

Development of Sustainable Tourism in Chinese Taipei

Chen-Sheng Ho, Ph.D.

Director of International Affairs Department

Taiwan Institute of Economic Research

World Economic Forum

The Travel & Tourism Competitiveness Report 2017

Key Indicators: Chinese Taipei (2015 figures)

- ▶ International tourist arrivals: 10,439,785
- ▶ International tourism inbound receipts: US \$14,387 million
- ▶ T&T industry GDP: US \$9,501.3 million
% of total: 1.8%
- ▶ T&T industry employment: 259,005 jobs
% of total: 2.3%

Source: World Economic Forum

Source: Picture from Tourism Bureau



World Economic Forum

2017 Travel & Tourism Competitiveness Index

Description: The Index measures factors and policies that enable the sustainable development of the travel and tourism sector.

Pillars of Index

International Openness

ICT Readiness

Health and hygiene

Business environment

Environmental sustainability

Ground and port infrastructure

Natural resources

Prioritization of Travel & Tourism

Human resources and labor market

Safety and security

Price Competitiveness

Air transport infrastructure

Tourist service infrastructure

Cultural resources and business travel

Ranking: 30th (Out of 136 economies)

For reference: 1st (Spain); 2nd (France); 31th (Denmark); 34th (Thailand)

Source: World Economic Forum

Source: Picture from Tourism Bureau



Other Major Index

World Economic Forum

Global Competitiveness Index 2017-2018

- ▶ Description: The Index assesses the factors and institutions that determine improvements in productivity. Productivity is an important factor in economic growth and prosperity.
- ▶ Chinese Taipei Ranking: 15th (Out of 137 economies)

Comment: There exists the potential for Chinese Taipei to advance the sustainable development of the tourism sector.

Source: World Economic Forum

Source: Picture from Tourism Bureau



Ministry of Transportation and Communications:

- ▶ Include the Tourism Section of Department of Railways and Highways
- ▶ Include the Tourism Bureau

Other Relevant Information:

- ▶ There are six special municipalities, county governments, and city governments that have its own unit responsible for local tourism development, marketing, and promotion.
- ▶ The Tourism Bureau supervise the scenic areas and private amusement parks.
- ▶ The Ministry of the Interior's Construction and Planning Agency administers the national parks.
- ▶ The Council of Agriculture administers the leisure farms and forest recreation areas.
- ▶ The Veterans Affairs Commission administers the national farms and forests.

Source: Tourism Bureau

Source: Picture from Tourism Bureau



Presentation to AmCham Taipei by Tourism Bureau Director-general Chou Yung-Hui

key trends impacting the global tourism industry:

- ▶ Growing Asian Market: the Asia-Pacific market is stronger than ever and will be the fastest growing region for tourism development.
- ▶ Globalization Effect: tourists are showing an increasing preference for shorter-distance international trips.
- ▶ Localization and cultural relevance: consumers' desire for an authentic experience play an integral part in their travel planning.
- ▶ Digital transformation: the rise of digital technology has changed consumer travel behavior and has created new business opportunities.

Source: AmCham Taipei

Source: Picture from Tourism Bureau



Tourism Bureau

Sustainable Tourism Strategies: Chinese Taipei (1)

Market diversification:

- ▶ Emphasize Japan, Korea, and Southeast Asia.
- ▶ Deepen the penetration of the European and American markets.
- ▶ Maintain the Chinese market.
- ▶ Develop new market segments including MICE, cruise lines, Muslim tourism, and charter-flight travelers.

Promotion of domestic travel:

- ▶ Deploy a new Citizen's Travel Card program to encourage domestic travel through high-quality travel packages.

Guidance for industrial transformation:

- ▶ Improve service quality.
- ▶ Enhance brand exposure and quality-evaluation mechanisms.
- ▶ Increase resources and support for travel agencies.
- ▶ Strengthen training for foreign-tour guides.

