

Topic 4: Excellence in Tourism

【Presentation】 Project Vanguard for Excellence in Tourism

Tourism Bureau,
Ministry of Transportation and Communications



Welcome to Taiwan

Report Outline

I. Foreword

II. Current Status

III. Implementation Strategies

IV. Specific Action Plans

V. Expected Results (by 2012)

VI. Conclusions

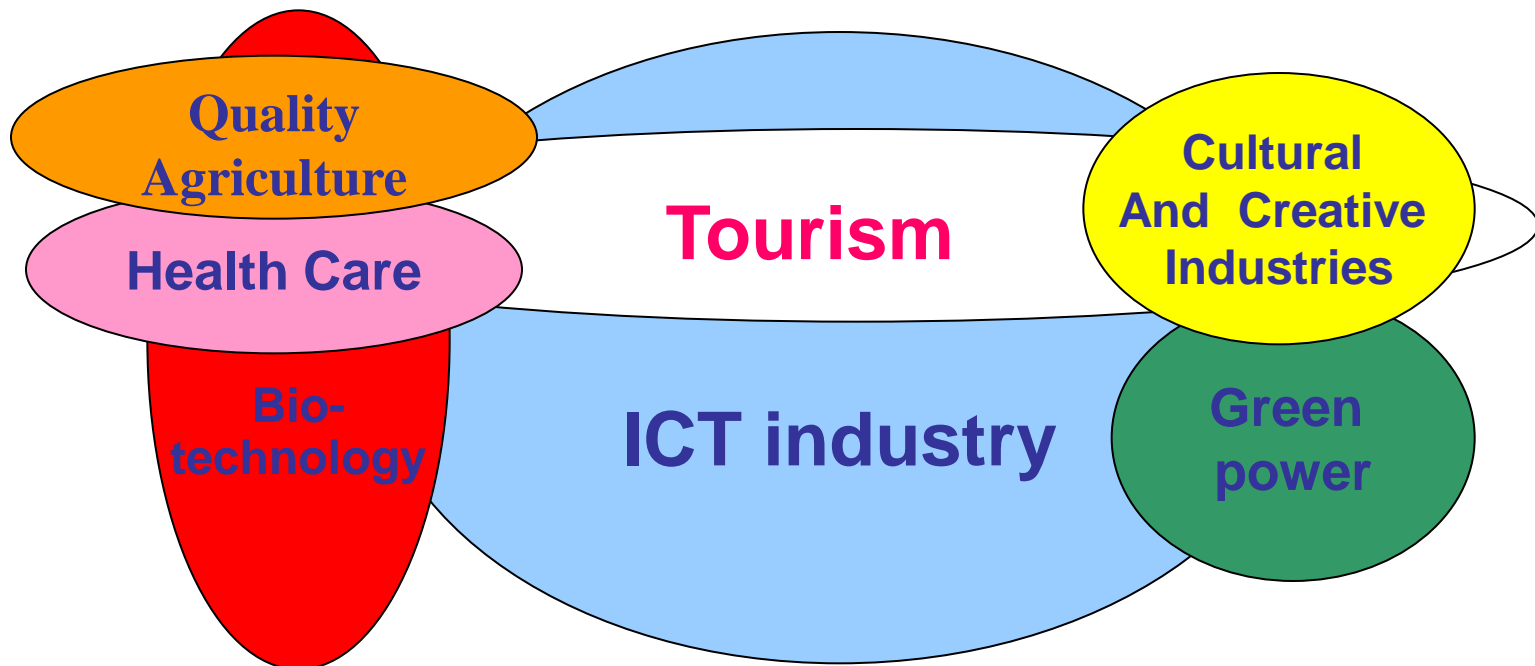


Welcome to Taiwan



I. Foreword

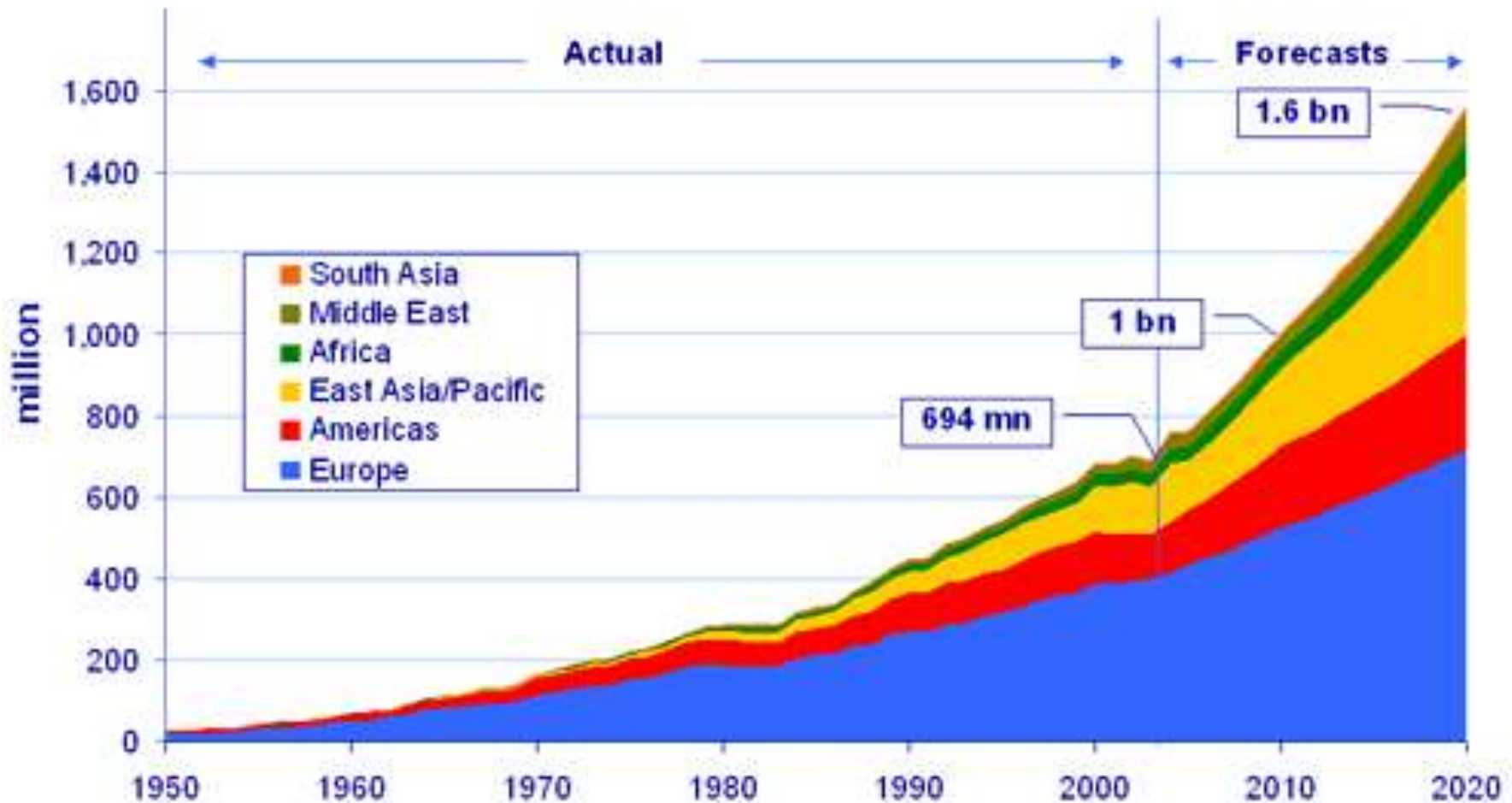
As the financial tsunami is affecting the whole world, Taiwan's technology industrial is in great need of transforming itself. The Executive Yuan has adopted a plan to use the ICT industry's rich foundation and superiority to help six major new industries to add value and improve. In addition, the Executive Yuan has also passed "Project Vanguard for Excellence in Tourism" on April 9, 2009. With this, the government hopes to use tourism to create new industry turning points for fields such as quality agriculture, health care, cultural innovations. Our goal is to provide the public with a better way of living and let the whole world see the wonderful things about Taiwan.



