

***Challenge 2008***  
**National Development Plan**  
**( 2002-2007 )**

**5. Doubling Tourist Arrivals Plan**

**Responsible Authority:**

Ministry of Transportation and Communications.

**Implementing Authorities:**

Government information Office, Ministry of the Interior, Ministry of Economic Affairs, Ministry of Finance, Council of Agriculture, Council of Cultural Affairs, National Council for Physical Fitness and Sports, National Palace Museum.

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<b>5.</b>	<b>Doubling Tourist Arrivals Plan . . . . .</b>	<b>5-1</b>
<b>(1)</b>	<b>PERFORMANCE INDICATORS . . . . .</b>	<b>5-1</b>
<b>(2)</b>	<b>COST OF PLAN . . . . .</b>	<b>5-2</b>
<b>(3)</b>	<b>PLAN OVERVIEW . . . . .</b>	<b>5-2</b>
<b>5.1</b>	<b>REVAMPING EXISTING PACKAGE-TOUR ROUTES . . . . .</b>	<b>5-6</b>
<b>5.1.1</b>	The North Coast Tour Route . . . . .	<b>5-8</b>
<b>5.1.2</b>	The Sun Moon Lake Tour Route . . . . .	<b>5-11</b>
<b>5.1.3</b>	The Alishan Tour Route . . . . .	<b>5-13</b>
<b>5.1.4</b>	The Hengchun Peninsula Tour Route . . . . .	<b>5-14</b>
<b>5.1.5</b>	The Hualien-Taitung Tour Route . . . . .	<b>5-16</b>
<b>5.2</b>	<b>DEVELOPING EMERGING PACKAGE-TOUR ROUTES AND NEW SCENIC SPOTS . . . .</b>	<b>5-19</b>
<b>5.2.1</b>	The Lanyang Northern Cross-Island Tour Route . . . . .	<b>5-19</b>
<b>5.2.2</b>	The Taoyuan-Hsinchu-Miaoli Tour Route . . . . .	<b>5-21</b>
<b>5.2.3</b>	The Yunlin-Chiayi-Tainan Coastal Tour Route . . . . .	<b>5-22</b>
<b>5.2.4</b>	The Kaohsiung-Pingtung Mountain Area Tour Route . . . . .	<b>5-24</b>
<b>5.2.5</b>	The Central Mountain Range Tour Route . . . . .	<b>5-25</b>
<b>5.2.6</b>	The Offshore Island Tour Route . . . . .	<b>5-27</b>
<b>5.2.7</b>	The Round-the-Island Railway Tour Route . . . . .	<b>5-29</b>
<b>5.2.8</b>	National Floriculture Park . . . . .	<b>5-31</b>
<b>5.2.9</b>	Anping Harbor Historic Park . . . . .	<b>5-32</b>
<b>5.2.10</b>	Central and Southern Branches of the National Palace Museum . . . . .	<b>5-33</b>
<b>5.2.11</b>	National Bike Path System . . . . .	<b>5-33</b>
<b>5.2.12</b>	National Nature Trail System . . . . .	<b>5-35</b>
<b>5.3</b>	<b>ESTABLISHING A TOURIST TRAVEL SERVICE NETWORK . . . . .</b>	<b>5-36</b>
<b>5.3.1</b>	Taiwan Tourist Bus System . . . . .	<b>5-37</b>
<b>5.3.2</b>	Tourist Information Service Network . . . . .	<b>5-38</b>
<b>5.3.3</b>	Plan to Upgrade the Quality of General Tourist Hotels . . . . .	<b>5-40</b>
<b>5.3.4</b>	Plan for BOT Construction of Inexpensive Hotels in Taipei Metropolitan Area . . . . .	<b>5-41</b>

<b>5.3.5</b>	<b>Developing International Tourist Resort Areas.....</b>	<b>5-42</b>
<b>5.4</b>	<b>INTERNATIONAL TOURISM PUBLICITY AND PROMOTION . . . . .</b>	<b>5-45</b>
<b>5.4.1</b>	<b>Plan for Developing Visitor Source Markets .....</b>	<b>5-45</b>
<b>5.4.2</b>	<b>2008 Taiwan Exposition.....</b>	<b>5-47</b>
<b>5.4.3</b>	<b>Creative Marketing.....</b>	<b>5-51</b>
<b>5.5</b>	<b>DEVELOPING NEW TOURISM PRODUCTS . . . . .</b>	<b>5-52</b>
<b>5.5.1</b>	<b>Repackaging Existing Tourist Attractions.....</b>	<b>5-52</b>
<b>5.5.2</b>	<b>Planning and Assistance for Emerging Tourism Products .....</b>	<b>5-53</b>

# 5 Doubling Tourist Arrivals Plan

## (1) Performance Indicators:

The performance indicators employed to indicate the results of the implementation of this plan are the number of visitor arrivals in Taiwan, the breakdown of visitor arrivals according to purpose of visit, and the number of visitor arrivals from each main visitor source market. The yearly targets for each of these performance indicators and the results attained in 2003 and 2004 are shown in the chart below:

Unit: 10,000 visits

Performance Indicators	Yearly Targets						2003	2004
	2003	2004	2005	2006	2007	2008	Attainment	Attainment
1. Visitor arrivals in Taiwan	210	320	350	400	450	500	224.8	295.0
2. Purpose of visit								
( 1 ) Tourism	65	120.5	140	160	180	200	69.5	103.2
( 2 ) Meetings and Exhibitions	3	6	7	8	9	10	3.2	4.4
( 3 ) Business	72	94.5	99	109	120	136	70.0	92.0
( 4 ) Family Visit	27	38	41	46	52	54	28.0	37.4
( 5 ) Other (including study and others not listed)	40	61	63	77	89	100	54.1	58.4
3. Number of arrivals from each main visitor source market								
( 1 ) Japan	108	104	125	146	165	180	65.7	88.7
( 2 ) Hong Kong and Macau	48	50	56	65	73	80	32.3	41.7
( 3 ) Singapore and Malaysia	20	20	22	25	28	30	14.6	21.0

Performance Indicators	Yearly Targets						2003	2004
	2003	2004	2005	2006	2007	2008	Attainment	Attainment
(4) Korea	12	12	17	22	26	30	9.3	14.8
(5) U.S.	37	45	46	47	53	60	27.3	38.3
(6) Europe	16	16	18	22	25	28	11.9	16.5
(7) Australia and New Zealand	4	5	6	7	8	9	3.2	5.1

## (2) Cost of Plan

Plan Item	Source of Expenditure		Yearly Expenditure						2002~2007 Sub-total
			2002	2003	2004	2005	2006	2007	
5. Doubling Tourist Arrivals Plan	Government	Central	1.05	66.10	73.62	82.49	90.45	75.65	389.36
		Local	0.00	3.61	4.71	3.15	1.95	1.05	14.47
	Fund		0.00	2.68	2.64	2.85	4.46	4.40	17.03
	Private Investment		0.00	0.00	0.30	3.90	0.00	0.00	4.20
	Other		0.00	0.64	3.08	15.75	55.25	96.50	171.22

## (3) Plan Overview

**Targets: Doubling the number of tourist arrivals to 2 million and raising the total number of visitor arrivals to at least 5 million by 2008.**

Tourism is a non-smokestack industry that is held in high importance by countries all over the world. Together with high-tech industry, it is regarded as one of the star industrial sectors of the 21<sup>st</sup> century, delivering evident benefits in creating jobs and earning foreign exchange. According to estimates by the World Travel and Tourism Council (WTTC), over the next ten years the global tourism industry will enjoy a rise in tourism expenditure from US\$4.21 trillion to US\$8.61 trillion, will increase its

share of global GDP from 3.6% to 3.8%, and will increase the number of jobs it provides from 198 million to 250 million. Thus it is evident that the tourism industry will play a major role in future global economic development.