Source: <https://amcham.com.tw/2017/09/tourism-2020-sustainable-tourism-development-strategy/>

Source: Picture from Tourism Bureau



Tourism Bureau

Sustainable Tourism Strategies: Chinese Taipei (2)

Smart tourism:

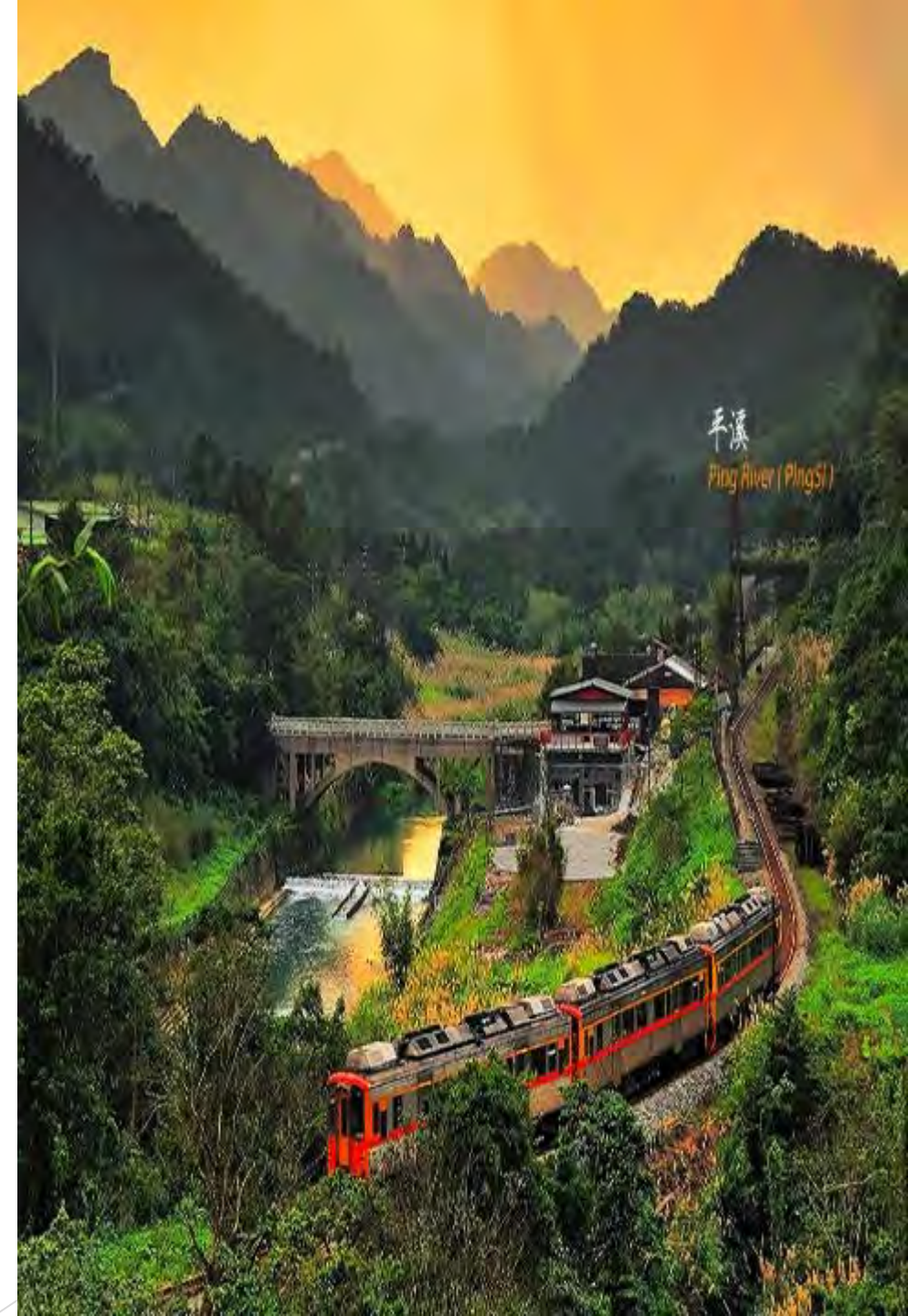
- ▶ Integrate and improve services for foreign independent travelers (FIT), including travel information, ticketing systems, and public transport services.
- ▶ Improve FIT travel information services through smart technology and mobile devices.
- ▶ Expand the i-center information service system through the establishment of enquiry stations for the convenience of in-depth travel by FIT tourists.
- ▶ Upgrade the service quality of the Tourist Shuttle and Tour Bus.

Expansion of experiential tourism:

- ▶ Work with local governments to create new tourist attractions
- ▶ Promote localized travel adventures, such as themed itineraries for scenic spots targeting international tourists.