II. Current Status

i. Overview of Tourism Development

(i) Survey on world Tourism Market



Resource : UNWTO, 2009 : Tourism 2020 Vision

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
	(Million)					
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Source : UNWTO, 2009 : Tourism 2020 Vision

(ii) Survey on Taiwan's Tourism Market

Taiwan Shined in the Asia Pacific Market in 2008

	Visitors (million)	Growth Rate(%)		
		Q1-Q4	Q1-Q2	Q3-Q4
World	924	1.8	5.4	-1.3
East Asia and the Pacific	188.3	1.6	6.3	-2.8
East Asia	104.7	0.4	6.0	-4.6
South Asia	61.8	3.6	7.2	0.1
Taiwan	3.9	3.5	5.6	1.5

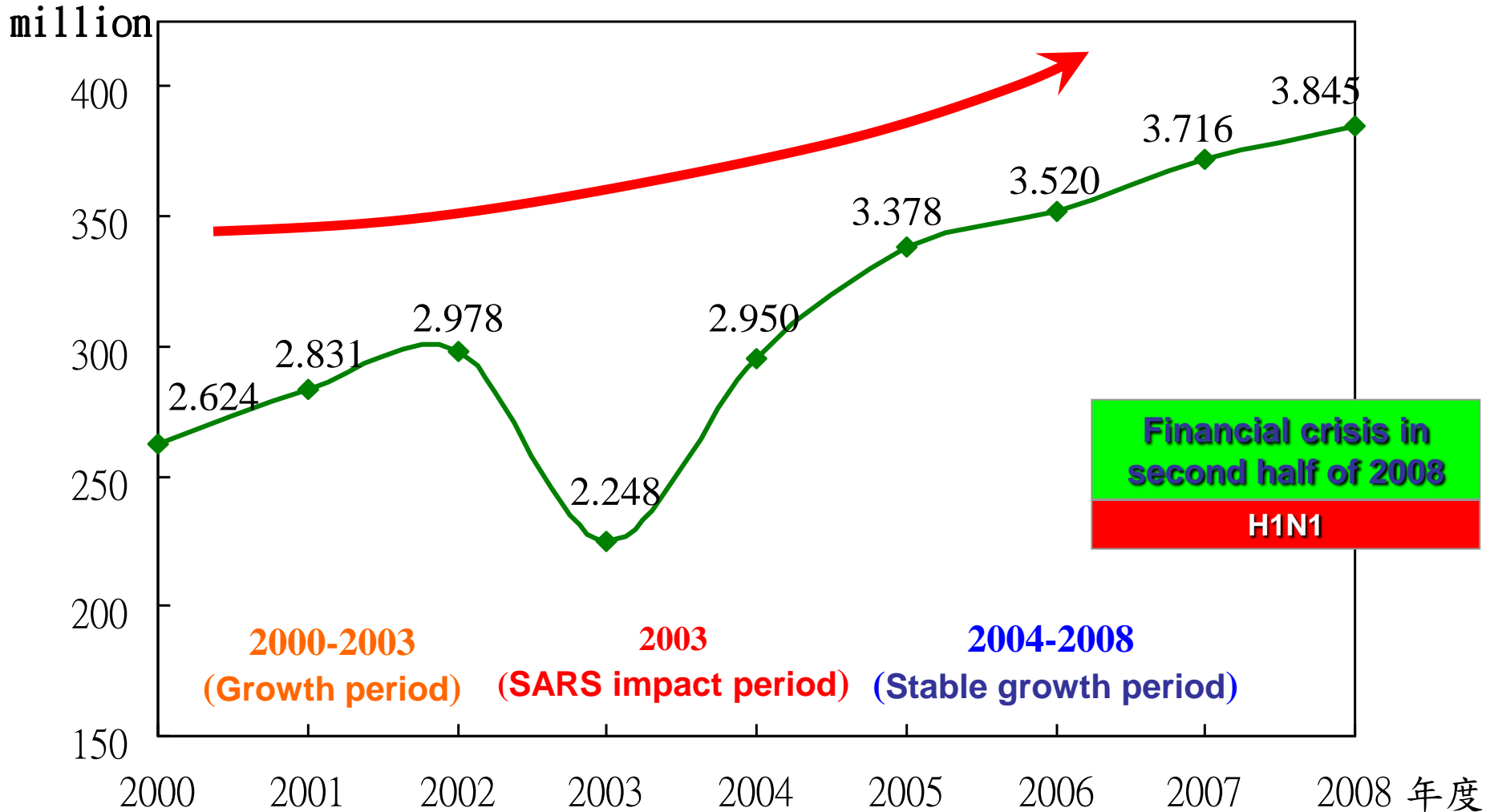
Source : UNWTO, 2009 : Tourism 2020 Vision

The number of tourist arrivals steadily increased

2.624 million visitors in 2000

3.845 million visitors in 2008 (up 46.53%)

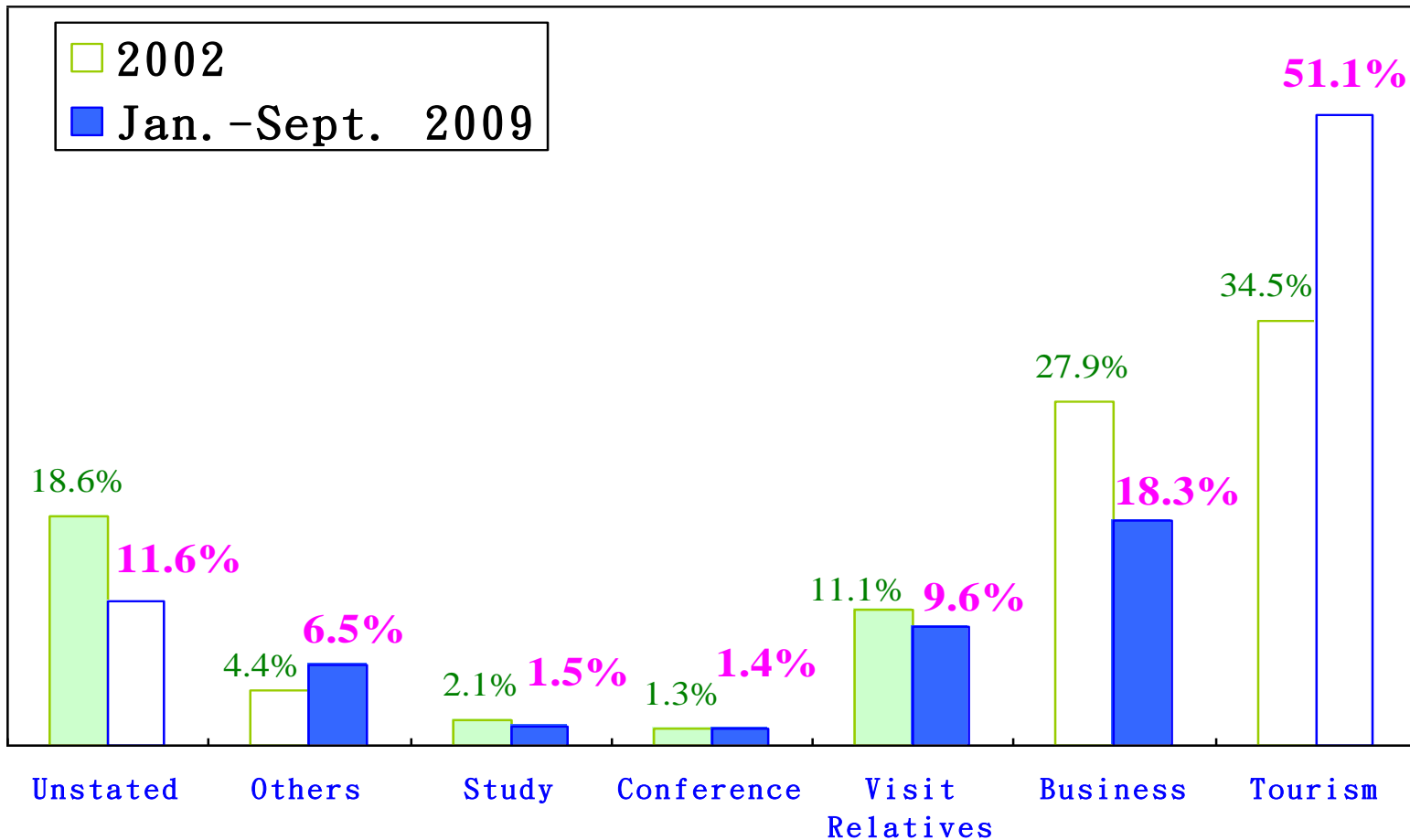
3.166 million visitors From Jan. to Sept. 2009 (up 11.54%)



Percentage of Visitors to Taiwan who came for tourism surpassed 50 percent.

