

## Topic 4: Excellence in Tourism

### 【Discussion】

Upgrading Tourism through Quality Agriculture,  
Health Care, and Cultural and Creative Industries

Tourism Bureau,  
Ministry of Transportation and Communications



**Welcome to Taiwan**

# Report Outline

**I. Foreword**

**II. Current Status**

**III. Implementation Strategies**

**IV. Conclusions**



**Welcome to Taiwan**



# I. Foreword

The Project Vanguard for Excellence in Tourism will connect tourism with the mature products developed by the quality agriculture, health care, and cultural and creative industries. Through tourism marketing and promotion, we will encourage overseas tourists to visit Taiwan to experience in-depth travel, while upgrading and diversifying tourism products.



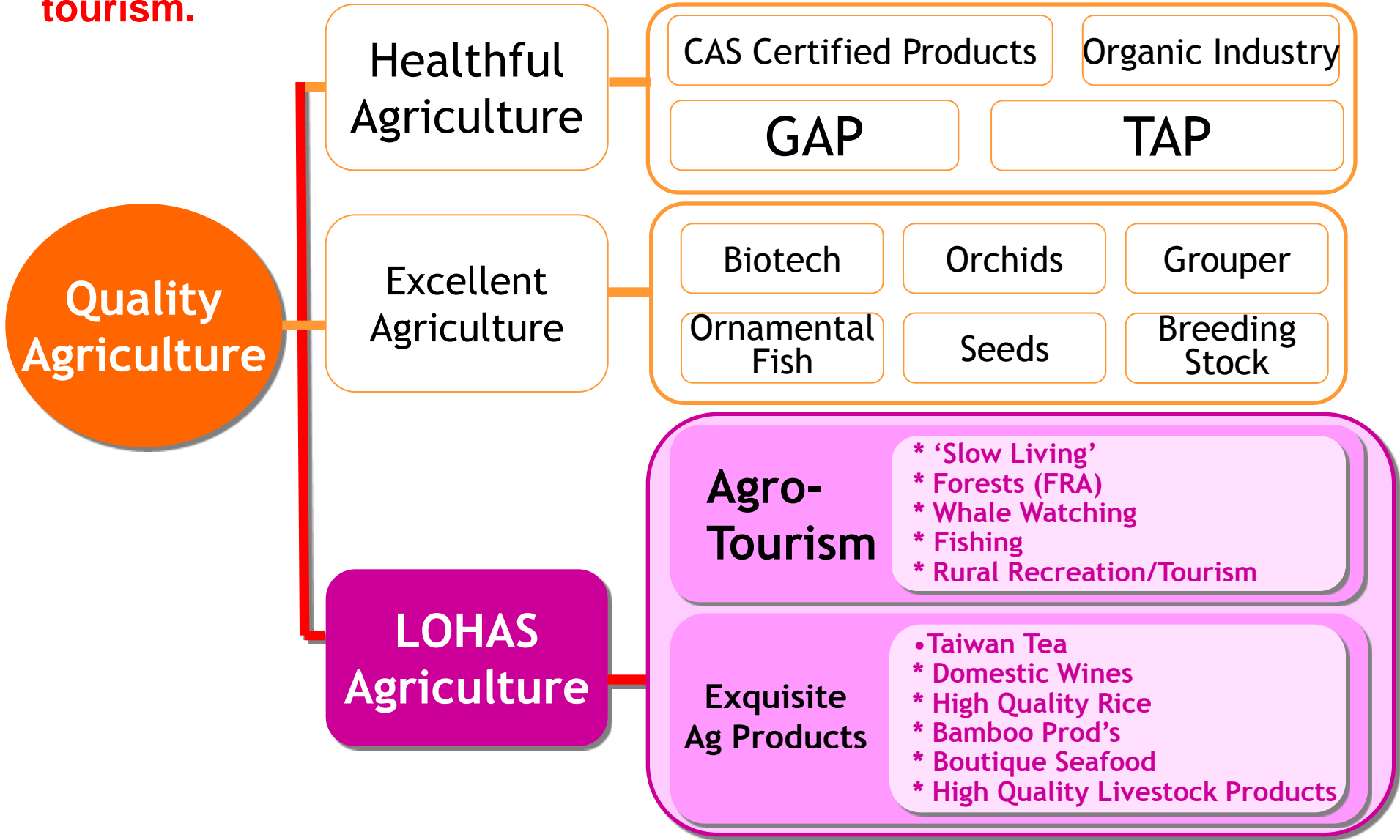
Welcome to Taiwan

## II. Current Status

**Inspect the quality agriculture, health care, and cultural and creative industries to determine how to use the industries to promote tourism.**



**i. Measures advanced by the Council of Agriculture in the *Plan for Health & Excellence in Taiwan's Quality Agriculture Program* concerning tourism.**