Moreover, according to the results of an ROC survey on the consumption and trends of visitors to Taiwan, in 2001 Taiwan received a total of 2,617,137 visitor arrivals, who stayed an average of 7.34 nights and spent an average of US\$207.77 per person per day, bringing in a total of NT\$134.982 billion in tourism revenue ( $\text{US\$}207.77 \times 7.34 \text{ nights} \times 2,617,137 \text{ visits} = \text{US\$}3.991 \text{ billion} = \text{NT\$}134.982 \text{ billion}$ ). In 2002, thanks to a variety of vigorous promotional efforts by public and private agencies, the total number of visitor arrivals rose to 2,726,411 and their average length of stay increased to 7.54 nights, with their average daily spending of US\$204.15 per person bringing in total tourism revenue of NT\$145.132 billion ( $\text{US\$}204.15 \times 7.54 \text{ nights} \times 2,627,411 \text{ visits} = \text{US\$}4.197 \text{ billion} = \text{NT\$}145.132 \text{ billion}$ ), the highest ever recorded. With the addition of domestic tourism expenditure by ROC nationals, the total tourism revenue of Taiwan's tourism industry in 2002 amounted to US\$11.045 billion, accounting for 3.92% of Taiwan's GDP.

Because of the special characteristics of its geographic environment, Taiwan possesses an abundance and diversity of natural and cultural resources, offering great potential for the development of tourism. The purpose of this plan is to make an all-out effort to double the number of international tourist arrivals and, harnessing its driving power and combining the forces of all related government agencies, carry out improvements to Taiwan's tourism environment in due order of urgency to raise it up to international standards, with a view to not only attracting more foreign tourists to Taiwan but also making our own people happy to

spend their holidays in Taiwan. Following this course, once tourist numbers have substantially increased and the problem of insufficient offpeak demand in the domestic tourism market has been effectively improved, we will be able to make sure of achieving the all-round sound development of our tourism industry. The plan sets the following targets for growth in the number of international visitors to Taiwan by 2008:

1. The annual number of visitors coming to Taiwan for the purpose of “tourism” to be raised to at least two million from its current level of around one million.
2. Through efforts to effectively remove bottlenecks and tap into potential visitor source markets, the annual number of Taiwan’s visitor arrivals to grow to 5 million from its current level of around 2.6 million.

To achieve these targets, we must henceforth carry out our tourism development effectively in an integrated and active manner, through selective emphasis and concentration of forces, with a “tourist-oriented” mindset, a “tour-packaging” structure, and a “target-directed” approach. Therefore, we will adopt the following implementation strategies:

1. Giving priority to existing international-tourist tour routes. Taking into account their market demand and capacity, we will gradually plan the development of their tourism resources and, adopting a “package tour route” model, comprehensively improve their software and hardware facilities. We will also enact a “Landscape Law” and, through improvement in the environmental landscape and travel services, elevate these prime tour routes to international standards.
2. Developing emerging package tour routes and new scenic spots with international tourism potential. We will upgrade, internationalize, and

enhance the tourist-friendliness of newly emerging tourist locations, with a view to both balancing tourism development inter-regionally and providing new tourism options for international tourists.

3. Providing comprehensive tourism and travel services. This will include the establishment of a tourist information service network, a push to increase the availability of inexpensive tourist hotels, and the building of a tour-bus system and around-the-island tourism trains. In this endeavor, we will strive to instill among private operators and all related government agencies a shared attitude of “everybody having tourism in their hearts” and all working together in common cause to create a first-class tourism environment in Taiwan. At the same time, we will design concessionally priced tour packages that enable tourists to enjoy high-quality, safe, and friendly travel services.
4. Taking a “target-directed” approach to publicizing and promoting international tourism. We will set six-year growth targets for each tourist source market and, with the combined resources and manpower of all overseas offices of government departments, use “tourism” as the main axle for working together to spread the message of the “beauty” of Taiwan. At the same time, to enlarge the effect of promotional work, we will follow the designation of 2004 as “Taiwan Tourism Year” with the holding of the “Taiwan Exposition” in 2008, to raise international awareness of Taiwan.
5. Establishing a set of criteria for appraising selected existing and newly-emerging tourist products with international potential, on the basis of such factors as scenic attractiveness, supporting measures, local government collaboration, and degree of renown. We will then use the combined resources of the overseas offices of government



departments to promote these internationally.

◦

## **5.1 Revamping Existing Package-Tour Routes**

Because Taiwan's tourism resources are at varying levels of development and under the administrative authority of different government units, it has not always been possible to make effective plans for the overall utilization and promotion of tourism resources, so that investment has resulted in the less-than-ideal formation of an unconnected pattern of tourism sites dotted around the landscape. Moreover, travel routes leading to tourism areas are generally marred by such deficiencies as unattractive surrounding landscapes, inadequate service facilities, and inconvenient tourist transport. From now on, tourism construction must be carried out with a "customer-oriented" mindset, built around the axis of package tour routes that possess international appeal, and with efficient use of resources and concentration of forces in making all necessary improvements to software and hardware facilities along the tour routes.

"Package tour routes" must integrate the resources of all government agencies working together. Services must be at the fore, with facilities to back them up. Pursuing a strategy of making improvement on the supply side to expand demand, we must develop international-standard tourism corridors by creating package tour routes that link together national scenic areas under the jurisdiction of the Tourism Bureau, national parks and internationally attractive scenic areas, forest recreation areas, and privately operated recreation

sites. These will form the backbone for the integrated development of tourism resources and the peripheral extension of travel resources. Steps will also be taken to spruce up and improve coastal environs, and to package major cultural and tourism resources in the surrounding vicinity of tourist spots, to enhance Taiwan's international tourist environment and upgrade it to international standard.

To fully integrate the tourism resources of the public and private sectors, the management offices of national scenic areas under the jurisdiction of the Tourism Bureau will convene a "work circle" of representatives from related government agencies for each of the package tour routes. These work groups will be charged with assisting local governments and private operators to speedily solve tourist problems in regard to such matters as customs clearance, transportation, public security, street vendors, and so on. They will also integrate tourism-related industries, such as the food & beverage industry, the hotel industry, the transport industry, the travel industry, and so on, through the formation of "industry alliances", which will take a customer-centered approach to ensuring that all the needs of tourists can be properly served and taken care of. Also, to make sure that the results of environmental improvement works are better matched to actual needs, experts with appropriate practical experience will be invited to act as "chief inspectors of planning" and "chief consultants on local landscape" for each of the package tour routes, contributing expert guidance to all those involved, and helping to develop more effective evaluative mechanisms and supervisory measures for businesses providing food, drink and accommodation along the tour routes.

In the four large metropolitan areas in the north, center, south and east

of Taiwan where travel networks are relatively well developed, it is hoped that “work circles” formed by the administrative units of local public agencies and “industry alliances” formed by members of the local tourism industry will work together to oversee and keep a finger on the pulse of tourism industry development, so that more effective development policies can be worked out.

Furthermore, to ensure that the quality of Taiwan’s internationally attractive tourist locations keeps in step with international standards, we will conduct international design competitions for world-renowned scenic spots like the Alishan and Sun Moon Lake tour routes, as well as important points on the northern coast route on the outskirts of the Taipei metropolitan area, international airports and seaports that serve as tourist gateways to Taiwan, and major railway stations, in the hope of being able to raise the planning and design quality of their facilities and, through the process of the international design competitions, promoting the tourism resources inside Taiwan and thus expanding Taiwan’s visibility on the international stage.

### **5.1.1 The North Coast Tour Route**

#### **■ Outline:**

The structure of planning for this tour route is as follows: (1) The creation of a tour route looping around the northeast corner of Taiwan, with Taipei as its starting point, proceeding up the freeway to Keelung, following the northern coastal highway to Toucheng in Ilan County, then returning to Taipei along the Taipei-Ilan Freeway. (2) Taking the MRT from Taipei to Danshuei, following the northern coastal highway via Yehliou to Keelung, and returning to Taipei via the freeway,

or with the choice of taking the Yangjin Highway from Jinshan to Taipei via Yangmingshan as an alternative package tour route. The main tourist spots along this route include Danshuei, Jinshan, Yehliou, Keelung, Jioufen, Jinguashih, the northeast coast, and Yangmingshan.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Actively strengthening the development and management of the Guanyin Mountain National Scenic Area on the northeast coast, and continuing to carry out the development with private investment and the management of the Northeast Coast National Scenic Area.
2. National park administration: Strengthening Yangmingshan National Park tourist services and management.
3. Urban and rural streetscape improvement: Including Danshuei, Jinshan, Yehliou, Keelung, Jinjiou, Bitou, Fulong, Dasi, and other districts.
4. Road landscape improvement: Including landscape improvement within and beyond the road perimeters of the Second Northern Coastal Highway, and the Yangjin Highway.
5. Hot spring area development: Improving the quality of hot spring and leisure facilities in the Jinshan and Yangmingshan hot spring areas.
6. Creating a recreational area incorporating Jinguashi and

Jiufen: Planning a Gold Natural Science Park, and restoring the cultural beauty of Jiufen.