1.02 million in 2002 (comprising 34.54%)
 1.76 million in 2008 (comprising 46.17%)
 1.61 million in Jan.-Sept. 2009 (comprising 51.13 %)

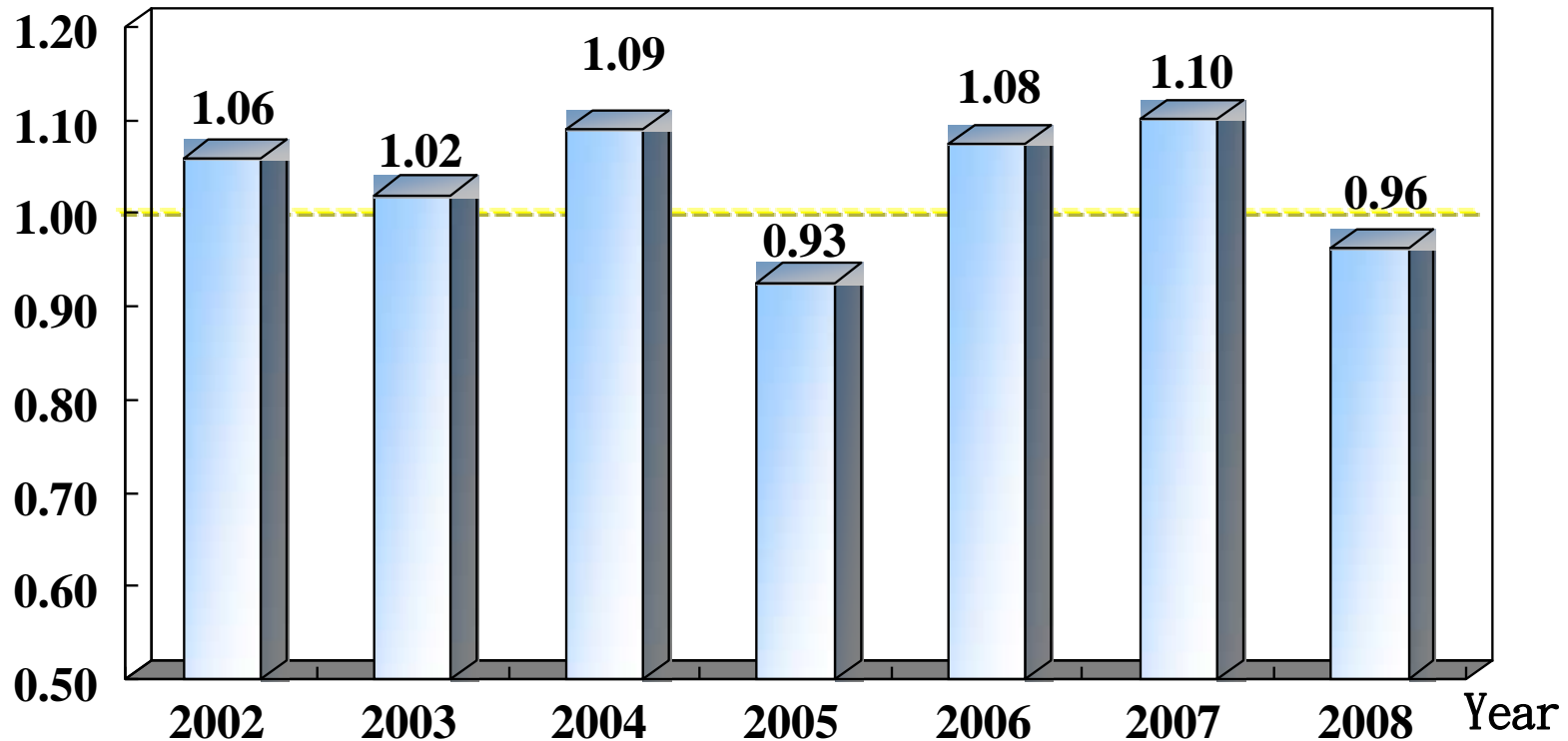
【Comparison chart showing the number of tourists who came to Taiwan for Tourism during the months of January to September from 2002 to 2009】



Growth in the domestic market has slowed.

**2002 – 106 million travelers
2008 – 96 million travelers (a 9.5 percent decrease)**

(100 million)



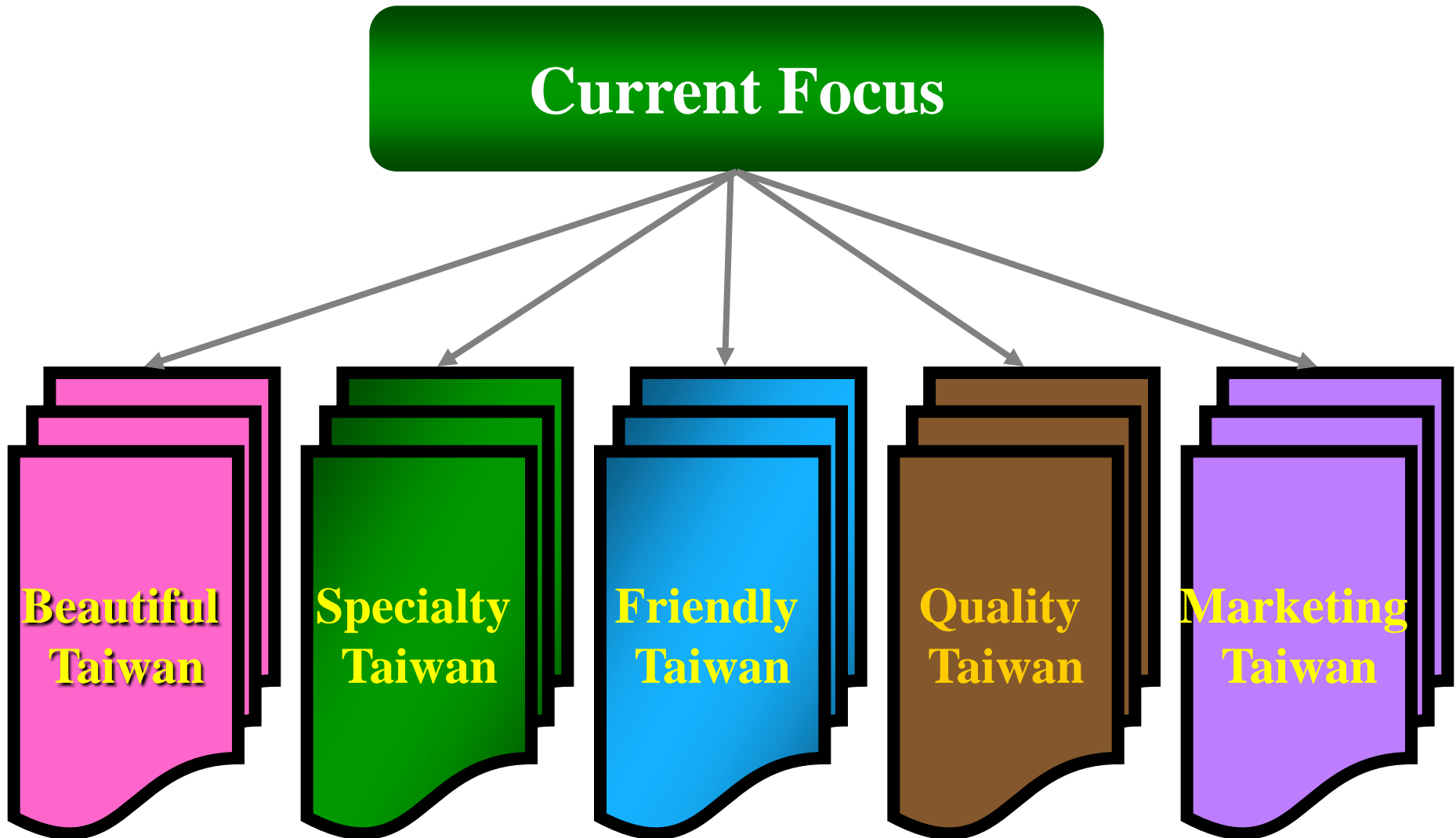
- **Percentage of Taiwanese people who used national holidays or weekends to travel in Taiwan: approximately 74 percent.**
- **Percentage of Taiwanese travelers who took one-day trips: approximately 69 percent.**
- **Average number of days spent traveling: 1.51 days; average per person spending: NT\$1,915.**

(iii) Survey on Taiwan's Tourism Industry

Travel Agency	General 87 agencies (with 303 branches)	34,268 employees (including tour guides/ leaders)
	Grade A 1,926 agencies (with 337 branches)	
	Grade B 138 agencies (with 10 branches)	
Tourist Hotels	94 hotels, 22,022 rooms	20,582 employees
Regular Hotels	2,672 hotels, 106,201 rooms	37,551 employees (474 hotels with 38,592 rooms can handle international tourists)
Home Stay	2,881 with total of 11,203 rooms	2,881 employees
Tourist amusement enterprises	24 operators	4,964 employees

0.1 million employees

ii. Current Focus



Theme 1 – Beautiful Taiwan

- **Core Concept:** Present new “facets” of scenic areas through “sites” and “routes”
- **Development Strategy:** minimum construction, ecological preservation, environmental priority, convenience for tourists
- **Key Promotion Methods:**
 - (i) Reorganization of 11 key travel routes around the island
 - (ii) Traditional scenic spots, new impressions – restoration of important local scenic spots

(i) Reorganization of 11 key travel routes around the island

Carry out scenic site/ landscape travel route and restoration work based on the principles of “waste reduction, environmental priority, international standards and convenience to tourists”

Number of visitors on 11 packaged travel routes

37.27 million visitors in 2008, growing 76.14% compared with 2003, and creating tourism revenue of approximately NT\$74.5 billion



Implementation Results for the Northern Coast Travel Route

Appearance of Fulong Train Station



Transformation of the Old Caoling Tunnel



Removal of Illegal Structures on Provincial Highway No. 2



(ii) New look for old scenic spots – Restoration of major local scenic spots



Restoring new glory to familiar sites through subsidies and collaboration with local governments