# Implement **【Agro-Tourism】** :

## **New Business model**

### **Develop**

**3 flatland forest amusement areas**

**4 model recreation farming areas**

**310 revitalized rural villages**

**4 designated cruise ship areas**

**2 model recreation fishing ports**

## **Open new market**

**Develop of new diverse theme travel**

**Health & Fitness**

**Parent-child learning**

**Experience learning**

**Cuisine & Feasts**

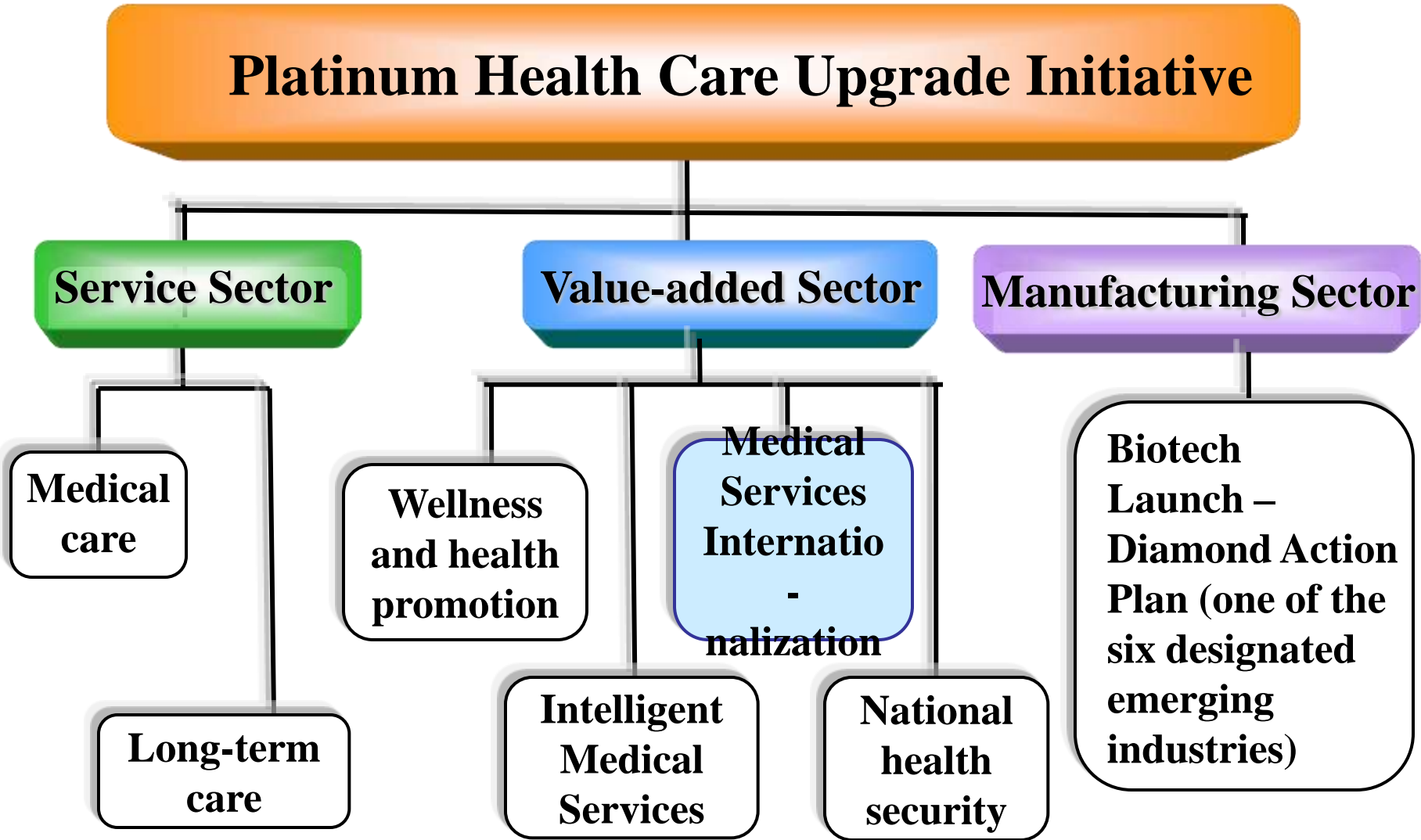
**Stress-reduction and healing**

**Attract 30 million visitors in 2012**

**Explore group tourists from Malaysia, Japan, Korea and mainland China, and Backpackers for Singapore, HK, Europe and America**

