those sites.
- ◎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 the mainland Chinese and foreign corporate incentive tour business, 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.

◎Vigorous promotion of the “Taiwan Tourism Events Calendar” and deepening of the content of the related activities and the calendar databank so as to boost special events and activities into the international arena; promotion of benevolent competition in tourism development among cities and counties; reinforcement of the role of city and county governments as tourism platforms; and stimulation of local industrial development.

◎Development of “caring travel” and continuation of efforts to establish a barrier-free travel environment, itineraries for senior citizens, and a barrier-free tourist information platform; implementation of environmental education and promotion of biodiversity and environmental education activities; and reinforcement of the quality and services of the Taiwan Tourist Shuttle and Taiwan Tour Bus systems and expansion of the i-Taiwan WiFi network so as to provide travelers with a seamless and friendly travel environment.

◎Implementation of the Code of Ethics for Taiwan Tourism in the

domestic tourism industry, firm establishment of the pursuit of quality as a core tourism value, and rallying of the industry for the building of a quality, carefree, and friendly image for Taiwan tourism.