Improvement of the area around the Gold Museum



Jiufen Walkways



Taitung Forest Park



**Bagua Mountain
Great Buddha Area**



**Qijin Island,
Kaohsiung**

Theme 2 – Specialty Taiwan

- **Core Concept:** Develop theme products, target popular destinations, package favorable products
- **Development Strategy:** Package competitive tourism products to highlight their uniqueness and boost public interest
- **Key Promotion Methods:**
 - (i) Package Taiwan's advantageous offerings and related travel products as competitive tourism products
 - (ii) The Tourism Bureau develops and creates new travel products

■ Package Taiwan's Favorable Offerings and Related Travel Products as Competitive Tourism Products

Agricultural Tourism



Eco-Travel



Cultural Learning Tours



Aboriginal Culture Tours



Youth Travel



Medical and Healthcare Tours



■ The Tourism Bureau develops and creates new travel products

Mountain Hiking Tours



Attracted ASI Wanderreisen (Austria) to Taiwan for 16 days, each person paid NT\$160,000 for the tour package

Studio Photography and Honeymoon Tours



Love 101 Marriage Proposal event held in May

Nostalgia Tours for Senior Citizens



Introduction of the Pingxi Railway nostalgia tour

Pop Star Fan Tours



Fan Appreciation Letters



Sports Tourism



Round-the-island bike tour held in September

Hot Springs Fine Cuisine



Theme 3 – Friendly Taiwan

- **Core Concept:** Provide convenient guided tours/ interpretation and other products with tourists' perspective in mind
- **Development Strategy:** Tourists to receive convenient information and experience friendly service, from planning their tour through to the end of their trip
- **Key Promotion Method:**
Establishing a comprehensive travel information service network

■ Establishing a Comprehensive Travel Information Service Network

1. Provide assistance to businesses operating 33 travel routes with Taiwan Tour Buses, providing transport and tour services between major city hotels and neighboring scenic areas. (40% international tourists)
2. Provide assistance to local government and related units in establishing “i”-logo system travel service centers at major transportation hubs, including airports and train stations, to provide multilingual travel inquiry services. (106 service centers at present)
3. Provide assistance to local governments in establishing instructional signage and providing bilingual tourism/travel information in metropolitan areas frequented by foreign tourists. (204 signs)



4. Establish Taiwan tourism information website <http://taiwan.net.tw> (6 languages –Chinese, English, Japanese, Korean, Dutch, French)
5. Collaborate with Chunghwa Telecom in operating a 24-hour toll-free multilingual call center 0800-011-765 (4 languages-Chinese, English, Japanese, Korean)
6. Provide nation-wide tourism maps and regional (northern, central, southern, eastern) tourism maps free of charge
7. Encourage tourism operators to establish special language services (Japanese, Korean), including instructional signage, maps, and information broadcasts, with a 50% production subsidy (maximum NT\$300,000 per operator)



Theme 4 – Quality Taiwan

- **Core Concept:** Improve service quality including standard of accommodation and frontline service personnel, through counseling, training and evaluation
- **Development Strategy:** Increase satisfaction of tourists through hospitality and professional service
- **Key Promotion Methods:**
 - (i) Improve general hotel quality
 - (ii) Provide assistance in tourism personnel training

(i) Improve General Hotel Quality

City Inn Hotel



- Expert consultation/assistance
- Loan-interest subsidies
- Subsidies for design/planning expenses
- Training guidance
- Encourage initiative by operators to upgrade
- 278 hotels received assistance from 2004 to Aug, 2008; approximately 18,102 guest rooms were improved

Hotel 73



(ii) Tourism Personnel Training Assistance

- **People targeted for training:** Hotel managers, tour guides, tour leaders, hotel personnel, taxi drivers, tour bus drivers, and restaurant personnel
- **Training program content:** Professional knowledge, professional skill, basic foreign languages, etiquette, and service concept



**Vocational training for
tour guides**



**International guru
Chuck Gee
invited to give talks**



**Workshop for tour guides
on hosting tourists from
mainland China**

Theme 5 – Marketing Taiwan

- **Core Concept:** Multi-dimensional marketing, global exposure
- **Development Strategy:** Positioning the Tourism Bureau as a tourism marketing agent for Taiwan, focus marketing efforts on target markets through flexible use of various channels and campaigns/promotions
- **Key Promotion Methods:**
 - (i) Strategy for targeting various target markets
 - (ii) Innovative, multi-dimensional campaigning and market development through new channels
 - (iii) Use large scale public relations and promotional activities to create topic focal points
 - (vi) Introducing incentives

(i) Strategy for targeting various target markets

Main Markets

Japan-Korea Market

Use the band “Fahrenheit” as Ambassadors.
Work with Japan’s four major group travel agencies.
Carry out the plan to cooperate in attracting more tourists.



Hong Kong-Singapore-Malaysia Market.

Use singer Jolin Tsai and actor Wu Nien-jen as celebrity spokespersons.
Show a diverse Taiwan.



Europe-America Market

Hire public relations companies
Strengthen network of channels
Cooperate with international media



Emerging Markets

Lock-in markets such as mainland China, Southeast Asia’s newly wealthy countries, and Muslims. Organize Familiar tours or familiarization seminars.



(ii) Innovative, multi-dimensional campaigning and market development through new channels

1. Construct an overseas sales network.

Set up 10 overseas offices' achievements and responsibility system

2. Innovative Marketing Channels



Hong Kong
MRT Advertisements



London
Cab Advertisements



Germany
Outdoor Advertisements

3. Collaboration with international brands and media

Dual-Brand Marketing with National Geographic

FASCINATING TAIWAN

Watching "Magical Taipei" & "Inside The Emperor's Treasure" produced by National Geographic Channel gives you the inside stories of "Discovering Taiwan".

MEGACITIES: TAIPEI

Witness the beauty of Taipei's 24-hour vibrant energy. Three days Taipei 101, the world's tallest building, moonlight palaces and temples! Hear a Taipei's culture and exciting view, with computer-aided reality travel! Find out in "Magical Taipei".

INSIDE: THE EMPEROR'S TREASURE

Inside The Emperor's Treasure takes viewers on a journey into the mysterious court and its secret lives within the National Palace Museum. Cutting-edge science combined with computer-aided technology are used to preserve and display the ancient artifacts. In addition, the interactive multimedia network and mobile apps of the Museum will be revealed in the global edition.

TO BOOK YOUR TRIP TO TAIWAN, PLEASE CONTACT THE TOUR OPERATORS BELOW:

ALLSTATE TRAVEL 525-434-1126 www.allstate.com	GRAND HOLIDAYS 800-288-3112 www.grandholidays.com
AMERICA ASIA TRAVEL CENTER 525-211-1268 www.americasiam.com	IONIC VACATIONS 405-451-5888 www.ioniconline.com
UNITED VACATIONS 800-288-7178 www.us180.com/taiwant	HAPPY HOLIDAY TOURS 212-468-7500 www.happyholiday.com
AMERICAN TOURS 525-280-2236 www.american.com	CELEBRITY TOUR & TRAVEL INC. 718-521-8888 www.celebrity.com.us
GOVINT TRAVEL INC. 800-381-8628 www.govint.com/taiwantaiwan	PACIFIC HOLIDAYS 212-424-3888 www.pacific.com
CHOICEST HOLIDAYS INC. 800-389-1600 www.choicest.com	ASIA PACIFIC TRAVEL LTD 847-251-6440 www.asiapacific.com
SUNSHINE TRAVEL 800-456-1110 www.sunshine.com	ASIA CLASSIC TOURS 800-713-0152 www.asiaclassic.com
LESSER TOURS 415-431-2771 www.lesser.com	

FOR MORE INFORMATION, PLEASE CONTACT A TTG AGENT:

SAN FRANCISCO 1-415-389-8617 info@nbc20.com	LOS ANGELES 1-213-389-1158 losangeles@nbc20.com	NEW YORK 1-212-867-NEED14 ny@nbc20.com
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NATIONAL GEOGRAPHIC CHANNEL
Think again.

Our Taiwan
2006-2008 MEDIA BUY

FASCINATING TAIWAN

NATIONAL GEOGRAPHIC CHANNEL
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Our Taiwan
2006-2008 MEDIA BUY



Collaboration with Discovery channel to produce "Fun Taiwan" program

travel living
發現生活新樂趣

有請老外瘋台灣
嬌娘 Janet 帶您玩!