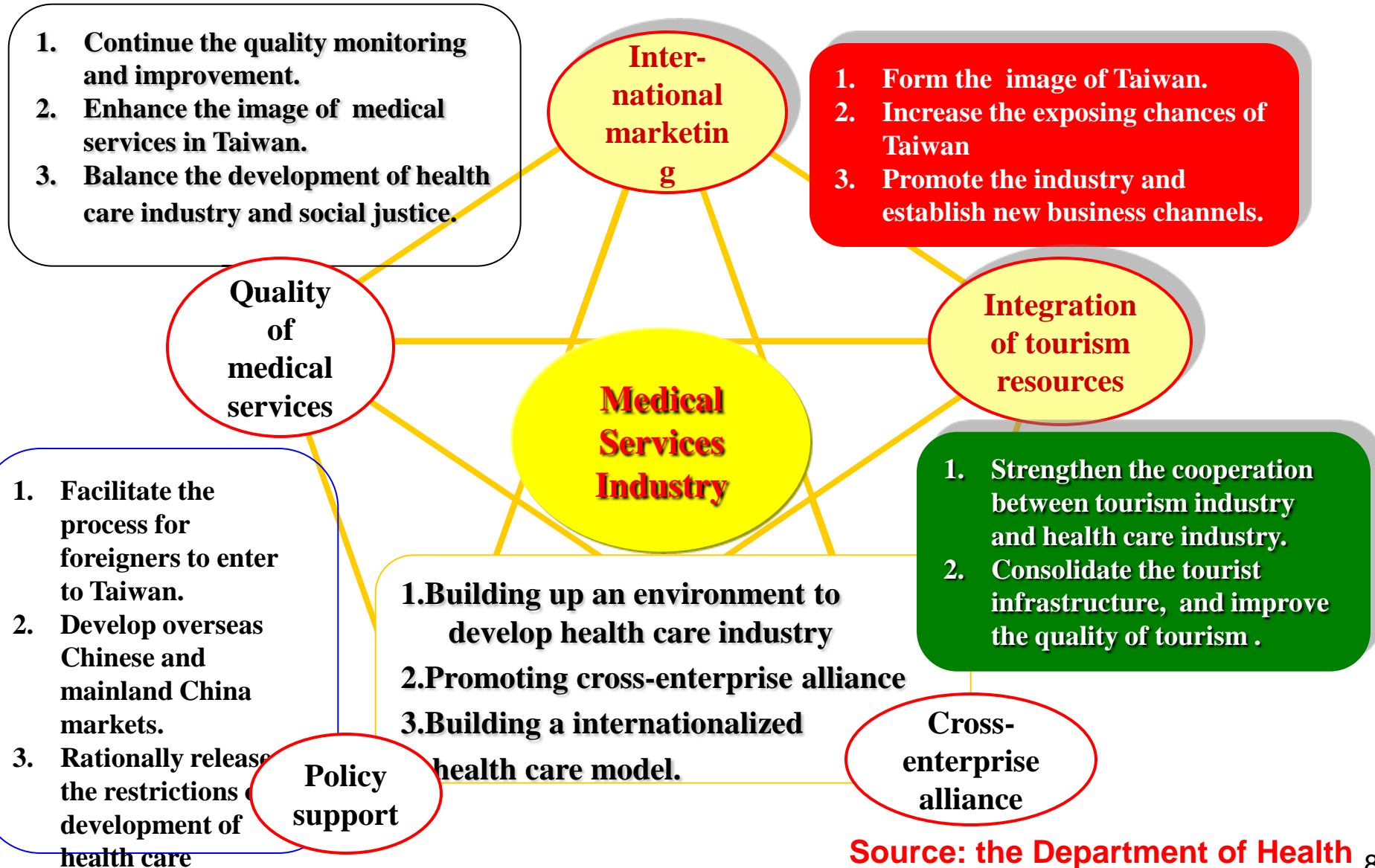
**Introduce Airline and Farm Travel**

ii. Measures advanced by the Department of Health in the *Platinum Program of Health Care Upgrade Initiative* concerning tourism.

