

發展計畫 Development Plan



Tourism 2025 – 臺灣觀光邁向 2025 方案 Taiwan Tourism 2025

為實現「觀光立國」之願景，及「觀光主流化」的施政理念，並落實「Tourism 2030 臺灣觀光政策白皮書」之發展目標，打造臺灣成為「亞洲旅遊重要的目的地」。因應新冠肺炎（COVID-19）疫情之衝擊，優先以提升國民旅遊品質、促進疫後產業轉型為目標，後續配合全球疫情及國境管制之發展，漸次布局國際觀光市場，擦亮臺灣從防疫大國成為觀光大國的觀光品牌形象。

前期為「提升國民旅遊品質、促進產業疫後轉型」 Early Phase: Upgrading Domestic Tourism and Promoting the Post-Pandemic Transformation of the Tourism Industry

將透過「打造魅力景點、整備主題旅遊、優化產業環境、推展數位體驗」等主要策略，穩固國民旅遊體質，作為後續推展國際觀光的基礎。

打造魅力景點

Creating attractive destinations

配合行政院向山致敬、向海致敬、地方創生等上位政策，積極盤點整體觀光資源，並運用觀光圈及產業聯盟，推展區域旅遊品牌，營造地方性、異質性魅力景點，並完善景區公廁、指標設施及通用、安心旅遊環境，提升整體旅遊品質。

The Taiwan Tourism 2025 campaign was launched to realize the vision of a "tourism-based country," the policy concept of "mainstreaming tourism," and development goals under the "Tourism 2030: Taiwan Tourism Policy White Paper" to make Taiwan an "important tourism destination in Asia." In response to COVID-19, the campaign prioritized improving the quality of domestic tourism and promoting the post-pandemic transformation of the tourism industry. It also aimed to gradually develop international tourism markets in line with global pandemic-related border controls. One part of this effort is to highlight Taiwan's success at fighting the pandemic, which has helped create a positive image for the country and strengthened its position as a tourism power.

The Tourism Bureau stabilized the domestic tourism market through a strategy focused on "creating attractive destinations, preparing theme tours, optimizing the industrial environment, and promoting digital experiences." This laid a foundation for follow-up promotion of international tourism.

In conjunction with the Executive Yuan's Tribute to the Mountains, Tribute to the Seas, local revitalization, and other high-level policies, the Tourism Bureau inventoried tourism resources, as well as promoted regional tourism brands and created local and heterogeneous attractions through tourism circles and industry alliances. It also improved scenic area restrooms and signage to create an accessible and safe travel environment and lift overall tourism quality.



整備主題旅遊

Preparing Theme Tours

落實觀光主流化，擴大跨域及跨部門合作，開發精緻、深度、在地、特色之多元主題旅遊產品，並推廣百大小鎮結合自行車、鐵道、跳島、博物館等主題旅遊路線；同時，整合中央及地方資源，開發在地特色之觀光活動，並推廣臺灣觀光雙年曆，傳承國際標竿觀光活動經驗。

優化產業環境

Optimizing the Industry Environment

強化觀光產業疫後轉型能量，運用跨領域或跨技術之結合，優化產業經營環境及管理機制，培養觀光產業數位能力，培養專業觀光人力，提升產業服務品質，開創疫後轉型商機。

- 旅行業：促進旅行業轉型，輔導開發創新特色、深度體驗之旅遊產品，強化跨領域整合，引導供應商服務優化，並導入 ERP、電子交易憑證等數位化經營，開創轉型商機。

- 住宿業：協助旅宿業者硬體規劃更新，並導入 ERP、PMS、自助式入住櫃檯等數位化經營及協助建立無障礙、穆斯林及友善旅宿環境，並持續推動好客民宿遴選活動，辦理輔導訓練課程，整備國內旅宿業接待環境，優化產業軟體品質。

- 觀光遊樂業：輔導觀光遊樂業轉型，輔導結合戶外教學、樂齡、穆斯林市場，營造特色品牌、導入通用設施及數位化系統等。

推展數位體驗

Promoting Digital Experiences

善用數位科技導入觀光產業、旅遊場域及旅運服務，推展數位旅遊服務整合，提供自由行旅客即時、便利之數位觀光體驗及旅運服務；並強化數位體驗，推動探索行動化、體驗立體化（AR、VR）等數位加值服務，加強與數位媒體合作，擴大觀光數位行銷效益。

The Tourism Bureau took measures to mainstream tourism, expand cross-domain and interdepartmental cooperation, and develop refined, in-depth, local, and specialty tourism products. The Bureau promoted theme tour routes combining bicycling, railway travel, island hopping, museum visits, and other features in 100 towns. It also brought together central and local government resources to develop locally distinctive tourism activities and promote the biannual Taiwan tourism calendar and world-class tourism activities.

The Tourism Bureau integrated disciplines and technologies from different fields to optimize the industry environment, upgrade management mechanisms, foster digital literacy, enhance overall skill levels, and improve service quality. The focus of these efforts is to strengthen capabilities and stimulate innovation as the tourism sector emerges from the challenges of the current pandemic.

- Travel Agencies: In order to promote transformation within the travel agency sector, the Tourism Bureau helped travel agents develop new innovative tourism products that offer distinctive and in-depth experiences to travelers. This included enhanced cross-domain integration and assisting suppliers in optimizing their services. We also introduced concepts and trends such as Enterprise Resource Planning (ERP), electronic transaction certification, and other digital operations to help businesses transform themselves and create new opportunities.