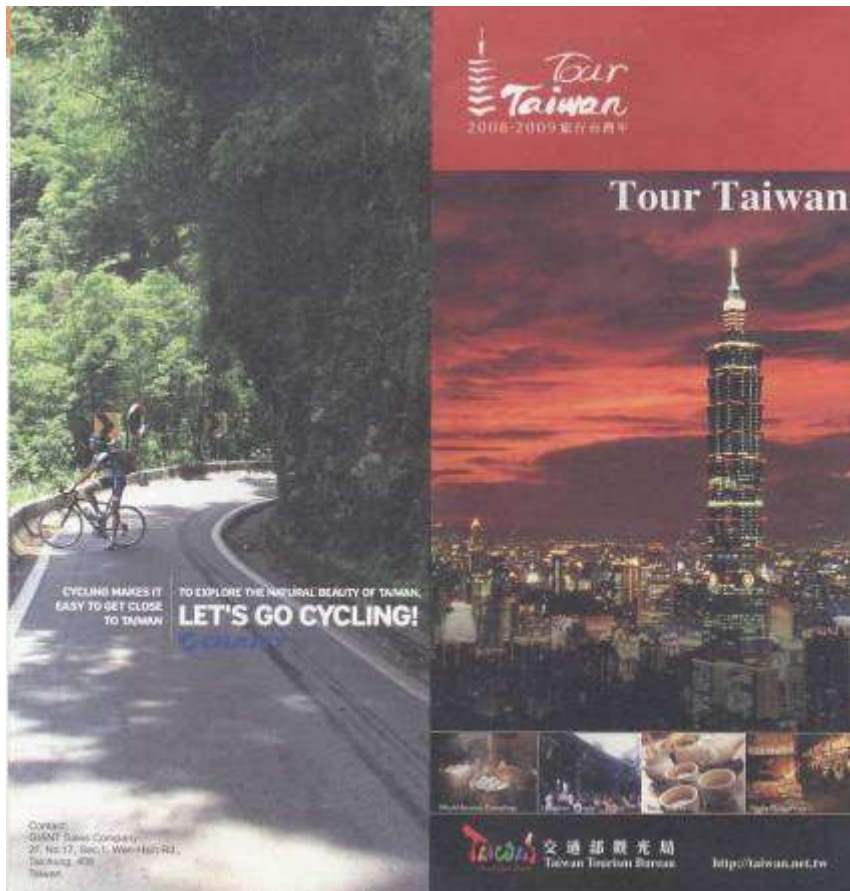
全新一季《瘋台灣》今晚8點開播。新一季的瘋台灣，Janet將與她帥氣、而聰慧的台灣大小鄉鎮的寶貴良朋，帶您遍遊加東的各個老人之家，帶您深入藝文社區，帶您走入鄉間菜園，帶您走入民間的文化，您一定是個人特異、設計專屬的玩賞行程！看Janet如何帶您玩瘋台灣，原來這趟旅程也是一趟愛上台灣！

NATIONAL GEOGRAPHIC CHANNEL
Think again.

Our Taiwan
2006-2008 MEDIA BUY

4. Strengthening inter-industry alliances

Work with Giant bicycle manufacturer, and use the company's sales centers in the U.K., Germany, France and Holland to promote Taiwan tourism, by making brochures available and playing promotional videos.



(iii) Use large scale public relations and promotional activities to create topic focal points



Taiwan Lantern Festival
(Feb. 2009)

Attracted 3 million tourists, and 100 international media to interview.



Fahrenheit International Fan Club Meeting
(Feb. 2009)

Attracted 3,600 fans from Japan, South Korea, Hong Kong, Singapore and Malaysia. Amount of tourism revenue earned: over NT\$100 million.



2009 經穴按摩體驗活動
Acupressure Massage Experience



Acupressure Massage Experience
(April 2009)

Attracted a total of 350 tourists from Japan, South Korea, Malaysia and other areas to participate as well as media from 44 countries.

Wedding Photography Tour – Love 101 Marriage Proposal (May 2009)

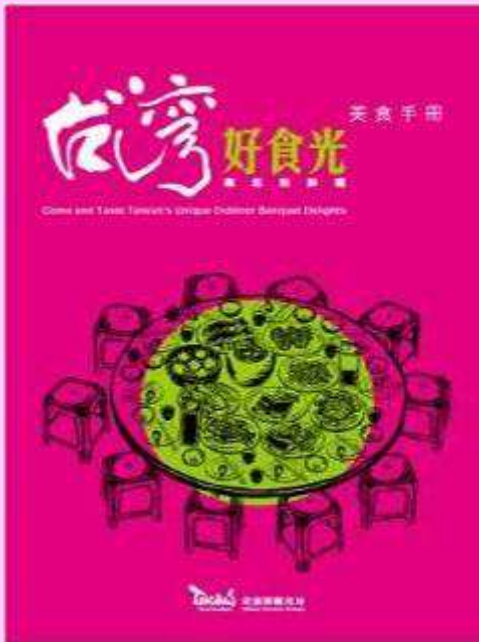
130 groups of tourists from Hong Kong, Singapore and Malaysia came to Taiwan. Allowed participants to say their creative vows at the event. Attracted Internet and media attention.



Multi-faceted Taiwan – The Best Trip in the World – Taiwan Explorers Wanted (June, 2009)

Invited tourists to travels to Taiwan. Used spoken language and written words on videos to promote Taiwan travel on blogs. A total of 1,123 groups of avid travelers from five continents and 43 areas signed up. More than 1 million people voted online for the best teams. Close to 60,000 people saw the video clips online and nearly 4,000 messages were left on the website by viewers.





Fine Cuisine Travel – Coming to Taiwan to Taste Taiwan’s Outdoor Banquets (Aug. 2009)

Attracted 58 international media and more than 700 international tourists to come to Taiwan. Introduced to them Taiwan’s major tourists attractions that were not affected by Typhoon Morakot as well as Taiwan’s culturally unique outdoor banquets.

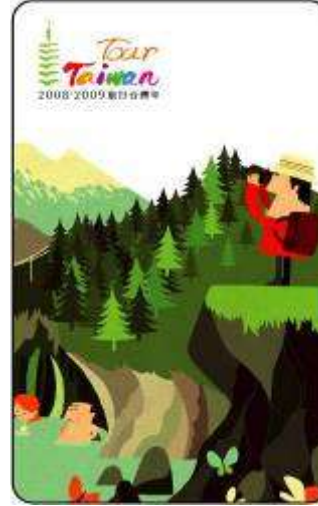


Exercise Travel – Let’s Bike Taiwan 2009 (Sept.2009)

From Sep. 28 to Oct. 2, 2009, the Tourism Bureau in partnership with Taiwan’s bicycle industry and airlines, invited more than 500 international tourists to come to Taiwan to experience bicycle travel on five bikeways, including the Taipei-Danshui-Bali route, Nantou-Sun Moon Lake route, Hualien-Qixingtang route and Taitung-Chishang-Pingtung-Dapeng Bay route.

(iv) Introduce incentives

- Seasonal gifts
- Half-day stopover tours
- Million-dollar prizes for millionth visitors
- Subsidies for air charters
- Subsidies for foreign cruise ship stopovers
- Subsidies for advertising budgets
- Incentives for premium itineraries
- Development of incentive tours for large companies
- Grants for schools hosting educational tours



Seasonal gifts



Three millionth visitor in 2009



Incentive tours



Educational tours



Advertising subsidies

III. Implementation Strategies

i. Develop a blue print and schedule

Taiwan has been actively capturing new opportunities arising from increased flights due to the institution of direct transportation links, Taiwan is promoting the “Project Vanguard for Excellence in Tourism” to create new visions for tourism.




(i) Examine the current situation of Taiwan's tourism market and determine future development directions

Year	Forex earnings from tourism (NTD billion)	Taiwanese domestic travel (NTD billion)	Overall tourism earnings (NTD billion)
2008	187.1	184.2	371.3
2007	171.2	219.3	390.5
2006	165.1	224.3	389.4
2005	158.5	192.6	351.1
2004	134.0	247.8	381.8
2003	101.5	218.1	319.6
2002	158.5	236.8	395.3

- International tourism is growing annually. Domestic tourism is at a mature stage, making increases in earnings limited**

(ii) Current Status of Visitor Arrivals from Tourist Markets and Estimated Visitor Arrivals over the Next Four Years

Country/region	2008	2009	2010	2011	2012
Japan	1,086,691	1,090,000	1,100,000	1,200,000	1,260,000
Korea	252,266	220,000	240,000	270,000	290,000
Mainland China	329,204	700,000	1,000,000	1,200,000	1,500,000
HK/Singapore/ Malaysia	979,899	980,000	1,020,000	1,100,000	1,180,000
Europe/America/ Aust./NZ	656,666	610,000	640,000	690,000	720,000
Others	540,461	500,000	500,000	540,000	550,000
Total	3,845,187	4,100,000	4,500,000	5,000,000	5,500,000



(iii) Establishing development objectives for Taiwan's tourism industry

Contribution of foreign exchange earnings from tourism to GDP in 2007 for countries with developed tourism markets and neighboring Asian countries

	Country	Foreign exchange earnings from tourism (USD million)	GDP (USD 10 billion)	Contribution to GDP
WEF's top 10 for tourism competitiveness in 2009	Switzerland	12,182	427	2.85%
	Austria	18,887	371	5.09%
	Germany	36,029	3,321	1.08%
	France	54,228	2,594	2.09%
	Canada	15,486	1,436	1.08%
	Spain	57,795	1,440	4.01%
	Sweden	12,002	455	2.64%
	USA	96,712	13,808	0.70%
	Australia	22,298	909	2.45%
	Singapore	8,664	161	5.37%
Neighboring Asian countries	Japan	9,334	4,382	0.21%
	Korea	5,797	970	0.60%
	Mainland China	37,233	3,280	1.14%
	Thailand	15,573	245	6.35%
	Hong Kong	13,776	207	6.65%
	Malaysia	14,047	187	7.52%
	Taiwan	5,137	383	1.34%