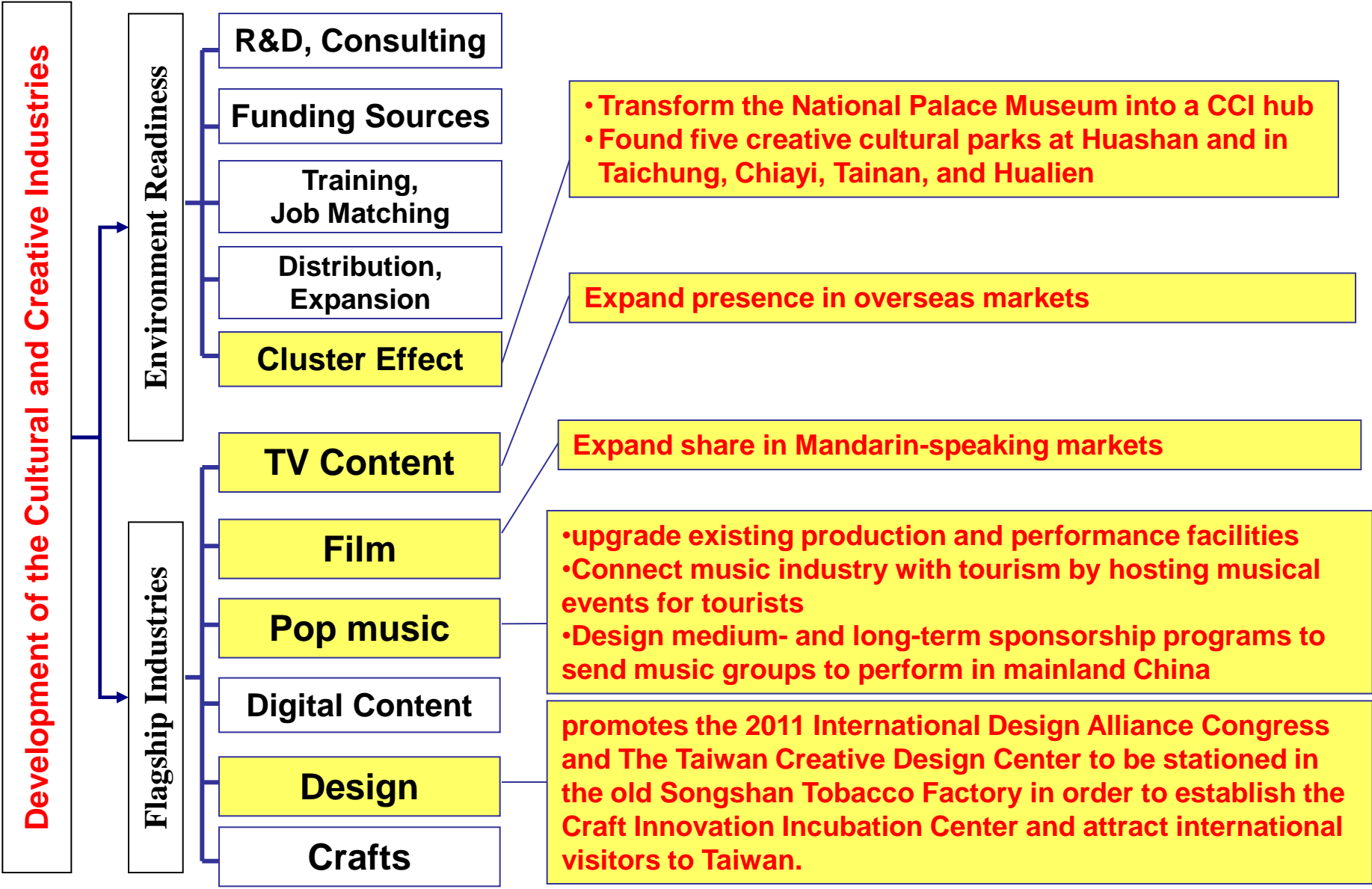


# Medical Services Internationalization Flagship Program

- Promote national image and drive the progress of related industries



### iii. Measures related to tourism advanced by the Council for Cultural Affairs in the Cultural and Creative Industries Development Program



# III. Implementation Strategies

## Strategy 1

Government agencies will realize programs and enrich product content within their mandate

## Strategy 2

The Tourism Bureau is integrating resources, packages, and specialized tourist products

## Strategy 3

The Tourism Bureau will boost international marketing through Project Vanguard for Excellence in Taiwan



## Government agencies will realize programs and enrich product content within their mandate

	<b>Quality Agriculture (Council of Agriculture)</b>	<b>Health Care (Department of Health)</b>	<b>Cultural and Creative industries (Council for Cultural Affairs)</b>
<b>Resources</b>	<ul style="list-style-type: none"> <li>-3 flatland forest amusement areas</li> <li>-4 model recreation farming areas</li> <li>-310 revitalized rural villiages</li> <li>-4 designated cruise ship areas</li> <li>-2 model recreation fishing ports</li> </ul>	<ul style="list-style-type: none"> <li>-3 key advanced health diagnostic medical equipment (MRI, positron emission tomography, computed tomography)</li> <li>-Increase the density of medical and cosmetic treatment facilities to make Taiwan a top global contender</li> </ul>	<ul style="list-style-type: none"> <li>-National Palace Museum as a key location for cultural creativity</li> <li>-5 major creative and cultural parks</li> <li>-6 flagship industries</li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>-Development of new diverse theme travel, such as health and fitness, parent-child learning, hands-on learning, fine dining, and relaxing healing</li> </ul>	<ul style="list-style-type: none"> <li>-Development fo low invasive products, such as health examinations, cosmetics, dental treatment, and renal dialysis</li> </ul>	<ul style="list-style-type: none"> <li>-Development of large-scale popular ehtnic-Chinese music events, Chinese films, popular music</li> <li>-Design venues</li> <li>-2010 International Design Alliance Congress</li> <li>-Major brand names</li> </ul>