- Hotels: The Tourism Bureau provided guidance to the hotel industry in facilities planning, upgrading and the implementation of ERP, Performance Management Systems (PMS), self-serve check-in counters, and other digital operations. The Bureau also assisted hotels in the development of accessible and Muslim-friendly accommodation environments. The Taiwan Hosts selection activity was continued with guidance on training courses, preparation of the domestic hotel reception environment, and the optimizing of industry services and facilities.

- Amusement Parks: Guidance was provided to the amusement park industry in several areas. This included support in transforming operations, creating distinctive brands, integrating outdoor learning, active aging programs, attracting larger numbers of Muslim guests, and introducing accessible facilities as well as new digital systems.

The Tourism Bureau encouraged the adoption of digital technologies in the travel and tourism sectors, the integration of digital travel services, and the development of real-time, convenient digital tourism experiences and travel services for independent travelers. The Bureau also endeavored to assist in areas such as strengthening digital experiences, developing mobile exploration concepts, augmented/virtual reality (AR/VR), and other digital value-added services. We also encouraged closer cooperation with digital media to expand the benefits of digital tourism marketing.

後期全力衝刺「廣拓國際觀光市場、加大國際行銷力道」 Later Phase: All-out Push to "Expand the International Tourism Market and Strengthen International Marketing"

將透過「廣拓觀光客源」策略漸次布局，精準開拓客源，並擦亮臺灣觀光品牌形象。

The Tourism Bureau deployed a strategy for target expansion of international visitor source markets and enhancing Taiwan's tourism brand image.



The Tourism Bureau will prioritize the recovery of the inbound visitor market followed by an emphasis on steady growth after COVID-19 restrictions are lifted. Promotions will be adjusted according to the pandemic situation. Focal points include targeted marketing aimed at attracting international visitors with relatively high consumption patterns, as well as enhancing regional tourism marketing and the development of international marketing partnerships.

廣拓觀光客源 Expanding visitor source markets

視疫情發展之變化漸次調整宣傳步調，疫情解封後，優先復甦來臺旅客人次為目標，再衝刺穩定成長。重點包含精準開拓國際市場客源，爭取高消費目標客群，並強化區域觀光行銷效能及國際行銷夥伴關係。



推動觀光局改制觀光署 Reorganizing the Tourism Bureau as the Tourism Administration

觀光局主司觀光資源開發、觀光產業管理、國際觀光行銷、國民旅遊推廣等業務，轄管業務多元且龐大，因應我國觀光產業轉型及觀光多元發展等挑戰，現行觀光局組織架構及人力實不堪負荷。為健全觀光組織功能，兼負政策擬定與執行，以全面整合觀光資源，厚植國民旅遊基礎及開拓國際市場。及落實「Taiwan Tourism 2030 - 臺灣觀光政策白皮書」揭示「觀光局改制為觀光署」之政策方向，並為實現「觀光立國」願景及「觀光主流化」的施政理念，並促進中央與地方各級政府在施政上協助我國發展觀光，故持續推動觀光局改制觀光署。

為配合永續觀光發展趨勢，用更高格局的前瞻思維，強化資源整合、產業發展、區域觀光、數位觀光等方向發展，觀光局重新檢討調整原觀光署組織法草案內容，並於 109 年 9 月 26 日陳報觀光署組織法草案至交通部，再由交通部於同年 10 月 30 日重行函送行政院審議，展現對發展觀光的決心與重視；同時觀光局另成立「交通部籌設觀光署諮詢小組」，以協調跨機關事項並凝聚各方共識，強化資源整合效果。



The Tourism Bureau is in charge of tourism resource development, management of the tourism industry, international tourism marketing, and domestic tourism promotion. In addition to these diverse and far-reaching tasks, it faces the challenge of transforming and diversifying Taiwan's tourism industry. Accomplishing these tasks successfully is an increasingly difficult challenge given the limits inherent in the Bureau's current organizational structure and manpower level. The government has therefore continued to promote the restructuring of the Tourism Bureau into a new Tourism Administration in order to strengthen its tourism-related organizational functions and to enhance its capabilities in areas such as formulating and implementing policies geared toward integrating tourism resources, strengthening the base of domestic tourism, and expanding inbound international tourism markets. This reorganization aligns with the policy course outlined in the Taiwan Tourism 2030—Taiwan Tourism Policy White Paper, which includes the goal of achieving the vision of a "tourism-based country" and the policy concept of "mainstreaming tourism." The White Paper also recommends increased central and local government policy support for tourism development.

In line with the trend toward sustainable tourism, the Tourism Bureau will adopt higher-level, forward-looking thinking to strengthen resource integration, industrial development, regional tourism, e-tourism, and other developmental directions. It reviewed and then amended the draft Tourism Administration Organic Law, and then submitted this to the Ministry of Transportation & Communications (MOTC) on September 26, 2020. The MOTC presented the draft law to the Executive Yuan for deliberation on October 30th of that year to demonstrate its determination and its emphasis on tourism development. The Tourism Bureau also established an "MOTC Advisory Group for Planning the Establishment of the Tourism Administration" to coordinate inter-agency affairs, build consensus, and strengthen resource integration.