7. Creating a Jinshan-Wanli recreational area: Developing Jinshan into a high-class hot-spring spa park and Yehliou into a world-class geologic park.
8. Building a Keelung Maritime Science Museum.
9. Tourist fishing ports: Danshuei Fishermen's Wharf, Fuji Fishing Port, Bisha Fishing Port, Wushih Fishing Port, Aoti Fishing Port.
10. Augmenting the functions of the Keelung Tourist Service Center.
11. Establishing a tourist bus system.
12. Promoting ecotours of coastal geologic features, wetlands, and marine life.
13. Promoting major festivals: The Pingsi Heavenly Lantern Festival (February), the Gongliao International Ocean Music Festival (July), the Keelung Ghost Festival (the seventh month of the lunar calendar), and the Shihmen International Kite Festival (September), etc.

■ **Benefits:**

Effectively integrating the tourism resources of Taipei, Danshuei, the northern coast, Keelung, and the northeast coast, to form an international coastal scenic area on the outskirts of the Greater Taipei metropolitan area.

■ **Timeframe:** 2003~2007.

■ **Cost:** Overall expenditure of NT\$3.488 billion.

NT\$643 million already allocated in 2003, and NT\$626 million in 2004.

■ **Authority in charge:** Tourism Bureau, Ministry of

Transportation and Communications.

### **5.1.2 The Sun Moon Lake Tour Route**

■ Outline:

Sun Moon Lake is an internationally renowned tourist beauty spot. The plan for this tour route, with the Sun Moon Lake National Scenic Area as its main destination, proceeding either by road from the national freeway via the Chungtan Highway (Provincial Highway No. 14) or by rail via the Chichi branch line toward Puli, Sun Moon Lake and other tourist spots in this renowned scenic corridor, and incorporating cultural tourist resources around its periphery, will comprehensively improve the quality of tourist travel to Sun Moon Lake. Its main tourism points include Sun Moon Lake, the Formosan Aboriginal Culture Village, the Puli Winery, the Chungtai Temple, and the Taiwan Endemic Species Research Institute.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Continuing to carry out the development and management of the Sun Moon Lake National Scenic Area, such as by improvement of the public facilities in the Shuishe Village area, the Itashao Aboriginal Village, and beauty spots around the lake.
2. Urban and rural streetscape improvement: Tsautuen, Kuohsing, Puli, Chichi, Shueili, Yuchih, Mingchien, etc.

3. Transport system integration: Including transport connection between the Chichi Railway Branch Line and Sun Moon Lake, setting up a transit station, promoting private investment in a cable-car system, establishing a tourist bus service, an around-the-lake guided-tour pleasure-car system, pleasure-boat transport, etc.
4. Scenic road improvement: Including strengthening the facilities and improving the landscape along Provincial Highway No. 14, Provincial Highway No. 21, Provincial Highway Branch No. 21A, Provincial Highway No. 131, and the Jiji Branch Railway Line.
5. Sprucing up the environmental landscape: Including the sprucing up and relocation of vendors, the renovation of “four-hand net” fishing rafts, enhancement of the lakeside vista, and improvement of the appearance of entry and exit points.
6. Improving the quality of tourist accommodation: Upgrading hotels in the Sun Moon Lake area to international standard, and assisting the development of local homestay accommodation.
7. Promoting major festivals: Utilizing the resources of Sao Tribe culture, wood industry, tea, the electric power industry, etc., to develop industry tourism, and holding lakeside concerts, overwater firework displays, the annual mass cross-lake swim, and other such activities to spur local development.

■ Benefits:

With Western, Japanese, and foreign ecotour visitors as the target market, the creation of a safe, sustainable lakeside

recreational resort area that is aesthetically pleasing and rich in cultural flavor.

- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$2.549 billion.  
NT\$405 million already allocated in 2003, and NT\$484 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.1.3 The Alishan Tour Route**

- Outline:

Alishan enjoys the same renown as Sun Moon Lake as an international tourist scenic spot. This world-class tour route runs from Chiayi along the Alishan Highway and Alishan Mountain Railway via Alishan to Yushan National Park. Main attractions along the route include the Alishan Mountain Railway, Alishan Forest Recreation Area, the Tanayi Valley, and the Tatajia Recreation Area. The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Implementing the development and management of the Alishan National Scenic Area.
2. Forest recreation area development: Renovating the Alishan Mountain Railway and Forest Recreation Area.
3. Road landscape improvement: Alishan Highway and scenic roads branching from it.
4. Urban and rural streetscape improvement: The landscape of settlements in Chukou, Shizhuo, Hsiding, Fengqihu, Dabang, Tefuyeh, etc.



5. Plan for improving tap water in Alishan.
6. Plan for improving the foreground and quality of accommodation facilities in Alishan.
7. Alishan tourist bus system.
8. Promoting major festivals: Railway culture season, cherry blossom season (March~April), Tsou Tribe cultural ceremonies, sunrise concerts, the tea ceremony culture season (December), etc.

- Benefits:

Refreshing the international attractiveness of the Alishan Forest Recreation Area, strengthening the preservation and vitality of the mountain railway, and creating a homeland setting for the Tsou Tribe that nestles amid “towering green mountains and gleaming blue water.”

- Timeframe: 2003~2007.

- Cost: Overall expenditure of NT\$5.273 billion.

NT\$876 million already allocated in 2003, and NT\$903 million in 2004.

- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

#### **5.1.4 The Hengchun Peninsula Tour Route**

- Outline:

This tour route follows the tourist gallery running from Kaohsiung City along the Kaohsiung-Chaochou Expressway and National Freeway No. 3 to Dapeng Bay, and then along Provincial Highways No.'s 17, 1, and 26 to Kenting National Park. Its main scenic spots outside Kaohsiung City are the Dapeng Bay National Scenic Area, the Marine Biology Museum,

the Sihchong Stream hot springs, and Kenting National Park.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Actively carrying out the development and management of Dapeng Bay National Scenic Area.
2. National park administration: Strengthening Kenting national park tourist services and management.
3. Hot spring area development: Renovating the Sihchong Stream hot spring area.
4. Road landscape improvement: Provincial Highway No. 17 between Linbian and Fangliao, Provincial Highway No. 1, the Pingtung-Oluanpi Road, and Hengchun to Jialeshuei.
5. Urban and rural streetscape improvement: Improving the appearance of urban and rural township tourist streets in Donggang, Lingbian, Shueidiliao, Fenggang, Hengchun, Dongcheng, Jialeshuei, Kenting, etc.
6. Planning a facelift for Kenting Tropical Botanical Park.
7. Establishing a Kaohsiung-to-Kenting tourist bus system.
8. Establishing Kenting area bus tours with guided commentary.
9. Promoting major festivals: Kenting Wind Bell Festival (January), Donggang Blue Fin Tuna Season (July), Pingtung Peninsula Arts Festival (October).

■ Benefits:

Building an international tourist environment in southern Taiwan, to make Kaohsiung City into a new alternative gateway to Taiwan for international tourists, and spurring the

development of the tourism industry in the south.

- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$4.03 billion.  
NT\$868 million already allocated in 2003, and NT\$345 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.1.5 The Hualien-Taidong Tour Route**

- Outline:

The Hualien-Taidong Tour Route runs along the main tourist axle from north to south between Hualien and Taidong, taking in Taroko National Park, the eastern coastline, and the East Rift Valley. In the future, apart from laying stress on the diversification of its tourist market, tourism in the east of Taiwan will need to place even greater emphasis on the combination of ecotourism and local features, stringing together the dots to make the most of the region's tourist distinctions. Linking Taroko Gorge with Suao can bring out the best of the National Park's scenic features; on the East Coast, existing services and facilities need to be bolstered and more international-class holiday bases established, to induce tourists to lengthen their time of stay there; and in the East Rift Valley, the style and features of local industries can be combined with hot spring resources to provide a variety of seasonal tourism themes and build up newly emerging tourist resorts.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Continuing to develop and manage the East Coast and East Rift Valley National Scenic Areas.
2. National park administration: Strengthening the tourist services and management of Taroko National Park and Yushan National Park.
3. Hot spring area development: Sprucing up the Jihben, Rueisuei, Antung, Hungyeh, and other hot spring areas.
4. Road landscape improvement: Improving Provincial Highway No.'s 11, 8, and 9 and the landscape along those roads (such as by installing New Jersey concrete safety shape barriers, building retaining walls, improving bicycle lanes, greenifying and beautifying the landscape all along the routes, planning and designing connections between road corridors and leisure & rest spots, internationalizing road signs, etc.), and also paying particular attention to improving the landscape of Hualien-Taidong area roads that lead to national parks, national scenic areas, and all recreation and scenic spots.
5. Urban and rural streetscape improvement: Including Green Island, Chengkung, Shihti harbor, Peinan, Fongtian, Kuanshan, Seven Star Lake, etc.
6. Improvement of the landscape and leisure facilities of Hualien's Nanbin Park.
7. Strengthening tourist information services at transportation gateways (Taidong Airport, Taidong New Station, Hualien Railway Station, and Hualien Airport), and sprucing up the image projected at the gateways and in the surrounding environs.

8. Promoting the establishment of a tourist bus system for the Taroko Gorge area, the East Coast, and the East Rift Valley, and providing interlinking tourist transport connections to cover the whole region, with transfer stations set up at selected points.
9. Utilizing the eastern region's unique natural landscape and cultural resources to promote ecotourism.
10. Promoting major festivals: The International Siougulan River Rafting Race (July), the Taroko International Marathon (July), Aboriginal harvest festivals (July~August), the Hualien International Stone Sculpture Festival (October), the Festival of Austronesian Cultures in Taitung (December), etc.

■ Benefits:

Combining the resources of Taroko National Park, the eastern coastline, and the East Rift Valley, and making use of integrated packaging as a means to develop the eastern region as a key area for domestic tourism and for attracting international tourists to Taiwan.

■ Timeframe: 2003~2007.

■ Cost: Overall expenditure of NT\$4.334 billion.

NT\$829 million already allocated in 2003, and NT\$636 million in 2004.

■ Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

## **5.2 Developing Emerging Package-Tour Routes and New Scenic Spots**

Emerging package-tour routes will be developed over the next six years by revamping and improving pre-existing package-tour routes in areas being built up as international tourist destinations. At the same time, efforts will be directed toward developing a number of new scenic spots that can serve as benchmarks for gradually spreading the development of tourism to every part of Taiwan, so that tourist industry development can have an invigorating effect on local economies islandwide.

### **5.2.1 The Lanyang Northern Cross-Island Tour Route**

#### ■ Outline:

This tour route begins in Taipei, follows the Taipei-Ilan Highway (Provincial Highway No. 9) to Ilan, then returns to Taipei via the Northern Cross-Island Highway to Dasi and the Second Northern Freeway. Its main tourist attractions include Wulai, Pinglin tea country, the Lanyang area (Jiaosi, the Dongshan River, the Suao cold springs, Wulaokeng, etc.), Cilan, Mingchih Forest Recreation Area, the divine trees of Takuanshan, Shimen Reservoir, Yingge, Sansia, etc.

The planned improvements and main features of this package tour route are as follows:

1. Urban and rural streetscape improvement: Including Wulai, Pinglin, Jiaosi, Suao, Sindian, Bitan, Fusing, Yingge, Sansia, Dasi, etc.
2. Road landscape improvement: Including the Taipei-Ilan

Highway, the Northern Cross-Island Highway, the Sindian-Wulai Road (Provincial Highway 9A), and the Paling-Kuanshan branch of the Northern Cross-Island Highway.

3. Hot spring area development: Improving the hot spring leisure facilities at Wulai, Jiaosi, and Suao.
4. Raising the capacity and quality of accommodation in Cilan and Mingchih Forest Recreation Areas.
5. Setting up a tourist bus system.
6. Promoting major festivals: Taiwan Tea Expo (April), Ilan Erlong Village Dragon Boat Races (June), Ilan International Children's Folklore and Folkgame Festival (July), Ilan International Collegiate Invitational Regatta (September), Yingge Ceramics Festival (October), etc.
7. Administration of Shihmen Reservoir Scenic Area.
8. Administration of Tungyenshan Forest Recreation Area.

■ Benefits:

Effective integration of the tourism resources of Taipei, Ilan, and the Northern Cross-Island Highway, spurring the development of the Lanyang area into an international tourist area.

■ Timeframe: 2003~2007.

■ Cost: Overall expenditure of NT\$906 million.

NT\$226 million already allocated in 2003, and NT\$370 million in 2004.

■ Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

## 5.2.2 The Taoyuan-Hsinchu-Miaoli Tour Route

### ■ Outline:

With its backbone running along Taiwan Provincial Highway No. 3, this tour route takes in the scenic belt that includes the Tri-Mountain National Scenic Area (Lion's Head Mountain) and the Shei-Pa National Park. Starting at Longtan in Taoyuan County, it runs via the tourist spots of Guansi, Neiwan, Chudong, Peipu, the Lion's Head Mountain Scenic Area, Tai-an, Tahu, and Sansia along and in the vicinity of Highway No. 3, and terminates at Jhuolan. Forming a tourist belt rich in the flavors of Hakka and Aboriginal culture, its main tourist attractions include Lefoo Village, the Window on China Amusement Park, Lion's Head Mountain, Beipu Hakka Village, Tai-an hot springs, Sansia, and Shei-Pa National Park.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Continuing to carry out the development and management of the Tri-Mountain National Scenic Area.
2. Hot spring area development: Refurbishing the hot spring and leisure facilities at Tai-an, Cingcuan, etc.
3. Road landscape improvement: Improving the road landscape of Provincial Highway No. 3 from Taoyuan to Jhuolan and its main arterial roads.
4. Urban and rural streetscape improvement: Improving streetscapes to pep up the local economies of urban and rural townships serving the tourist industry along Provincial Highway No. 3, including Hsinchu, Peipu,



Chudong, Neiwan, Dahu, Nanjhuang, Tai-an, Sansai, Gongguan, and Jhuolan.

5. Promoting major festivals: Sanyi Woodcarving Festival (May), Hsinchu International Glass Art Festival (November), Hakka Tung Blossom Season (April-May), etc.

- Benefits: Development of Taoyuan, Hsinchu and Miaoli Counties.
- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$1.368 billion.  
NT\$301 million already allocated in 2003, and NT\$245 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.2.3 The Yunlin-Chiayi-Tainan Coastal Tour Route**

- Outline:

With Tainan and Chiayi Cities as its gateways, this tour route runs through all the scenic spots, ecotourism zones, cultural relics, and other tourist attractions of the Yunlin-Chiayi-Tainan Coastal Area. Its main tourist attractions are Tainan's old capital-city culture, the coastal wetland ecologies of Cigu, Sitsao and Putai, salt-field vistas, temples, and so on.

The planned improvements and main features of this package tour route are as follows:

1. Development of the Yunlin-Chiayi Southern Coastal Scenic Area: Focusing on the Anping Harbor (Taichiang inland sea)

National Historic Scenic Area, the Cigu/Sitsao coastal wetlands, salt-field vistas, etc.

2. Road landscape improvement: Improving the road landscape of the Southern Coastal Scenic Area's Provincial Highway No. 17 and its links to other scenic spots.
3. Urban and rural streetscape improvement: Improving the urban and rural landscape of Tainan City (mainly tourist area environs), Cigu, Chiangchun, Peimen, Putai, Tungshih, etc.
4. Setting up a southern coast tourist bus system: Tourist bus routes from Chiayi City to the Tainan coastline and from Tainan City to the Nanying coast.
5. Promoting coastal geologic feature, wetland, and marine life ecotourism.
6. Promoting major festivals and events: Tainan's Yanshuei Beehive Fireworks (February), the Matsu Culture Festival (the 3rd month of the lunar calendar), the Tainan International Chihsi Arts Festival (the 7th month of the lunar calendar), Tainan City ecotours (July~November), etc.