**Strategy 2**

The Tourism Bureau is integrating resources, packages, and specialized tourist products

**1. Integration with Quality Agriculture Industry**

**(1) Present innovative itineraries**

**Agriculture tourism**

Visit recreational farms, redesigned village communities, experience and understand farm life



# Ecotourism

- Start with yacht ports and leisure fishing ports, go out to sea to watch and learn about dolphins and whales, and enjoy seagulls.
- Visit forest recreation areas, go hiking, bird watching and enjoy the fresh air and essences of nature
- Organize eco-tourism activities



**dolphin-watching**



**Mountain-climbing**



**bird-watching**

## (2) International marketing and publicity

- Invite recreational farm owners to engage in tourism marketing and attend tourism exhibitions in Hong Kong, Singapore, and Malaysia to conduct face to face marketing with the general population, be interviewed by the local media, and introduce Taiwanese recreational agriculture.
- Invite international media and tour operators to visit and directly experience Taiwan, so that after they return to their countries, they will report on and package products.



### 【Results】 :

- **each year over 60,000 international tourists already visit recreational farms.**
- **40% of tourists who visit Shangrila Farm in Yilan are international tourists.**

## 2. Integration with Health Care


### (1) Present innovative itineraries

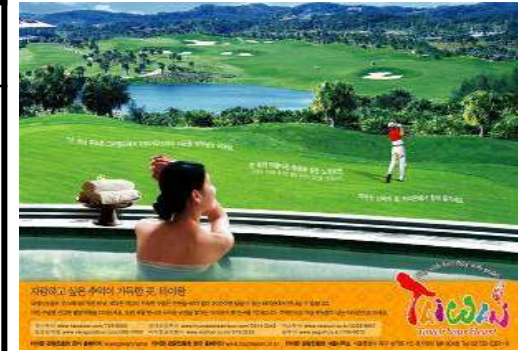
#### Health Tourism

Working with the media and industry professionals, package health tours that unite tourism with such non-intrusive treatments, such as health examinations, specialized Chinese-medicine health care, dialysis, and skin care and cosmetics, and dental care.



# Assist travel agencies and hospitals in packaging health care tourism products

Area	Recommend hospital	Attractions
North	National Taiwan University Hospital , Chang Gung Memorial Hospital, Wan Fang Hospital, Cathay General Hospital, Shin Kong Wu Ho-Su Memorial Hospital, Mackay Memorial Hospital, Adventist Hospital, Taipei Medical University Hospital, Landseed Hospital, Tri-Service General Hospital, Cheng Hsin General Hospital, Cardinal Tien Hospital, Chung Shan Hospital, Taipei Nobel Eyes Service	101 Building, Zhongxiao Commercial Area, Danshui, Palace Museum, Dihua St., Yangmingshan, Wanhua District  
West	China Medical University Hospital Changhua Christian Hospital MetroHarbor Hospital Show Chwan Memorial Hospital Kuang Tien General Hospital Yuan Rung General Hospital Yu-Ming General Hospital	Zhonggang Commercial Area, Puli, Taroko, Lugang, Houfong , Sun Moon Lake
South	National Cheng Kung University Hospital, Kaohsiung Medical University Chung-Ho Memorial Hospital, E-Da Hospital, Yuan's General Hospital, St. Martin De Porres Hospital, Buddhist Tzu Chi General Hospital, San-An Hospital	Xinjuejiang Commercial Area, Ai River , Alishan, Tainan, Guanzi Mountain, Kending
East	Hualien Tzu Chi General Hospital Lotung Poh-Ai Hospital	Aborigine festival, Su'ao cold spring, Hualien whale watching, Taroko, Yeliu, Guanshan



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January 03 - March 31, 2008

行程包括:

1. 高捷水噹噹 豪華套房 2 間 (含早餐) x 2 晚
2. 高捷水噹噹 豪華套房 2 間 (含早餐) x 1 晚
3. 高捷水噹噹 豪華套房 2 間 (含早餐) x 1 晚
4. 高捷水噹噹 豪華套房 2 間 (含早餐) x 1 晚
5. 高捷水噹噹 豪華套房 2 間 (含早餐) x 1 晚

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舒適親密的環境

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桃園總店 134-91-0146	嘉義總店 06-878-8718	大板橋 02-2611-1377	高雄總店 07-826-7216	新竹總店 03-527-1111
台中總店 04-222-1111	台南總店 06-222-1111	高雄總店 07-826-7216	高雄總店 07-826-7216	高雄總店 07-826-7216

## (2) Boost international promotion in coordination with the Medical Services Internationalization Plan

- Encourage travel business operators to develop itineraries for health care travel, health maintenance, and hot spring tourism spots, and give yearly advertising and subsidy incentives.
- Produce various kinds of publicity pamphlets and advertisements.
- Through “Travel in Taiwan,” continually report on special topics each month and publicize activities and information related to health care tourism.
- The Ministry of Foreign Affairs and the Department of Health collaborate to set up Taiwan window displays in the Frankfurt Airport in Germany with the purpose of increasing exposure of Taiwan’s health care tourism.



