

## ※ 2012 Tourism Policies

Following the implementation of the “Project Vanguard for Excellence in Tourism” and Medium-term Plan for Construction of Major Tourist Sites,” the “Taiwan – The Heart of Asia” and “Time for Taiwan” core promotional slogans were instituted to boost the island on the road to becoming “The Heart of Asian Tourism.”

## ※ Key Points of Tourism Policy Implementation in 2012

- ◆ 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 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 “2012-2013 Tourism Promotional Focus” under the principles of sustainability, quality, amity, life, and diversity. Internally, this involves the advancement of balanced development of regional economies and tourism, along with the optimization of the lives of local residents and the quality of travel; externally, it calls for the reinforcement of Taiwan’s tourism brand image internationally, the deepening of the emotional experience of international travelers, and the building of an environment with tourist attractions in all corners of the island.
- ◆ Implementation of eco-tourism and development of a green island, with Little Liuqiu serving as a demonstration island for eco-tourism, along with continued implementation of bikeway construction and improvement, marketing of the “Hualien-Taitung String-of-Pearls Spotlights,” introduction of LOHAS tour itineraries and a large-scale international bicycle competition, and realization of energy-conserving, low-carbon tourism.
- ◆ Implementation of the Taiwan Easy Go and Taiwan Tourist Shuttle programs, assistance for local governments in providing comprehensive transportation networks, integration of regional and inter-regional package tickets, and use of the GIS/GPS mechanism to provide travel information.