■ Benefits:

Building the Yunlin-Chiayi-Tainan coastal area into an emerging new international-class tourist belt. Providing a spur for local salt-field and breeding industries to be transformed into industry tourism and ecotourism, to create job opportunities and sustain local socio-economic development.

■ Timeframe: 2003~2007.

Cost: Overall expenditure of NT\$435 million.

NT\$72 million already allocated in 2003, and NT\$58 million in 2004.

- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

#### **5.2.4 The Kaohsiung-Pingdong Mountain Area Tour Route**

- Outline:

This tour route has its main axis along National Highway No. 10 from Kaohsiung City via Chishan and Meinung to Maolin National Scenic Area. Its main tourist attractions are Meinong Hakka township, the Pulao/Paolai hot spring area, the Tengchih Forest Recreation Area, the Saichia Air Sports Park, the Machia Aboriginal Culture Pak, etc.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Actively carrying out the development and management of the Maolin National Scenic Area.
2. Hot spring area development: Developing the Pulao, Pinlai, Tuona, and other hot spring areas.
3. Constructing a scenic bridge between Hsinwei and Maolin: Connecting Kaohsiung County Highway No. 184 with Provincial Highway No. 27.
4. Road landscape work: Improving the scenic attractiveness of Provincial Highway No. 20 from Chiah sien to Paolai, Provincial Highway No. 21 from Chiah sien to Chishan, Provincial Highway No. 27 to Kaoshu, Pingtung County

Mountain Highway No. 185, and Kaohsiung County Highway No. 184.

5. Urban and rural streetscape improvement: Improving the appearance of Meinung, Liouguei, Paolai, Maolin, Sandimen, Machia, Wutai, and other urban/rural townships and settlements.
6. Promoting major festivals: The Sung Chiang Battle Array in Kaohsiung's Neimen Township (March~April), Laonung River rafting (June~July), the Maolin Duona Black Rice Festival (November), etc.

■ Benefits:

Developing the tourism industry in the Kaohsiung-Pingtung mountain area and revitalizing the economies of Aboriginal areas.

■ Timeframe: 2003~2007.

■ Cost: Overall expenditure of NT\$1.992 billion.

NT\$303 million already allocated in 2003, and NT\$232 million in 2004.

■ Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.2.5 The Central Mountain Range Tour Route**

■ Outline:

Taiwan's Central Mountain Range is also referred to as its spinal mountain range. From Suao in the north to the Hengchun Peninsula in the south, it stretches over a distance of around 340 kilometers. Many of its mountains are listed among Taiwan's "One Hundred Peaks" and, with the unique characteristics of its topography, geological features and resources, fauna and flora,

and Aboriginal culture, it is the premier resource for mountain-range ecotourism in Taiwan. This tour route starts at Ilan in the north and runs along Provincial Highway No. 7A to Puli in Nantou County. Its main tourist attractions include Shei-Pa National Park, Mt. Hehuan, Wuling, Lishan, Wushe, and Lushan hot springs.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Carrying out the development and management of the Lishan and Baguashan Scenic Areas in the Tri-Mountain National Scenic Area.
2. National farm development and administration: Improving the tourist environment and accommodation capacity and quality of Wuling, Cingcing, and Fushoushan Farms and the Lishan Guest House.
3. Hot spring area development: Sprucing up the Lushan hot spring area.
4. Road landscape improvement: Provincial Highways No.'s 14A, 14, 7A, and 8.
5. Promoting ecotours of the topographical features, fauna and flora, and Aboriginal culture along the spinal mountain ridge.
6. Promoting major festivals and events: The Yingyang Bagua Hawk Watching Event (March), the Lishan honey peach season (August), the international off-road vehicle meet (September), etc.

■ Benefits:

Expanding ecotourism in Taiwan's central mountain range and developing international-grade tourism activities, to meet the combined purposes of ecological conservation, education and tourism.

- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$1.966 billion.  
NT\$382 million already allocated in 2003, and NT\$340 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.2.6 The Offshore Island Tour Route**

- Outline:

This tour route starts at Taipei's Songshan Domestic Airport, with flights to Kinmen, Matsu, Penghu and then back to Taipei. Its main tourist attractions are the battlefield scenery and traditional settlements and buildings on Kinmen and Matsu, and the basalt formations and fishing villages on Penghu.

The planned improvements and main features of this package tour route are as follows:

1. National scenic area development and administration: Continuing to carry out the development and management of the Penghu and Matsu National Scenic Areas.
2. National park administration: Strengthening tourism services and management in Kinmen National Park.
3. Urban and rural streetscape improvement: Kinmen, Matsu, and the Penghu Islands.
4. Road landscape improvement: Improving the appearance,

quality and rest facilities of tourist routes, and establishing a system of bicycle paths on Penghu and Kinmen.

5. Setting up tourist service centers at airports: Shangyi Airport on Kinmen, Makung Airport on Penghu, and Nankan and Peikan Airports on Matsu.
6. Raising accommodation capacity and quality: Kinmen, Matsu, and Penghu.
7. Setting up tourist bus systems for all the offshore islands.
8. Promoting battlefield history and ancient relic cultural tourism on Kinmen and Matsu.
9. Promoting coastal geologic feature, wetland, and marine life ecotourism.
10. Promoting major festivals: The Penghu and Matsu tern-watching season (July), the Penghu Windsurfing Race of the Asian Windsurfing Tour (November), etc.

■ Benefits:

Effectively integrating the tourism resources of the Kinmen, Matsu and Penghu offshore islands, to turn them into international tourist islands in an ocean park.

■ Timeframe: 2003~2007.

■ Cost:

1. Penghu Offshore-Island Tour Route: Overall expenditure of NT\$1.312 billion, NT\$300 million already allocated in 2003, and NT\$250 million in 2004.
2. Matsu Offshore-Island Tour Route: Overall expenditure of NT\$1.367 billion, NT\$252 million already allocated in 2003, and NT\$308 million in 2004.

3. Kinmen Offshore-Island Tour Route: Overall expenditure of NT\$263 million, NT\$50 million already allocated in 2003, and NT\$25 million in 2004.

■ Authorities in charge:

1. Penghu Offshore-Island Tour Route: Tourism Bureau, Ministry of Transportation and Communications.
2. Matsu Offshore-Island Tour Route: Tourism Bureau, Ministry of Transportation and Communications.
3. Kinmen Offshore-Island Tour Route: Construction and Planning Administration, Ministry of the Interior.

### **5.2.7 The Round-the-Island Railway Tour Route**

■ Outline:

The Western Trunk Line, South-link Line, Eastern Trunk Line (Yilan Line, North-link Line, and Huadong Line), three branch lines (the Pingsi Line, Neiwan Line, and Jiji Line), and Taiwan Railway's Old Mountain Line form the axis of this tour route. Encompassed mainly within the boundaries of the railway system and forming a complete around-the-island railway tourism network, it offers local and foreign tourists a comfortable, convenient and rapid railway touring environment. It also provides the benefits of promoting economic prosperity and a facelift for urban and rural stopping-points along the line, spurring the development of peripheral tourist industries, expanding the scope of recreational travel, and attracting international railway enthusiasts to visit Taiwan. Improvement projects include:

1. Improving tourism-related facilities at railway stations.



2. Establishing a tourist information service system.
3. Improving the appearance of the railway line and land within its boundaries.
4. Preserving and restoring the Old Mountain Line culture.
5. Planning to put the Old Mountain Line back into operation.
6. Encouraging private investment in and operation of the three branch lines and the Old Mountain Line.
7. Planning the development of more diversified railway tourism products.

Besides being equipped with the hardware to provide tourists with convenient transportation, a complete railway transport system should also enhance its services on the software side and develop a broader array of railway tourism products, so that local and foreign tourists may enjoy pleasure as well as speed and ease in making their journeys.

