

## ※ 2013 Tourism Policies

Continued implementation of “Project Vanguard for Excellence in Tourism” and the “Tourism Optimization through Quality/Quantity Upgrading” portion of the Executive Yuan’s “Economic Power-Up Plan” with the aim of building a tourism environment focusing on quality as well as quantity. Use of “Time for Taiwan” as the core promotional slogan to attract international travelers to experience Taiwan’s fine cuisine, beautiful scenery, and warm hospitality.

## ※ Key Points of Tourism Policy Implementation in 2013

- ◎ Implementation of “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 tourism.
- ◎ 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 focus on the unique features of different localities, carry out the graded reconstruction of recreational and service facilities at major tourist sites, and re-create the glory of tourist spots.
- ◎ Implementation of the “Time for Taiwan” marketing campaign under the principles of sustainability, quality, amity, life,

and diversity. Internally, this involves advancement of the balanced development of regional economies and tourism industries, along with optimization of the lives of local residents and the quality of travel; externally, it calls for the international reinforcement of Taiwan's tourism brand image, the deepening of the emotional experience of international travelers, and the building of an environment with tourist attractions in all corners of the island.

◎ Integration of central, county, and city government tourism activities with unique characteristics in the creation of a “Time for Celebration” to present events with international allure and special characteristics in domestic and overseas brand market. Planning of “Celebrate the Summer Solstice at the Tropic of Cancer” activities to attract participation by domestic and international tourists and thereby expand the economic effect of tourism and related industries.

◎ Building of a barrier-free travel environment in which disadvantaged groups can travel conveniently, strengthening of Taiwan Tourist Shuttle and Taiwan Tour Bus services, and reinforcement of the use of tourism databanks and technologies in order to provide travelers with a seamless and friendly service environment before, during, and after their travels.