

※2023 年觀光政策

Tourism Policy in 2023

後疫情時代是觀光產業調整體質的關鍵期，將持續落實「Tourism 2025—臺灣觀光邁向 2025 方案(110-114 年)」各項計畫，並調整布局以永續、綠色旅遊為方向，透過「打造魅力景點、整備主題旅遊、優化產業環境、推展數位體驗及廣拓觀光客源」等 5 大策略，以「品質旅遊 軟硬兼備」創造「臺灣好魅力」、「政策引導 跨域整合」展現「臺灣好多元」、「轉型優化 鏈結產業」提升「臺灣好服務」、「數位應用 智慧行旅」便利「臺灣好暢遊」、「網路聲量 精準行銷」開創「臺灣好集客」展現臺灣五好新氣象。

In the post-pandemic era, it is a crucial period for the tourism industry to adjust its overall structure. The government will continue to implement various plans under the "Tourism 2025 - Taiwan Tourism Towards 2025 (2021-2025)" and adjust its strategies towards sustainable and green tourism. Through the five main strategies of creating attractive attractions, developing themed tourism, optimizing industry environment, promoting digital experiences, and expanding tourism sources, we aim to increase Taiwan's attraction with quality tourism as well as comprehensive hardware and software; showcase Taiwan's diversity with policy guidance and cross-domain integration; enhance Taiwan's service with transformation optimization and industry linkage; facilitate Taiwan travel through digital applications and intelligent travel; and create a Taiwan customer base through precise marketing and online presence.

※2023 年施政重點

2023 Policy Priorities

◎**打造魅力景點**，盤點臺灣整體觀光資源，訂定區域旅遊主軸，並

打造國際魅力景區，營造地方魅力景點，優化地方景點及廊帶旅遊環境品質，維護及宣導旅遊安全，整備景區通用環境，以落實永續、整合、優質之理念。

Priorities in terms of tourism attractions: Assess the nation's overall tourism resources, evaluate scenic areas on a regional basis to identify possible themes and attractions, create new international-type scenic spots, create new smaller local scenic areas, optimize the quality of local scenic spots and related tourism corridors, maintain and promote tourism safety, enhance current scenic areas and implement the concepts of sustainability, integration and quality.

◎**整備主題旅遊**，整合觀光圈資源，加強跨域合作，精進特色觀光主題活動，如台灣燈會、台灣仲夏旅遊節、台灣自行車旅遊節、台灣好湯等，及露營、水域活動、國家綠道等新興遊憩活動管理；推廣多元主題遊程，包含觀光圈區域旅遊、樂齡及金質旅遊等主題產品，帶動國內旅遊風潮。

Priorities in terms of tourism initiatives: Develop theme tourism, integrate tourism resources and strengthen cross-domain cooperation to enhance distinctive tourism themes and activities like the Taiwan Lantern Festival, Taiwan Mid-Summer Festival, Taiwan Cycling Festival, Taiwan Hot Spring Festival, as well as emerging recreational activities such as camping, water sports, and national greenway leisure. Promote diverse theme products and itineraries such as regional tourism, senior and golden travel to boost domestic tourism.

◎**優化產業環境**，持續提升觀光產業創新服務，加強從業人力媒合及專業職能訓練、規劃 113 年自辦導領人員評量制度；推廣星級旅館評鑑新制、自行車友善旅宿、環境教育場域、綠色環保旅宿等永續認證，以精進產業服務質量。

Priorities in terms of broader strategies: Optimize the tourism industry environment, improve innovative services in the tourism industry, strengthen the matching of human resources and professional training for the workforce, and plan a self-evaluation system for tour guides in 2024. Promote new evaluation systems for star-rated hotels, bicycle-friendly accommodations, environmental education sites, green and sustainable certification for accommodations, and other sustainable certifications to enhance the quality of industry services.

◎**推展數位體驗**，強化觀光資料匯流，建置觀光大數據平台，完備網站應用服務；推動景區數位管理，導入熱門景區人流/車流管理機制及景區 AR、VR 旅遊互動實境體驗及 4K 觀光即時影像，提供完善旅遊服務及數位體驗，滿足旅客旅行前、中、後需求；強化 i-center 品牌化，辦理觀光景點公共運輸提升及推動台灣好行、台灣觀巴轉型智慧旅運，提供旅客一站式交通及數位訂票、多元支付等觀光服務。

Priorities in terms of technology: Promote digital experiences, strengthen the integration of tourism and information technology, establish a big data platform for tourism, and complete website and application services. Promote digital management of scenic areas, introduce mechanisms for managing popular tourist and vehicular traffic flow in scenic areas, as well as AR/VR interactive reality experiences and real-time 4K tourism images, providing comprehensive tourism services and digital experiences to meet the needs of travelers before, during, and after their trips. Strengthen the branding of i-centers, improve public transportation to tourist attractions, and promote the transformation of Taiwan Tourist Shuttle and the Taiwan Tour Bus into smart tourism, providing tourists with

one-stop transportation and digital services such as multi-payment options.

◎**廣拓觀光客源**，鼓勵開發特色新遊程，拓展國內旅遊市場熱潮，做為後續推展國際觀光的基礎。檢視臺灣觀光品牌未來性及延伸效益，推廣區域觀光發展組織整合資源，並配合國境解封，辦理特定客群獎助、過境半日遊、好禮大相送及「加速擴大吸引國際觀光客方案」等專案促銷活動積極攬客，持續透過網路聲量、創新多元行銷臺灣品牌，加速提升國際來臺市場復甦及成長機會。

Priorities in terms of tourism marketing: Expand tourist sources, encourage the development of new and distinctive travel experiences, and expand the domestic tourism market to serve as the foundation for promoting international tourism in the future. Review the future potential and extension benefits of Taiwan's tourism brand, promote the integration of regional tourism development organizations and resources, and cooperate with the reopening of borders to implement specific promotional activities for targeted groups, half-day transit tours, special giveaways, and the "Accelerated Expansion of International Tourism Promotion Plan" to actively attract tourists. Continuously improve the Taiwan brand through innovative and diverse marketing strategies and online presence to accelerate the recovery and growth of the international tourism market in Taiwan.