■ Benefits:

1. The improvement of tourism-related facilities at railway stations, the setting up of a passenger service information system, and the beautification of railway property along the rail lines, will provide local and foreign travelers with a comfortable, convenient and speedy rail tourism environment and spur economic prosperity in localities along the railway lines, while encouraging private operators to invest in and run the three branch lines and the Old Mountain Line will bring new vitality and diversity to railway tourism.
2. The planning and development of a broader variety of railway tourism products will give domestic and foreign

travelers a widening choice of new railway tourism options.

- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$852 million, NT\$68 million already allocated in 2003.
- Authority in charge: Taiwan Railway Administration, Ministry of Transportation and Communications.

### **5.2.8 National Floriculture Park**

- Outline:

The aim is to develop Taiwan's high-potential floriculture industry and to integrate flower production, marketing and R&D functions by taking advantage of Changhua County's favorable flower growing conditions to establish the idea of it as a "flower field city", holding international flower shows there, and gradually developing it into a world-class flower production region that combines and serves the multiple functions of cultivation, propagation, trade, exhibition, R&D, botanical gardens, and leisure activity. Following the example of Germany's federal garden show concept, using idle or derelict land and with government assistance, a mechanism will be established for regular competition among counties and cities to apply for and take turns in holding flower expositions. With the themes of environmental protection, technology, ecology, and energy, the shows will demonstrate the creation of business opportunities and provide job opportunities for local people.

- Benefits:

The integration of production, marketing and R&D functions will enhance the competitive advantage of Taiwan's flower industry, strengthen the development of related local green

industries, and create a better quality living environment.

- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$1.335 billion.  
NT\$250 million already allocated in 2003, and NT\$316 million in 2004.
- Authority in charge: Council of Agriculture.

### **5.2.9 Anping Harbor Historic Park**

- Outline:  
With the Anping Harbor district as its hub, the park will combine the historic remains, temples, old fort, gun emplacements and other historical and cultural assets of the old Anping city area with Anping fishing port and the area around the mouth of the Yenshuei River to the north. It is planned to turn this area into a culturally and artistically rich high-tech waterfront rest and recreation area, providing a high-quality leisure ground with a broad range of attractions to please the taste of every visitor.
- Benefits:
  1. Promoting domestic tourism development.
  2. Enhancing awareness of Taiwan's early history among the people of Taiwan.
  3. Developing local tourism and promoting local prosperity.
- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$2.928 billion.  
NT\$244 million already allocated in 2003, and NT\$220 million in 2004.
- Authority in charge: Council for Cultural Affairs.

## **5.2.10 Central and Southern Branches of the National Palace Museum**

### ■ Outline:

To make full use of its collections and expand the content of its exhibitions, as well as to raise the level of culture and art in central and southern Taiwan, the National Palace Museum has selected Taipao in Chiayi County as the site for establishing a new museum branch, with the design of the new museum building selected by international competition. It is hoped that, in conjunction with other related development projects, the establishment of this museum branch will spur the development of cultural and tourism industries in the south of Taiwan.

### ■ Benefits:

1. Fulfilling the people's cultural rights by enabling all the people equally to have enjoyment of the National Palace Museum's cultural resources.
2. Expanding exhibition space, the number of exhibitions and the proportion of collections put on display, thereby better fulfilling the museum's educational function, while spurring the overall development of culture, the economy, and the tourism industry.

### ■ Timeframe: 2003~2008.

### ■ Cost: Overall expenditure of NT\$6 billion.

NT\$31 million already allocated in 2003, and NT\$61 million in 2004.

### ■ Authority in charge: National Palace Museum.

## **5.2.11 National Bike Path System**

### ■ Outline:

Embodying the spirit of the “Blueprint for Green Silicon Island Development” and related policies, and embracing the basic concept of people-centered development, this plan provides for the opening of recreational bike paths to form “green corridors” linking different areas together, with the gradual building up of local networks and the interconnection of around-the-island and regional networks, to provide a complete path system for recreational biking.

1. Under this plan, nine regional networks of bike paths covering the whole of Taiwan will be mapped out as follows:
  - (1) Greater Taipei Basin network
  - (2) Taoyuan-Hsinchu-Taipei network
  - (3) Miaoli-Chungli hills network
  - (4) Chiayi-Yunlin Plain network
  - (5) Kaoping alluvial plain network
  - (6) Kenting Peninsula network
  - (7) Ilan Plain network
  - (8) Hualien-Taidong coastal ridge network
  - (9) Offshore island network
2. Basic work on the network system will be carried out at the regional level to complete the interlinking of local networks.
3. After the regional network system has been completed, the creation of an around-the-island network will be targeted. Also, consideration will be given to making arrangements with railway stations to jointly use their transfer, rental,

parking, maintenance, tourist information, and other resources.

- **Benefits:**

By systematically continuing to build interconnecting bike paths, we will form a complete network for green recreation and tourism, integrating recreation and sports facilities as well as main tourist spots around the country, spurring regional and local development, and delivering an economic boost at the grassroots level.

- **Timeframe:** 2003~2007.

- **Cost:** Overall expenditure of NT\$1.517 billion.

NT\$508 million already allocated in 2002-2003, and NT\$450 million in 2004.

- **Authority in charge:** The National Council for Physical Fitness and Sports.

## **5.2.12 National Nature Trail System**

- **Outline:**

The planning of a system of footways and ancient paths integrating national forest recreation areas, national parks, national scenic areas, and other recreation sites, with the national hiking trail system as its backbone. The trails, which will be designed in accordance with the conditions of forestry landscape and recreational resources and in response to recreational demand, will be divided into the four categories of alpine, historical, countryside, and coastal trail systems. Restoration work will be carried out on trails such as the Hsiangyang Mountain to Chiaming Lake Old Trail, the Chinshueiying Old Trail, and the Hsiakaluo Hiking Trail. The

aim is to build a national trail system that offers suitable eco-friendly rest and recreation options for the people of Taiwan while also serving the economic and living needs of local residents. It will also be integrated with homestay accommodation in nearby mountain villages and guided ecotour services, for the development of forest ecotours that enable the public to go rambling close to nature while exploring mountain village culture.

■ Benefits:

1. The building of a complete nature trail system that provides safe and convenient footpath access to mountains and forests, displays the beauty of Taiwan's natural environment, promotes good health, and increases options and opportunities for tourism and recreation, improving the quality of recreational experience and establishing a safe environment for nature recreation and mountain trekking.
2. Giving a boost to the industries and economies of mountain villages, creating diverse employment opportunities, and preserving the culture of Taiwan's Aboriginal settlements.

■ Timeframe: 2003~2007.

■ Cost: Overall expenditure of NT\$1.65 billion.

NT\$350 million already allocated in 2003, and NT\$350 million in 2004.

■ Authority in charge: Forestry Bureau, Council of Agriculture

### **5.3 Establishing a Tourist Travel Service Network**

Tourist travel services encompass the quality of physical service

facilities, the caliber of management, and the making of suitable plans for utilizing tourism human resources. To provide top quality tourist services, it is necessary to thoroughly review and make gradual improvements in all these areas, with the biggest and most pressing need at present being to improve the shortcomings of local tourism products and services. For example, the Taipei metropolitan area has insufficient tourist-standard hotels and high room rates, which affects the capacity and quality of its reception of international tourists and undermines Taiwan's competitiveness in the international tourism market. There is also a general shortage of simple, clean tourist accommodation that is moderately priced and offers a good standard of service. Also, the unintegrated state of transportation systems serving major tourist sites, and their lack of tourist information service centers, both affect the convenience of tourists visiting those sites. Moreover, the great disparity in the volume of tourist visitors between peak and off-peak times creates an imbalance in the allocation of tourist industry manpower. All of these problems directly or indirectly affect the quality of tourist services. Therefore, to achieve the target of increasing the number of tourist arrivals to five million a year by 2007, and to raise the quality of tourist services, it is necessary to take a range of measures to make Taiwan more attractive for international tourists to visit Taiwan as independent travelers, including planning a tourist bus system and around-the-island tourist train, setting up a tourist information service network, enhancing the quality of general hotels, issuing concessional tour packages, and so on.

