



願景 Vision

— 觀光發展新藍圖 —

疫後轉型 · 國旅先行、攜手迎接 · 臺灣五好

— New Blueprint for Tourism Development —

Post-COVID Transformation · Priority on Domestic Tourism, Welcome Hand-in-Hand · Five Good Things about Taiwan

觀光是驅動經濟發展的重要引擎，觀光局透過「Taiwan Tourism2030 臺灣觀光政策白皮書」規劃，以「觀光立國」為願景、「觀光主流化」之理念，輔以配合觀光局改制觀光署，確立觀光產業在國家社經發展政策之位階，以更高格局前瞻思維，配合永續觀光發展趨勢，強化資源整合、產業發展、區域觀光、數位觀光、國際觀光等方向發展，幫助觀光發展找到未來永續新方向。

臺灣觀光受疫情衝擊期間，觀光局以「疫後轉型、國旅先行」的策略布局，透過推動多項紓困及振興方案，與觀光業者共度難關，築底國旅市場發展及品質，並做為後續推展國際觀光的基礎。有鑑永續發展是 21 世紀全球性的重要議題，觀光局持續推動「Tourism 2025- 臺灣觀光邁向 2025 方案」，落實「打造魅力景點、整備主題旅遊、優化產業環境、推展數位體驗、廣拓觀光客源」5 大策略，以「持續提振國旅、布局衝刺國際」為目標，具體整備臺灣軟硬體實力，協助觀光業者升級轉型，提升產業營運及服務量能，積極邁向「臺灣五好」。

Tourism is an important engine of economic development. In line with the 2030 Taiwan Tourism Policy White Paper, the Tourism Bureau has outlined a vision rooted in the principles of a "tourism-based country" and "mainstreaming tourism." In coordination with the restructuring of the Tourism Bureau as the Tourism Administration, development of the tourism industry will happen at the higher and more forward-looking level of national social and economic development policy. It will also align with sustainable tourism development trends through strengthened resource integration, industrial development, and development of regional tourism, e-tourism, and international tourism to put tourism development on a sustainable new future path.

With Taiwan's tourism industry continuing to feel the impact of COVID, the Tourism Bureau laid out a strategy of "post-COVID transformation with a priority on domestic tourism." Several bailout and revitalization plans were launched to help tourism businesses overcome difficulties, lay the groundwork for domestic tourism market development and quality improvement, and provide a basis for follow-up promotion of international tourism. Sustainable development is an important global issue in the 21st century. The Tourism Bureau continued to promote the Taiwan Tourism 2025 campaign to implement a five-pronged strategy of "creating attractive destinations, preparing theme tours, optimizing the industrial environment, promoting digital experiences, and expanding tourist sources." These initiatives aim to "continue to lift domestic tourism and rally forces to tap the international market" by concretely strengthening services and facilities to help tourism businesses upgrade and transform, upgrade industry operations and service capacity, and press ahead on the "Five Good Things about Taiwan."



臺灣好魅力 – 打造魅力據點

Charming Taiwan – Creating an Attractive Destination

加速觀光景區建設，積極推動「觀光前瞻建設計畫」，打造 6 大國際魅力景區，並建設國家風景區重要觀光景點 56 處，同時，提升地方重要景區及廊帶之旅遊環境，讓臺灣處處充滿魅力。

The Tourism Bureau fast-tracked construction of tourist attractions and actively promoted the Forward-looking Tourism Development Plan, including the creation of six major international attractive scenic spots and 56 important tourist attractions at national scenic spots. The bureau also worked to improve the tourism environment at major local scenic spots and corridors to present Taiwan in its full charm.



臺灣好多元 – 整備主題旅遊

Diverse Taiwan – Preparing Theme Tourism

整合觀光圈資源，加強跨域合作，整合生態、文化、美食及樂活等 4 大主題，行銷各主題之亮點建設、活動、遊程，推廣臺灣旅遊體驗的多元精彩。

The Tourism Bureau integrated tourism resources, strengthened cross-regional cooperation, and integrated four major themes: ecology, culture, food, and LOHAS life. It also marketed highlights, activities, and tours for each theme and promoted the diverse and exciting experiences awaiting visitors to Taiwan.



生態
Ecology



文化
Culture



美食
Food

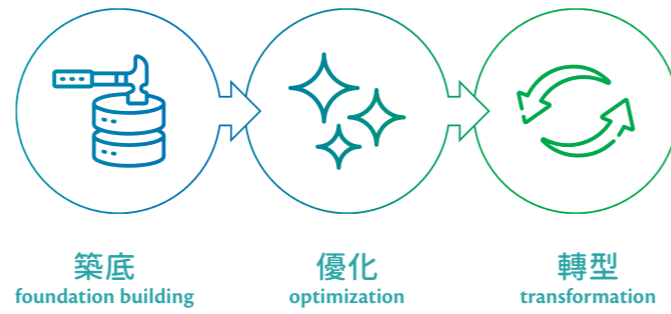


樂活
LOHAS

臺灣好服務 – 優化產業環境 Taiwan's Good Service – Optimizing the Industry Environment

從築底、優化到轉型三策略，落實防疫旅遊安全，提升觀光產業數位、創新、品牌經營能力，並部署疫後觀光人力，以精進產業服務質量，讓臺味服務感動旅人的心。

From the three strategies of foundation building, optimization, and transformation, the Tourism Bureau is implementing COVID prevention and travel safety, while improving the digital, innovation, and brand management capabilities of the tourism industry. It is also deploying post-COVID tourism manpower to improve the quality of industry services and touch the hearts of visitors with Taiwan-style service.



臺灣好暢遊 – 推展數位體驗 Good Travels in Taiwan – Promoting Digital Experiences

推動景區數位管理，導入熱門景區人流 / 車流管理機制，並推廣台灣好行數位服務，以及景區 AR、VR 體驗，以即時資訊提供完善旅遊服務及數位體驗，讓旅客便利暢遊臺灣。

The Tourism Bureau promoted digital management, adopted personnel flow and traffic management mechanisms in popular areas, Taiwan Tourist Shuttle digital services, AR and VR scenic site experiences, and real-time information to enhance travel services, digital experiences, and travel convenience in Taiwan.



臺灣好集客 – 廣拓觀光客源 Taiwan's Visitor Attraction – Expanding Visitor Sources

推廣國旅券及特色團遊，創造話題，鼓勵開發特色新遊程，拓展國內旅遊市場熱潮；同時，維持國際網路聲量、創新行銷，規劃於主要市場宣傳臺灣為國際旅客優先選擇之疫後安心旅遊目的地。2021-2022 年是發展國旅重要關鍵年，期待全球疫情逐步解封，鎖定重點入境市場，全力做好配套準備，吸引國際旅客來臺，與疫共存共舞，迎接觀光曙光。

The Tourism Bureau promoted domestic travel vouchers and specialty group tours to generate buzz and encourage the development of unique new itineraries and drive expansion of the domestic tourism market. The bureau maintained Taiwan's international online profile with innovative marketing, including plans to promote Taiwan in major markets as a safe, first-choice destination for international tourists after COVID. 2021 and 2022 are key years in the development of domestic travel. As COVID abates, the Tourism Bureau is targeting key inbound markets and fully supporting preparations to attract international tourists to Taiwan, welcoming a new dawn for tourism in coexistence with the epidemic.