- Invite foreign and domestic travel business operators to participate in inspections.



Ours Travel Agency from British came to Taiwan for a visit.

Mainland Chinese group came to Taiwan in April 2009 to visit medical care facilities.

### 【Results】 :

- American and Hong Kong travel industry professionals have introduced health check-up tours, attracting around 1,000 people to come to Taiwan each year for health examinations.
- Japanese travel industry professionals have provided tours for young women to come to Taiwan for teeth whitening and teeth implantation, attracting around 10,000 people to come to Taiwan for such services each year.
- Singaporean business operators have offered package tours for people to come to Taiwan for kidney dialysis, and have organized numerous such tours.

### (3) Organized health tourism promotional events

- On July 1, 2008, the Tourism Bureau organized a 1,000-person foot Reflexology event, with the eager participation of tourists from places such as Japan, South Korea, Hong Kong, the United States and the United Kingdom. This event not only broke the Guinness World Record, but also put a modern touch to traditional foot care, successfully attracting attention, including coverage by overseas media.



The Taiwan Foot Reflexology event



Publications



Guinness World Record Certification

■ The 2008 Taiwan Foot Reflexology event was reported by various international media:

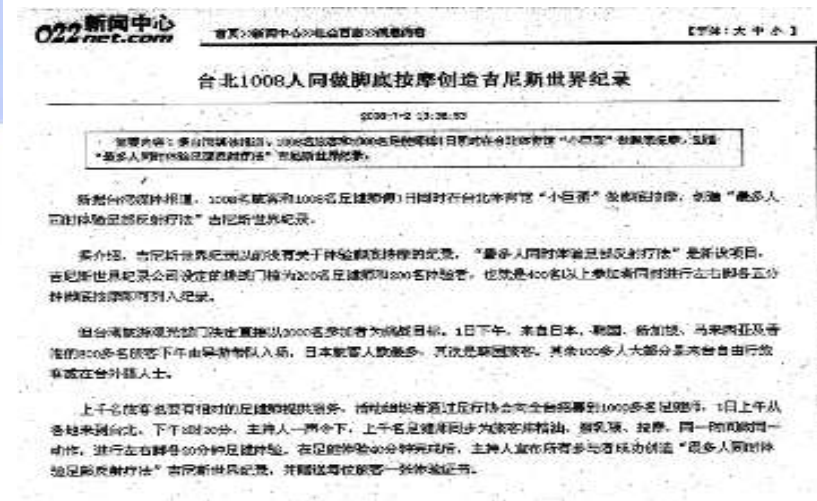
1천 명 발 마사지 동시에 받기?