- **Foreign exchange earnings from tourism hit US\$5.1 billion in 2007 (US\$5.6 billion in 2008)**
- **Foreign exchange earnings from tourism contribute 1.34% to GDP, more than the USA, Canada, Germany, Japan, Korea, China**
- **Projected 2012 foreign exchange earnings from tourism**
 - **US\$9 billion**
 - **Contributing more than 2% of GDP**

➤**Source: WEF, 2009

ii. Innovative Strategies

Strategy 1

Deepen old markets/products
Develop new markets/products

- Increasing tourist arrivals (more come)
- Extending length of stay (stay longer)
- Increasing per-capita daily expenditure (spend more)

Strategy 2

Develop regional uniqueness
Package attractive tourist products

- Reposition regional development themes
- Integrate tourism resources and investment
- Reinforce market segmentation of tourist products

Strategy 3

Improve support system
Reinforce service depth and breadth

- Highlighting specialties & attractions
- Making travel service interface more friendly
- Improving quality of tourism personnel

Strategy 1

Deepen old markets/products, Develop new markets/products

		Old product	New product
Old markets	Japan	Mountain hiking, star gazing, railway tours, hot springs cuisine, golf, educational tours	Nostalgia tours, aesthetic lifestyle, MICE, fine cuisine
	Korea	Mountain hiking, star gazing, golf	Aesthetic lifestyle ,MICE
	Hong Kong/ Singapore/ Malaysia	Salon photography & honeymoon tours, recreational farms, night-market dining	Aesthetic lifestyle, MICE, fine cuisine
	Europe/ America	Cultural tours, religious tours, ecological tours, mountain hiking	Chinese language learning, leisurely travel, Buddhism study, MICE, aesthetic lifestyle
New markets	Mainland China	Round-island tours	In-depth regional tours, MICE, fine cuisine, medical healthcare, deepening of recreational industry
	Muslim World	Recreational farms	Cultural tours, improved environment for hosting Muslims, theme parks, metropolitan tours/ shopping
	Newly wealthy from 5 SEA countries		Fine cuisine, shopping, theme parks, deepening of recreational industry, medical healthcare, golf tours

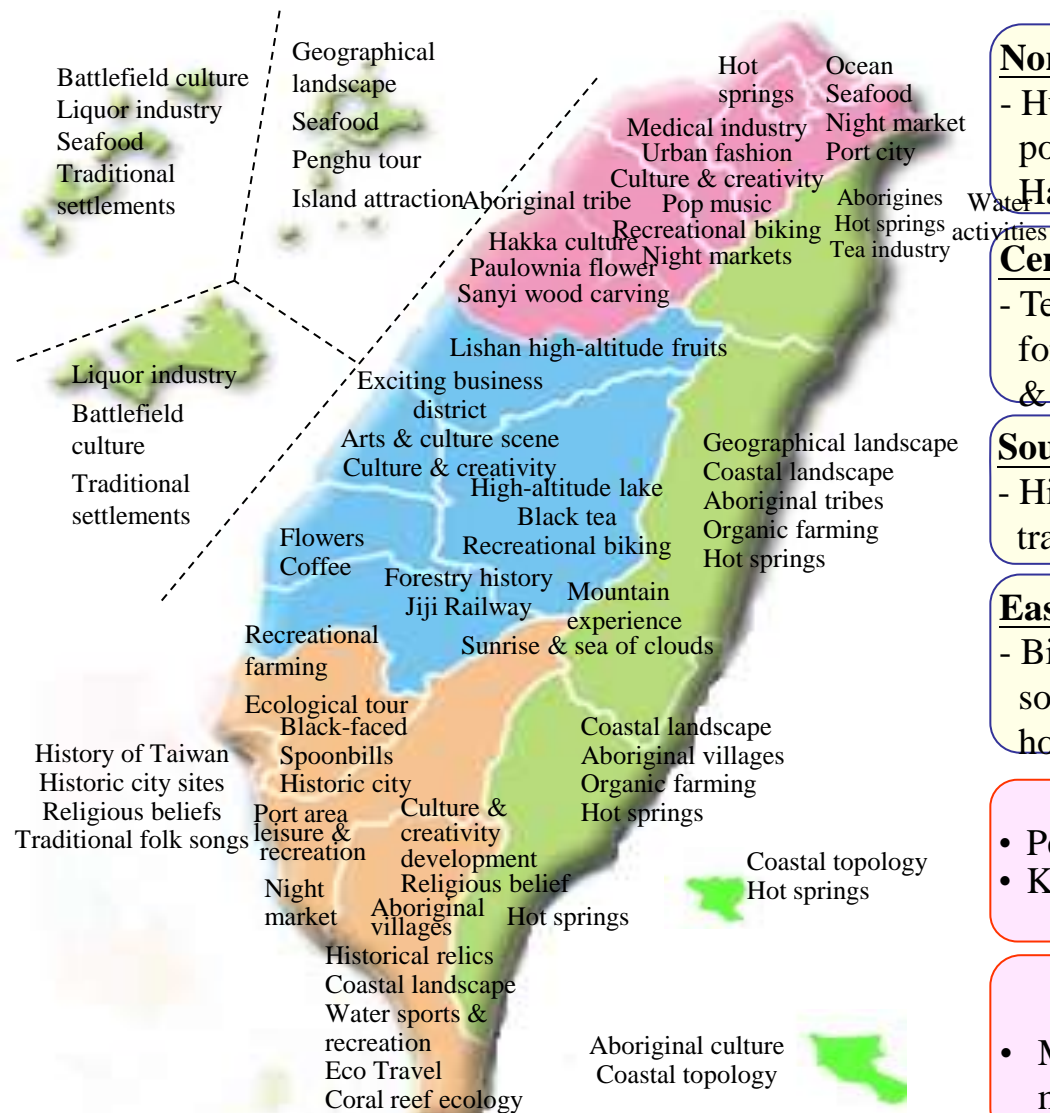
Come more

Spend more

Stay longer

Strategy 2

Develop regional uniqueness, Package attractive tourist products



Northern Taiwan: Living & cultural Taiwan

- Hub of Chinese culture and arts (including fashion design, popular music), trendy metropolis, biking recreation, Hakka traditional culture

Central Taiwan: Enterprising & trendy Taiwan

- Tea plantations, coffee, flowers, recreational farming, forestry history, forest railway, recreational biking, culture & creativity

Southern Taiwan: Historical & oceanic Taiwan

- History of Taiwan, historic city sites, religious beliefs, traditional folk songs, aboriginal culture

Eastern Taiwan: Leisurely Living & natural Taiwan

- Bicycle and railway tour, organic recreational farming, southern island culture, dolphin/whale ecology, healthy hot springs

Islands: Unique Islands Taiwan

- Penghu – international holiday island
- Kinmen & Matsu – Battlefield culture, folk culture, village landscape

Nationwide: Diverse Taiwan

- MICE, cuisine/delicacies, hot springs, eco travel, medical healthcare

Strategy 3

Improve the support system, Reinforce service depth and breadth

- (1) Review existing resources and market issues, Improve tourism specialties and attractions

Resources

- Travel resources poorly integrated
- Tourist spots have non-distinct characteristics
- Internationalization/ friendliness needs work

Markets

- Taiwan's tourism image needs to be strengthened
- Bringing in international tourists to balance peak and off-peak periods



Improve
tourism
specialties
and
attractions

(2) Review existing industry and manpower issues, making travel service interface more user-friendly and improving quality of tourism personnel

Industry

- **Industry quality/quantity should be further improved to reach international standards**
- **Gap between travel service quality and consumer expectations**