### **5.3.1 Taiwan Tourist Bus System**

- Outline:



To create a tourist-friendly environment, assistance will be provided to tourism-related businesses to set up a “Taiwan Tourist Bus” travel system that boasts high service quality, good operating standards, and an attractive brand image, so that local and foreign tourists will be able to enjoy a convenient, friendly tourist bus service to take them from hotels and airports to tourist sites all over Taiwan.

- Benefits:
  1. Heightening travel convenience for international tourists.
  2. Establishing a new image for Taiwan’s tourist bus system.
- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$31 million.  
NT\$10 million already allocated in 2003, and NT\$7 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.3.2 Tourist Information Service Network**

- Outline:

The basis of tourism promotion is the convenience with which tourists can obtain information plus the fullness and accuracy of that information. With the information explosion that we are experiencing in the contemporary world, the key questions in promoting international tourism are how to quickly and accurately convey information on domestic tourism resources to all parts of the world, and how to enable visiting tourists to easily obtain all the information they need or advice on related services, as well as how to utilize the boundless reach of the Internet for providing services and conducting transactions

online. Under this plan, following the example of Europe, Japan and other advanced countries, assistance will be given to local governments and tourist organizations to collaborate with private tourism businesses in setting up travel information centers or kiosks at major tourist gateways, stations and sites to provide information and advisory services to tourists. Also, we will use the tourism portal website set up by the Tourism Bureau as the basis for a collaborative effort by hotel, travel, and pleasure-ground operators, public scenic area administrative agencies, local government tourist promotion units, and private tourism organizations to build a comprehensive travel information network. At the same time, we will set up a tourism advisory service hotline, to give international tourists a channel for inquiring about transport, tourism, and emergency contact information.

Furthermore, it is often the service attitude and professionalism of frontline tourism personnel who serve international tourists that gives foreign visitors their first impression of Taiwan, and thus there is an important need to raise the service efficiency and quality of people currently working in the tourism industry. On the one hand, this calls for targeting the all-round enhancement of both quality and ability in the performance of those currently serving as frontline personnel in the tourism industry, such as tour leaders, tour guides, tourist hotel receptionists, taxi drivers, bus drivers, and so on; and on the other hand, it calls for building stronger educational cooperation with the relevant departments of schools and colleges as well as the integration of community resources.

- Benefits:
  1. Making it easier for domestic and foreign tourists to obtain all kinds of information and have access to all kinds of resources for assistance in the course of their travels, and thus enhancing the quality of tourism.
  2. A complete travel information service network will enable the reduction of expenditure on traditional forms of promotion, ensure that the promotional message penetrates deeply into the target markets, reach out boundlessly, and give international tourists a swift and easy means of inquiring about all kinds of tourism information and services.
  3. Strengthening a shared commitment among people working in the tourism industry, on school campuses, and within society at large to promote tourism, and making headway toward realization of the concept of “everybody having tourism in their heart.”
- Timeframe: 2003~2007.
- Cost: Overall expenditure of NT\$42 million.  
NT\$8 million already allocated in 2003, and NT\$10 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications

### **5.3.3 Plan to Upgrade the Quality of General Tourist Hotels**

- Outline:  
As existing international tourist hotels will not have the capacity to meet the demand created by the doubling of tourist

arrivals, it is necessary to take active steps, through the provision of concessional loans, to help ordinary hotels upgrade the quality of their facilities and services to international standard, so that they are able to satisfy the requirements of international tourists.

- **Benefits:**  
Raising the capacity of ordinary tourist hotels to accommodate international tourists, and strengthening Taiwan's competitiveness in the international tourism market, with the assisted upgrading of a projected 20 thousand hotel rooms boosting the development of source markets for international visitors to Taiwan.
- **Timeframe:** 2003~2007.
- **Cost:** Overall expenditure of NT\$38 million, allocated in full in 2003.
- **Authority in charge:** Tourism Bureau, Ministry of Transportation and Communications.

#### **5.3.4 Plan for BOT Construction of Inexpensive Hotels in the Taipei Metropolitan Area**

- **Outline:**  
The majority of international tourists visiting Taiwan make a stopover in the Taipei metropolitan area, creating a need to increase the capital city's supply of hotel rooms. This can best be achieved by making state-owned land available and encouraging the private sector to build moderately priced hotels using the build-operate-transfer (BOT) model of development.
- **Benefits:**

Raising the Taipei metropolitan area's capacity to accommodate international tourists, by supplementing the insufficient supply of international tourist hotels with high-quality, moderately priced accommodation facilities.

- Timeframe: 2004~2007.
- Cost: Overall expenditure of NT\$10 million (planning fees).
- Authorities in charge: Tourism Bureau, Ministry of Transportation and Communications; National Property Bureau, Ministry of Finance.

### **5.3.5 Developing International Tourist Resort Areas**

- Outline:

Although Taiwan has nearly one hundred tourist hotels, most of those in metropolitan areas are business hotels, while only very few in scenic areas are holiday resort hotels, and there are still no international-grade beachside or lakeside resort hotels. This makes it difficult to attract a significant segment of international holidaymakers to Taiwan. To develop this segment of the tourism market, and build a more complete development environment for the tourism industry, we need to take a leaf from the book of other countries' successful experience in adopting groundbreaking thinking and methods to develop tourist resort parks with internationally branded tourist hotels. The essential elements of this plan are conceived as follows:

1. Copying the model of the Nusa Dua resort area in the Indonesian island of Bali (which is similar to the method

adopted in Taiwan to develop industrial zones, with the government acquiring land, completing the installation of basic infrastructure, and then selling or renting out building plots to private investors for factory construction), developing one or two holiday resort parks at appropriate sites with five to ten tourist hotels located in each.

2. Each tourist resort park will in principle cover an area of 200~300 hectares. Its basic public facilities and utilities (roads, water, electricity, sewage systems, etc.) will be built with public money by the competent government agency or an authorized development organ, and should include a golf course, a beach recreation area, and a marina. The remainder of the land will be made available for the construction of hotels (with each parcel of land approximately ten hectares in size).
3. The building plots will be made available to investors for the construction of 5-star resort hotels on a BOT basis, subject to the requirement that the hotels be under the management of internationally renowned hotel chains to facilitate their marketing.
4. Implementation strategy:
  - (1) As the resort parks should in principle be situated on state-owned land, any private land within the sites will be compulsorily acquired at a fair market price.
  - (2) Laws and regulations will be amended as required.
  - (3) The government should offer adequate tax incentives and concessional loans to help attract foreign investors to

participate in the project.

(4) A drive will be undertaken to draw investment in the project from international enterprises.

■ Benefits:

1. Increasing the supply of tourist resort hotels, and helping develop visitor source markets for holiday resort guests from overseas.
2. Bringing clusters of internationally branded hotels to Taiwan, which will be favorable to promoting and marketing Taiwan as a tourist destination.
3. Promoting the internationalization of Taiwan's tourist hotels, which will enhance Taiwan's international tourism image.

■ Timeframe:

2005~2008 for completing the development of a park at one location.

2005 completion of site selection, feasibility study and preliminary planning;

2006 conducting land development approval process (including environmental impact assessment process);

2007 completion of site preparation and work on basic infrastructure;

2008 soliciting and approving investors for hotel construction on a BOT basis.

- Cost: Planning expenditure of NT\$2 million in 2005; land development expenditure (including infrastructure construction) of around NT\$2 billion.

- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

## **5.4 International Tourism Publicity and Promotion**

Targeting international tourists is a means of earning foreign exchange from tourism while at the same time tapping into a vital source of tourists to balance the gap between peak and off-peak demand from domestic tourists. To put Taiwan's tourist industry development on a sound footing, it is essential to give full attention to and actively pursue the development of adequate source markets for foreign tourists. Although Taiwan has beautiful natural scenery and an abundance of cultural tourism resources, they have never been publicized to a sufficient extent to make them well known internationally, so that many people around the world still think of Taiwan as an industrial island without any status in the realm of tourism. Therefore, our tourism resources and travel products need to be vigorously publicized and marketed in order to be able to attract foreign tourists to visit Taiwan. This plan will target the development of main and secondary visitor source markets, and make optimum use of the promotional capabilities of government offices overseas to vigorously enhance Taiwan's new tourism image and effectively attract international tourist visitors to Taiwan.