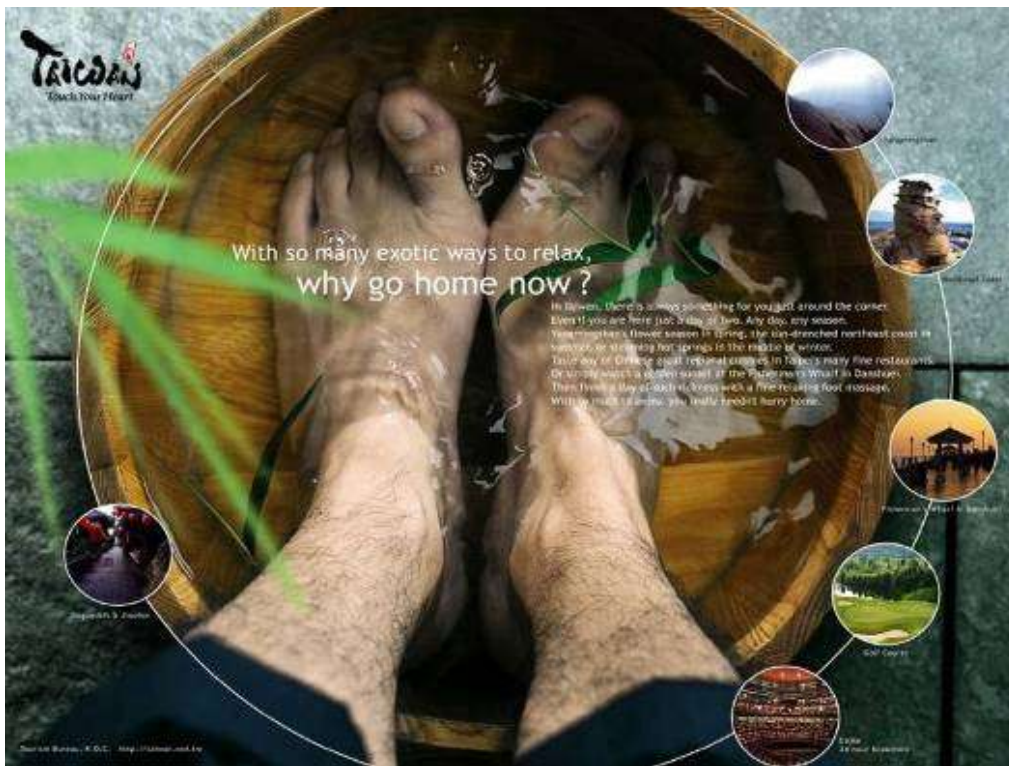
Korean TV station SBS



Japanese TV station NHK



Various Hong Kong media



## 2009 Acupressure Massage Event

Using “Taiwan – Vitality – Good Value” as the theme, the Tourism Bureau attracted 350 tourists from Japan, South Korea, and Malaysia to participate, and the event received coverage from 44 domestic and overseas media organizations.

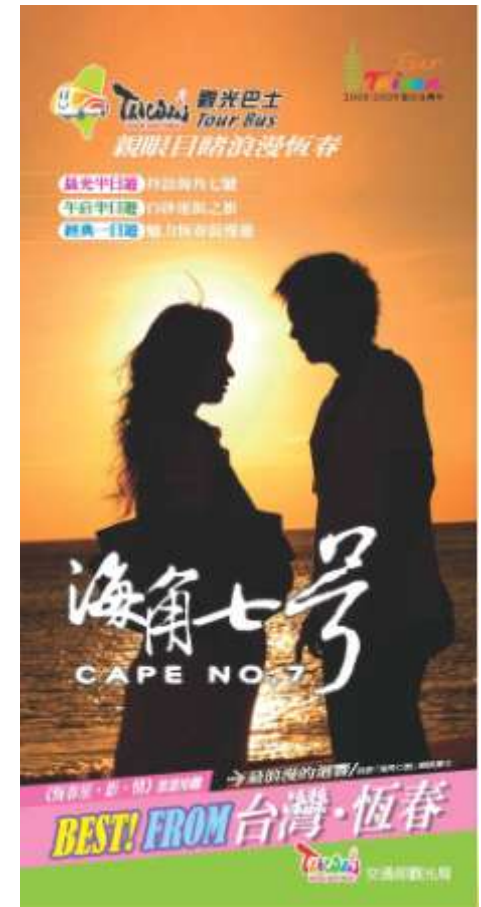


# 3. Integration with Cultural and Creative Industries

## (1) Introduce creative itineraries

### Pop Star Fan Tours

Make use of advantages in Taiwanese movies, pop dramas, and Chinese language popular music and integrate them with important scenic tourist attractions in Taiwan, packaging products for pop star fans and producing handbooks to attract celebrity fans to Taiwan.



## (2) Carry out promotional activities for pop star fans

### A. Fahrenheit International Fan Club

In 2009, the Tourism Bureau's ambassador in Japan and South Korea – the band Fahrenheit – organized an international concert. It is estimated that 3,600 fans from Japan, South Korea, Hong Kong, Singapore and Malaysia participated. Tourism proceeds surpassed NT\$100 million.



**B. Strategy to unite products, invite ambassadors to be tour guides for a day, attract more tourists who are pop star fans.**



### (3) Utilize high quality celebrity dramas and integrate them with tourism products to boost publicity

Assist celebrities to visit Taiwan's main tourism attractions to promote Taiwan tourism.

  
2008-2009 旅行台灣年  
**這裡發現愛**  
*Wish to see you again*

The trip goes footprint  
A long distance spreads for  
The tour rushes ahead a moment  
The "wish to see you again"  
The feeling settles ch



  
交通部觀光局

  
COMID RITZ  
可·米·理·智

Taiwan's unique tourism resources has attracted South Korea's celebrity show "On Air" to pay a special visit to Taiwan for filming.