Human Resources

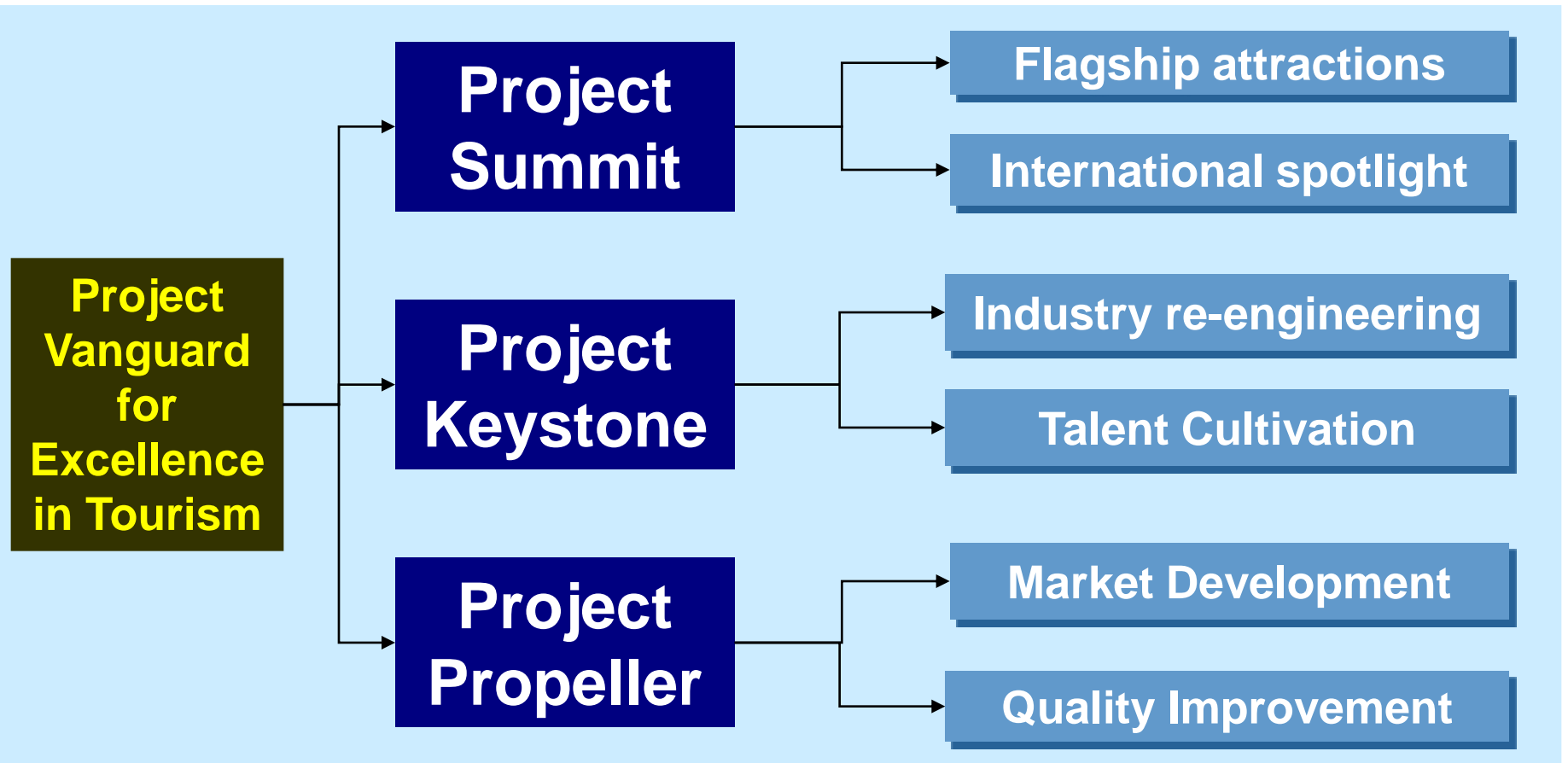
- **Professional service quality of industry personnel to be improved**
- **Improvement needed to reach international standards**
- **International marketing talent inadequate, personnel employment and budgeting lack flexibility**



making travel service interface more user-friendly and improving quality of tourism personnel

IV. Specific Action Plans

On April 9, the Executive Yuan's meeting passed the "Project Vanguard for Excellence in Tourism." On Aug. 24, a plan of execution was adopted.



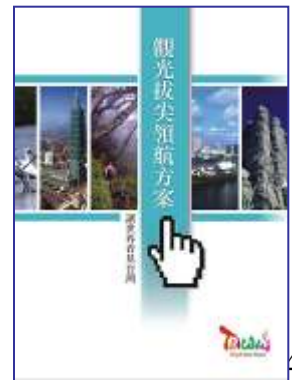
Invest NT\$ 30 billion in 2009-2012

■ Complete the legal system work of the various main directions :

7 Newly amended main directions of Implementation, Operation, Governing Awards or Subsidies has been carried out in October.

■ Achieved consensus among the industry, government and academic sectors, strengthened publicity :

Continued to invite industry, officials and academics to participate in panel discussions, achieved consensus, and coordinated the process of publicizing various types of action plans, issuing news releases at appropriate times, publishing reports on specific topics, creating informative material about the new star-rated hotel rating system, airing videos and running advertisements, publishing the “Project Vanguard for Excellence in Tourism Publicity Handbook”, etc. Strengthen various sectors’ understanding and support for this plan.



i. Project Summit



**Flagship attractions, International spotlight -
Exhibit Taiwan's superior traits in international tourism**

Project Summit (Building top-class spotlight in Tourism)

Flagship attractions

Int'l spotlight

1-1
Regional
Flagship
Tourism Plan

Top down guidance
Developing a flagship tourism plan for 5 major areas

Bidding on a case handled by the main consultant began on Sept. 5 region's flagship tourism plan will be completed by May 2010.

1-2
Competitive
International
Tourist
Attractions
Demonstration
Plan

Bottom-up competition
Helping local governments create at least 10 unique scenic spots attractive to international tourists.

In the first stage, five cases were selected on May 23.

1-3
Tourist Spot
Seamless
Travel Service
Plan

- Implementing at least 10 locations with seamless travel information and shuttle services
- Training on Taiwan Tour Bus Travel product.
- Use technology to develop various friendly, value-added services for international tourists

- By Aug. 27, 10 locations have already been selected.
- Already introduced Taiwan railway and tourism bus joint tickets

1-4
International
Spotlight Plan



- Extending tourism content, introducing unique, long-term fixed location/time products that attract international tourists in accordance with unique positioning of each area
- Organizing or inviting internationally renowned competitions/events in accordance with unique characteristics of an area
- Collaborate with large-scale events, including 2010 Flora Expo, 2011 IDA Congress, and 100th Year Nation-Building, to market Taiwan

- The Tourism Development & Promotion Committee, Executive Yuan, is in charge of inter-agency coordination and forming an inter-agency project team to implement the Plan
- Directions Governing Awards have been .

Competitive International Tourist Attractions Demonstration Plan

Stage 1, five selected plans



Taipei County Government

Taipei County, Danshui, Jinguashi, Jiufen District – International tourism attraction foothold development conformity plan.



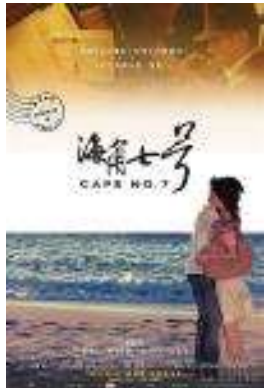
Taipei City Government

Historical experience, Confucianism, Taipei Confucius Temple historical district tourism revival plan.



Taichung City Government

Greenery – Parks – Pathways – Reviving Urban Green Belts.



Pingtung County Government

Hengchun Old City – Seeing Pingtung's Beauty

Changhua County Government

Gathering together crafts, pursuing the best – Lugang's Charms Reappear.



Tourist Spot Seamless Travel Service Plan

10 selected plans



Taoyuan County Government

Two Chiangs Culture Park



Hson Chu County Government

Beipu, Emei, Lion's Head Mountain



Miaoli County Government

Nanzhuang Dist



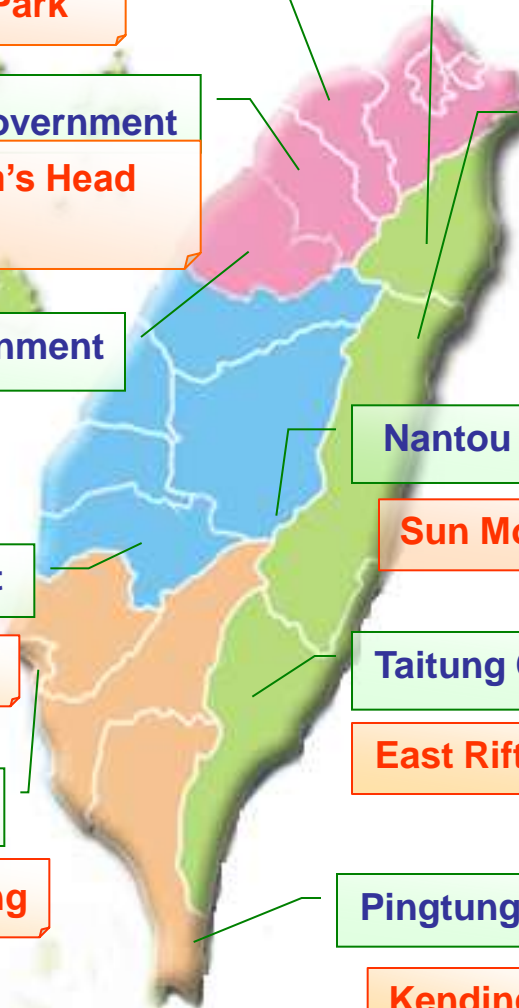
Chiayi City Government

Chiayi City, Alishan Dist



Tainan City Government

Fucheng, Anping, Taijiang



Yilan County Government

Jiaoxi, Luodong Dist



Hualien County Government

Taroko, East Rift Valley



Nantou County Government

Sun Moon Lake, Xitou Dist



Taitung County Government

East Rift Valley, City Dist



Pingtung County Government

Kending Dist



ii. Project Keystone



**Industry re-building, talent cultivation -
Cultivating the tourism industry's competitiveness
so that it is on par with international standards**

Industry re-building

Project Keystone

(Re-laying the foundation for tourism)

2-1
Plan to invigorate the economy and create tourism opportunities.