### **5.4.1 Plan for Developing Visitor Source Markets**

#### **■ Outline:**

The aim of this plan is to strengthen the formulation of marketing measures for target markets to support achievement of the goals of increasing Taiwan's annual international tourist arrivals to two million and its international visitor arrivals to five million by 2008. For example, schemes for promoting



Taiwan as a tourist destination in current main target markets such as Japan, Hong Kong, Southeast Asia and the United States include lengthening the stay of business visitors, mapping out a “Plan for Silver-haired Japanese to Spend the Winter in Taiwan” aimed at better tapping into middle-aged and elderly Japanese as a source of visitors, and plans for developing new visitor sources by specifically attracting young people, women, study tours, overseas Chinese, and so on. Also, the development of secondary target markets will need to be approached as a long-term goal, focusing on such countries as the United Kingdom, France, Germany, Australia and New Zealand.

To strengthen international publicity and market promotion, we will need to integrate relevant government agencies’ international marketing resources, and take advantage of opportunities to participate in international trade fairs and international activities for promoting agricultural products, while conducting international publicity campaigns for Taiwan as a tourist destination. These will need to be accompanied by efforts to strengthen marketing on the Internet

■ Benefits:

1. Increasing foreign exchange earnings and improving the balance of payments deficit in the tourism sector. Achieving the goal of five million visitor arrivals in 2008 could yield approximately US\$7 billion in foreign-currency tourism revenue.
2. Drawing international visitors to make up for the lack of domestic tourists at off-peak times can put the operation of the tourism industry on a much sounder footing and reduce

the price of tourist products at peak times.

3. Integrating the marketing resources of central government agencies will enhance opportunities for giving exposure to Taiwan's tourism industry and give the international community a deeper impression of Taiwan's tourist attractions.

- Timeframe: 2003~2008.
- Cost: Overall expenditure of NT\$1.015 billion.  
NT\$200 million already allocated in 2003, and NT\$215 million in 2004.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

#### **5.4.2 Taiwan Exposition 2008**

- Outline:

With the completion of projects under the Six-Year National Development Plan in 2008, Taiwan will become one of Asia's most shinningly developed countries as well as one of its most mature democracies. If it can hold a large-scale exposition at this time, it will surely be able to raise Taiwan's international visibility and enhance its overall economic competitiveness.

This plan embraces the four-faceted vision of "Taiwan heart, global horizons, human aspiration, harmonious peace", combining the three elements of "culture, science & technology, and the world" under the twin exposition themes of "new horizons for civilization" and "the cutting edge of science and technology." To take advantage of the opening of the high-speed railway in 2005, plans will be made for the

construction of mid-sized international exhibition halls in new towns along the railway line. The exposition should be an opportunity to showcase Taiwan's scenic attractions, make the world aware of Taiwan's new face, and bring the world into contact with the new Taiwan, to resoundingly achieve the goal of "attracting tourists and marketing Taiwan." Moreover, as Taiwan is not a member of the International Exhibitions Bureau (BIE), it will undertake all the arrangements for the 2008 exposition by itself. Carrying an estimated price-tag of NT\$19.5 billion, the exposition will be organized under the following strategic framework:



人文 = Culture

科技 = Science & technology

世界 = The world

科技最前線 = The cutting edge of science & technology

文明新視野 = New horizons for civilization

2008 台灣博覽會 = Taiwan Exposition 2008

三元融合 = Fusion of three into one

四海一家 = One family of all mankind

佈建策展 = Set-up scheme

推動機制 = Implementation mechanisms

創造永續 = Creating sustainability

發展環境 = Developing the environment

建構世界 = Global evolution

科技基地 = Sci-tech base

整備全民 = Universal mobilization

菁英網路 = Elite Internet

啟動全球 = Global activation

行銷動能 = Marketing impetus

推動組織 = Organization

專法訂定 = Passage of special law

展館建設 = Building venues

營運管理 = Business management

成立中央及地方政府推動組織 = Setting up executory organization at central and local government levels

籌設或甄選辦理 2008 台灣博覽會法人組織或機構 = Setting up or selecting a corporate organization or institution to organize the Taiwan Exposition 2008

申請加入國際展覽局 (BIE) = Applying to join the International

## Exhibitions Bureau

蒐集世界博覽會相關資訊 = Collecting data on world expositions

制訂博覽會特別法 = Enacting a special statute for the exposition

修訂博覽會相關法規 = Amending and enacting exposition-related laws and regulations

研訂博覽會相關政策及執行綱要 = Mapping out exposition-related policies and implementation guidelines

擬定場址甄選機制並辦理甄選 = Formulating a site-selection mechanism and conducting selection

規劃執行及專案控管展館建設 = Planning the implementation and project management of exhibition hall construction

整建博覽會會場週邊環境 = Sprucing up exhibition venue environs

招商作業及全球行銷 = Soliciting participants and marketing globally

會展產業專業人才培訓及交流 = Training and exchanges of specialized personnel for meetings and exhibitions industry

展會及會後營運管理 = Exhibition and post-exhibition operations management

架構資訊服務網路 = Structure of information services network

國內整合行銷及預展活動 = Domestic integrated marketing and pre-exhibition activities

- Benefits:
  1. Holding the Taiwan Exposition 2008 will give a boost to ensuring that major national development projects are completed according to schedule.
  2. The exposition will enhance Taiwan's international standing, enhance our people's sense of participation in international events, lay the foundations for development of the conference and exhibition industry, foster talent to serve in the conference and exhibition industry, and showcase the achievements of Taiwan's service and high-tech economy.
- Timeframe: 2004~2008.
- Cost: Overall expenditure of NT\$19.5 billion.
- Authority in charge: Ministry of Economic Affairs.

### **5.4.3 Creative Marketing**

- Outline:

Besides carrying out promotional work for international tourism through existing publicity mechanisms, if we can utilize effective and creative marketing channels to promote top-quality travel products, we should be able to achieve twice the results with half the effort. Accordingly, we will in future make use of television and film publicity, sports competitions and events, regionalized marketing approaches, and so on, to make the most of creative methods in marketing Taiwan to the world.
- Benefits: Increasing Taiwan's international exposure, projecting diverse images of Taiwan's tourist attractions, and expanding the source markets for visitors to Taiwan.
- Timeframe: 2005~2007.

- Cost: Overall expenditure of NT\$150 million.
- Authorities in charge: Tourism Bureau, Ministry of Transportation and Communications; Government Information Office.

## 5.5 Developing New Tourism Products

Taiwan is a treasure island endowed with abundant natural attractions and a diverse culture for its tourism industry to tap into. Besides using the mechanism of package tour routes to link together tourist sites, we still need to go further in taking advantage of tourism resources that have not been incorporated into package tour routes, or drawing on the potential lure of cultural sites in urban areas such as museums, art galleries, zoos, artistic events, and so on, to plan and develop new tourist attractions, packaging Taiwan's distinctive features to create products that enrich the content of tourism in Taiwan.

### 5.5.1 Repackaging Existing Tourist Attractions

- Outline:

Selecting and evaluating existing places of interest such as museums, arts performance venues, tourism towns, night markets, hot springs, etc., that have potential or possibilities for development into tourist attractions with international appeal, targeting them for repackaging as benchmark attractions, and coordinating with tour operators to incorporate them into tour itineraries according to market demand.
- Benefits:

Developing tourism products that embody Taiwan's unique

features and have international appeal for marketing Taiwan internationally.

- Timeframe: 2005~2008.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.

### **5.5.2 Planning and Assistance for Emerging Tourism Products**

- Outline:

Selecting touristic resources that possess competitive advantages and features distinctive to Taiwan, and planning their packaging as tourist products, targeting demand from distinct tourist source markets, to create tourism products that are unique to Taiwan and clearly distinguishable from those of competing tourist destinations, including products in such categories as ecotourism, agricultural tourism, homestay holidays, mountain climbing & hiking, and so on.
- Benefits:
- Timeframe: 2005~2008.
- Cost: Overall expenditure of NT\$400 million.
- Authority in charge: Tourism Bureau, Ministry of Transportation and Communications.