## The Tourism Bureau will boost international marketing through Project Vanguard for Excellence in Taiwan

### 1. International Spotlight Plan

Encouraged to develop products of international quality that are unique and that offer long-term fixed locations and times, and that can attract international tourists :

#### Living & cultural Taiwan

- Hub of Chinese culture and arts , trendy metropolis

#### Enterprising & trendy Taiwan

Tea garden, coffee, flora, railway

#### Historical & oceanic Taiwan

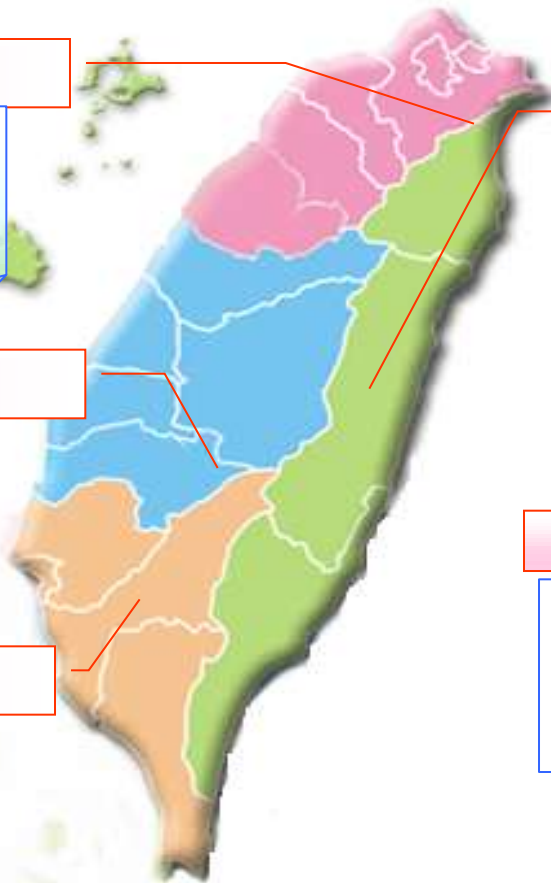
History of Taiwan, historic city sites

#### Leisurely Living & natural Taiwan

Bicycle and railway tour, organic recreational farming, aboriginal culture

#### Nationwide: Diverse Taiwan

MICE, cuisine/delicacies, hot springs, Battlefield culture, folk culture, village landscape



## 2. Plan to provide incentives to overseas travel agencies for innovative product packaging and marketing :

Encourage overseas travel agents to reach targets for sending visitors to Taiwan, overseas travel agents will be encouraged to develop and sell specialized travel products, such as agricultural tourism, unique experiences in local communities, ecological exploration and mountain climbing, medical treatment or health care and maintenance, aboriginal tribes or Hakka culture, and bicycling or sports travel. Rewards will be offered to travel agents and be used in promotional literature, advertising, sales promotion campaigns and educational training. .



### Thomas Cook Reisen

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### 3. international market development plan

- Develop sales, marketing and publicity strategies in target markets and new markets.
- Work with domestic and overseas travel industry professionals to develop new itineraries and superior tourism products, sell and market to customers.
- Plan international and competitive publicity, promotion, sales and marketing activities.
- Work with well-known international media, strengthen international awareness of Taiwan's tourism assets.
- Participate in major and large-scale international travel exhibitions and conferences, carry out publicity and promotion activities.



Ad in Germany



Tokyo travel Fair

# IV. Conclusions

- 1. To deepen and expand Taiwan's tourism, carry out the various tourism development work, and develop Taiwan into a tourism destination that is internationally attractive and unique, we need the cooperation of various government departments.**
- 2. The Tourism Bureau will actively organize the various mature tourism resources of the various locations and departments, package and create new tourism products and use diverse channels to strengthen international publicity and attract more overseas tourists to visit Taiwan.**

## **【Topic of discussion】**

**How do we unite with the quality agriculture, health care, and cultural and creative industries to deepen Taiwan's tourism content, and let Taiwan's superior life style become a new attraction for short-term and return visitors and long-term expatriates from all parts of the world?**

# Topic Discussion

## 1. Project Vanguard for Excellence in Tourism:

- Tourism in Taiwan enjoys a rich variety of resources, including culture and history, aboriginal tribes, Hoklo and Hakka traditions, mountain and sea scenery, and agriculture. How can cross-industry or inter-ministerial cooperation and support be used to further develop Taiwan's tourist attractions and unique characteristics?
- Does Taiwan still suffer from visa, entry, or other tourist bottlenecks that diminish the island's attractiveness to foreign travelers? How can these problems be resolved?
- It is first-line tourist reception personnel who give tourists their first impression of Taiwan. How can academic education and personnel training be made to meet the manpower needs of the tourism industry?
- How can the authorities in local areas utilize and package their unique characteristics and resources for the ongoing promotion of tourism development in combination with the policy planning of the Central Government?

## 2. Upgrading Tourism through Quality Agriculture, Health Care, and Cultural and Creative Industries:

- How do we unite with the quality agriculture, health care, and cultural and creative industries to deepen Taiwan's tourism content, and let Taiwan's superior life style become a new attraction for short-term and return visitors and long-term expatriates from all parts of the world?