- Providing prizes, subsidies and promotional loans on favorable terms so as to help the industry upgrade.
- Assisting the travel industry's recovery.

- As of late August, provided 79 loans (amounting to more than NT\$3.3 billion), provided interest subsidies for 22 cases.
- As of late August, provided loans to 45 cases (amounting to 120 million), and interest subsidies of NT\$1.4 million

2-2
Plan to improve tourist entertainment/recreation business operations.

- Use rewards, incentives, inspections, training and competitions to encourage industry professionals to improve. (The top one-third will be considered special excellent, followed by good). Issue rewards.
- Subsidize an improvement in service quality

- Directions Governing Awards and Directions of Subsidies have been submitted. Applications have been accepted in October.

2-3
Plan to help star-rated hotels join international or local chain hotels.

- A maximum of NT\$5million will be provided to help star-rated hotels join international or local chain hotels.

- This plan was adopted in September. In September, the Tourism Bureau began coordinating with hotels on the star-rating system. Applications will be accepted in 2010.

2-4
Plan to provide incentives to tourism industry for obtaining professional certification.

- Provide incentives for tourism industry to obtain ISO, HACCP, hotel industry environmental protection certification, green construction certification, 5S or fire-prevention certification and other relevant authentications. The maximum incentive to be provided is NT\$5 million.

- Directions Governing Awards were adopted in September. Applications were accepted beginning in October.



2-5
Plan to provide incentives to overseas travel agencies for innovative product packaging and marketing.

- Encourage the development of new products and sales representatives, keep the cost of publicity, promotion and marketing to less than 50 percent (not inclusive)

- Directions Governing Awards were adopted in September. Applications were accepted beginning in October.



Action plan/ Main focus	plan	Main promotion points	Progress of promotion
<p style="text-align: center;">Project Keystone (Re-laying the foundation for tourism)</p>	<p style="text-align: center;">Talent cultivation</p>	<p>2-6 Tourism Talent Cultivation Plan</p> <ol style="list-style-type: none"> 1. Overseas training: (100 spaces available.) <ol style="list-style-type: none"> (1) Hotel Industry and Tourism Hotel Industry (40 spaces): Send participants to the Switzerland Hotel Management University, Singapore SHINES Hotel and Recreation Management School, Australia International Hotel Management School, Le Cordon Bleu Paris, and such prestigious schools. Participants will go for 10 to 40 days of professional training courses. (2) Tourism and sightseeing industry: Send a group of industry professionals to the Disney Management School, which opens classes for 20 or more people to undergo professional training. (3) Vocational school instructors, travel industry (40 spaces): Participants can be sent in a group or go on their own overseas for training. 2. Domestic training: (No limit on how many spaces are available.) <ol style="list-style-type: none"> (1) Subsidize tourism schools or relevant associations to open tourism industry advanced management classes or international special topic study camps. (2) Hold an international experts lecture series 	<ol style="list-style-type: none"> 1. <u>Hold an international experts lecture series</u> <ul style="list-style-type: none"> • Invite the Disney Management School to plan a special course curriculum; become the first government partner of the Disney school in Asia. • Directions of Subsidies were adopted in October. • 2. <u>Domestic training:</u> <ul style="list-style-type: none"> • Training course to train trainers for the tourism industry's middle and high-level managers: Scheduled to be launched in November (Length of time is 2 months) • International experts lecture series: Four sessions will be held during the dates of Aug. 26, Sept. 1, Oct. 27 and Nov. 12

iii. Project Propeller



**Market development, Quality improvement -
Raise the value of tourism industry products**

Action plan/ Main focus	Action plan	Main promotion points	Progress of promotion
<div style="display: flex; flex-direction: column; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); border: 1px solid black; padding: 5px; margin-bottom: 20px;"> Project Propeller (Advancing service values in tourism) </div> <div style="display: flex; gap: 10px;"> <div style="border: 1px solid black; padding: 5px; writing-mode: vertical-rl; transform: rotate(180deg);">Market Development</div> <div style="border: 1px solid black; padding: 5px; writing-mode: vertical-rl; transform: rotate(180deg);">Quality Improvement</div> </div> </div>	3-1 International market development plan	<ul style="list-style-type: none"> •Penetrate target tourist markets and develop emerging markets 	<p>In coordination with the 100th anniversary of the founding of the ROC, the Tourism Bureau has planned “Travel Taiwan – 100 Percent Satisfied” – as the next two year’s marketing main axle.</p>
	3-2 Establish “Taiwan International Tourism Development Center”	<ul style="list-style-type: none"> •Focus on administrative corporations to recruit international experts and marketing development talent to overcome administrative authority’s lack of organizational flexibility 	<p>Immediately plan this center, organize members and framework, so as to coordinate with the Executive Yuan’s organization restoration time frame. Continue to promote legal work.</p>
	3-3 Star-rating hotel appraisal plan	<ul style="list-style-type: none"> •To provide consumers with a basis in selecting hotels and to be on par with international standards, every three years, the Tourism Bureau will hold an appraisal on “construction and facilities” and one on “quality of service”. We will then decide whether the hotels appraised should be rated 1 to 3 stars or 4 to 5 stars. 	<ul style="list-style-type: none"> • Invite the Taiwan appraisal association to carry out appraisal work. • It is estimated that in 2009, 400 hotels will apply to be appraised.
	3-4 Homestay certification plan	<ul style="list-style-type: none"> •Encourage homestay hotel operators to obtain the Taiwan Host certification by undergoing the “Homestay Certification Training” or “Expert On-the-spot Rating” •Set up an exclusive website, use the media to step up publicity and promotions 	<ul style="list-style-type: none"> • Have set up a task force to promote this plan, and designated November for the committee to begin promoting certifications

V. Expected Results (by 2012)

Qualified results

Develop international tourism, increase foreign currency earnings, raise domestic travel quality

Build up Taiwan as “East Asia Tourism Gateway” and “Major International Travel Destination.”

Quantified results

Creating opportunities

Overall tourism earnings **NT\$550 billion**

Foreign exchange earnings from tourism **NT\$300 billion**
 (Contributing to overall tourism earnings increases from 45% to 55%)

Taiwanese domestic travel **NT\$250 billion**

Boosting Employment

Total tourism industry employment **400,000 persons**

Direct employment **130,000 persons**

Indirect employment **270,000 persons**

Attracting Investment

Total private sector investment **NT\$200 billion**

International Presence

Top international chain hotel brands **10 brands**

Increase investment in domestic travel industry :

1. Invest and build tourism and recreational facilities :

There are a total of 35 cases under application, which amount to a total investment of NT\$64.6 billion, and which will create 11,852 job opportunities.

- (1) Tourism hotel industry: 18 cases, NT\$30 billion in investments, 5,345 job opportunities.
- (2) Hotel industry: 6 cases, NT\$4.8 billion in investments, 1,289 job opportunities.
- (3) Tourism and amusement industry: 11 cases, NT\$29.7 billion in investments, 5,218 job opportunities.

2. Construction of tourism hotels: 55 hotels, 14,715 rooms, NT\$101.3 billion in total investment .

(In the near future, new hotels that will be built include Yun Pin Hotel NT\$4 billion, Regent Hotel NT\$5 billion, Furong Hotel NT\$10 billion)

3. Other cases: Contracts for 20 cases have been signed, six cases are under construction, total investment amounts to NT\$44.28 trillion.

VI. Conclusions

- 1. After direct flights were launched between the two sides of the Taiwan Strait, Taiwan has been actively capturing new opportunities arising from increased flights due to the institution of direct transportation links and extension of fifth freedom rights in the future. Taiwan is promoting the “Project Vanguard for Excellence in Tourism” to develop international tourist arrivals, enhance domestic travel quality, increase foreign currency earnings, and build Taiwan as an “East Asia Tourism Gateway” and “Major International Travel Destination.”**

2. Through the three action plans included in “Project Vanguard for Excellence in Tourism” building up Taiwan’s tourism base, and increasing international tourist arrivals, domestic travel quality and foreign currency earnings, we have determined the six major goals and 14 implementation plans. We will determine the main focus of the five major areas of tourism development, create unique scenic spots and tourism services that will be the topic of international discussion, and guide tourism industry professionals to transform themselves, so they can be on par with international standards. We will push forward spotlight activities, compete for international attention and increase the desire of overseas tourists to come to Taiwan. We will also strengthen international tourism talent and professionalism, to raise the competitiveness of the tourism industry and strengthen Taiwan’s tourism quality and image.

【 Topics of Discussion 】

- 1. 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?**
- 2. 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?**
- 3. 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?**
- 4. 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?**