Source: <https://amcham.com.tw/2017/09/tourism-2020-sustainable-tourism-development-strategy/>

Source: Picture from Tourism Bureau



Advancing New Southbound Policy

- ▶ Seek to deepen agricultural, business, cultural, education, trade and tourism links with ASEAN members, six South Asian economies, Australia and New Zealand.
- ▶ Offer e-visa or visa-free entry to visitors from Brunei, Cambodia, India, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam.
- ▶ Visitors from Southeast Asia had increased greatly in 2016 (Thailand: 57%; Viet Nam: 34%; Philippines: 24%; Southeast Asia (Others): 42%).

Source: http://nspp.mofa.gov.tw/nsppe/content_tt.php?post=106647&unit=346

Source: Statistics and picture from Tourism Bureau



New Southbound Policy and Muslim Community

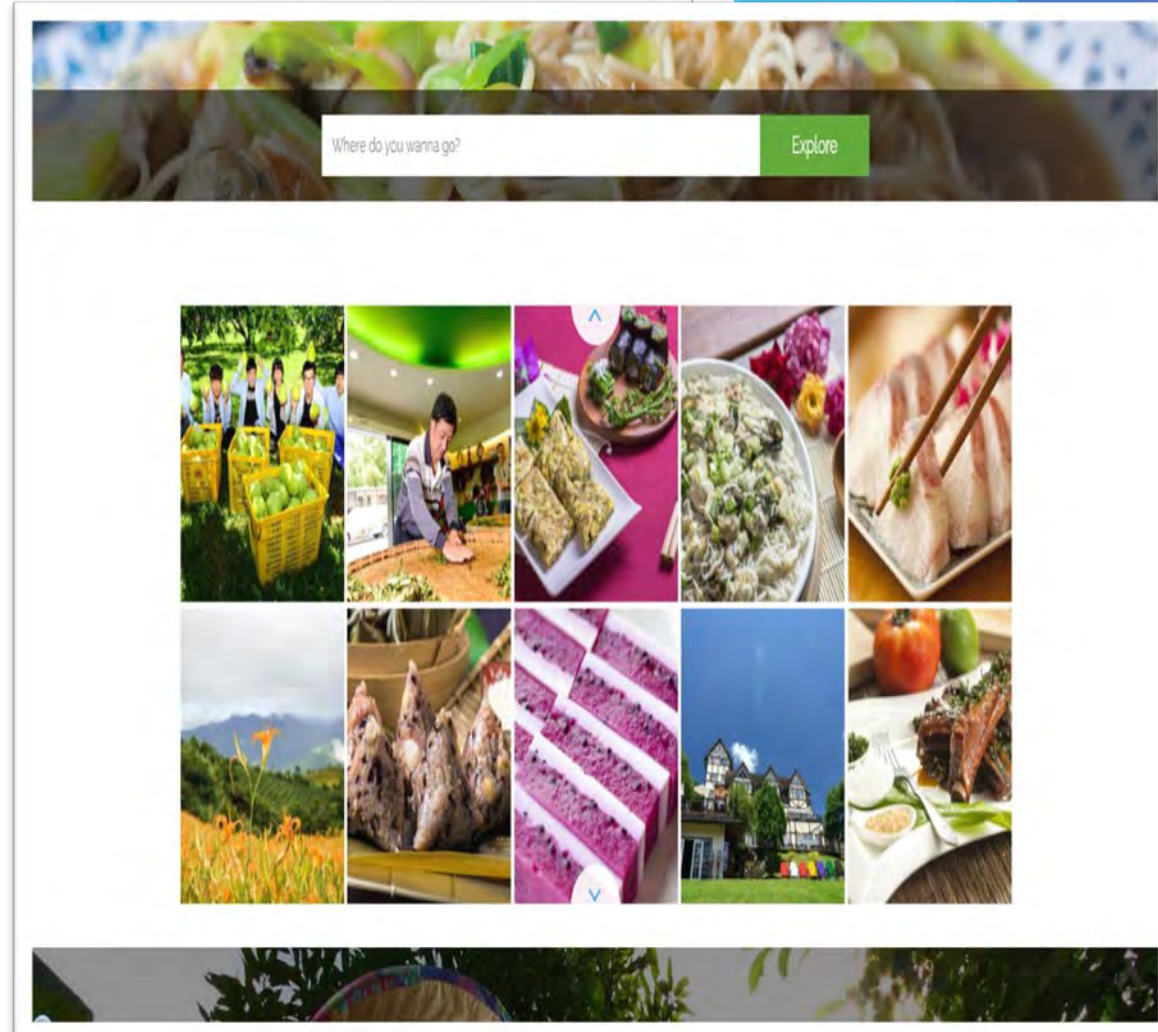
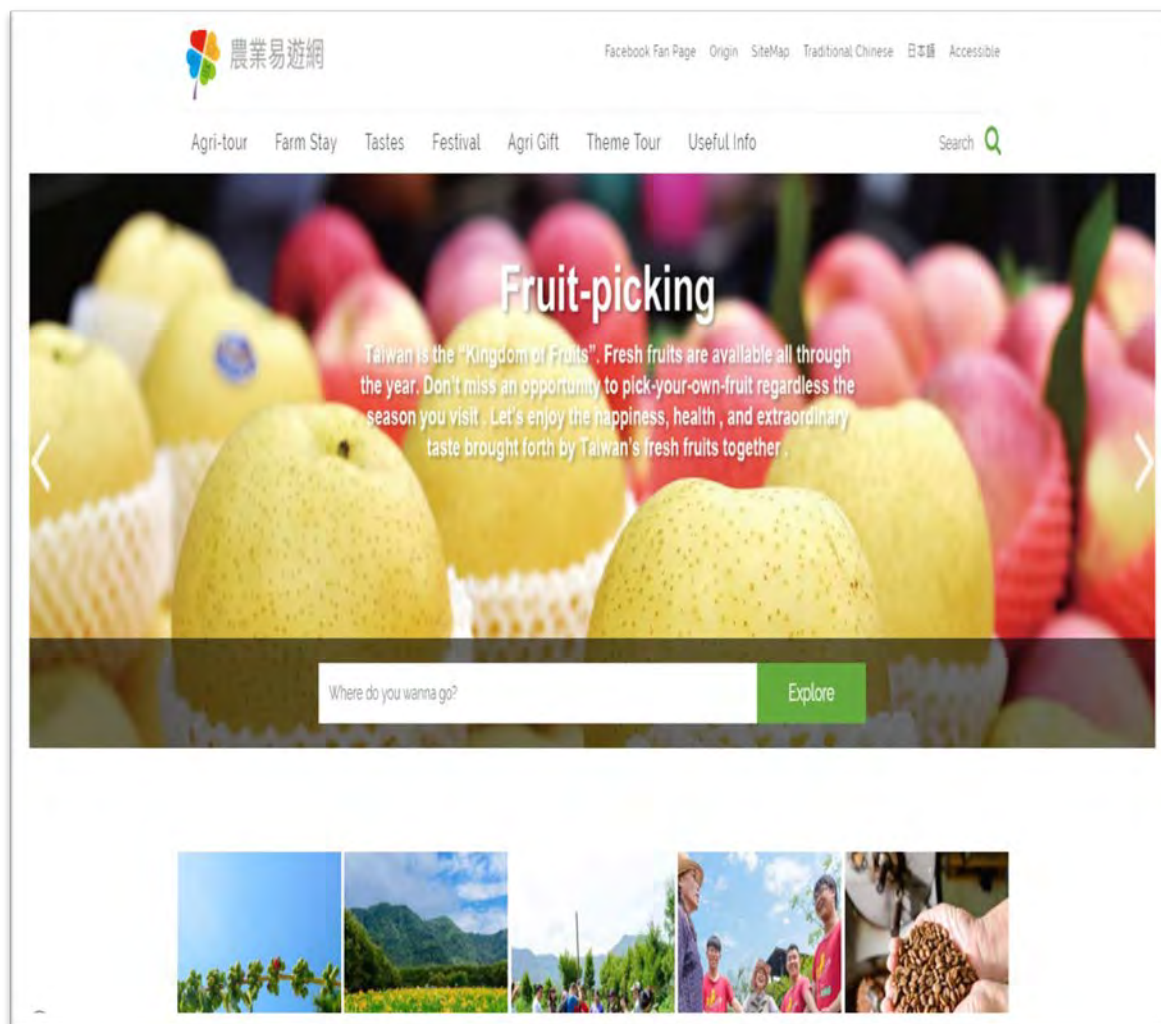
- ▶ The Muslim community is an important partner for promoting the New Southbound Policy.
- ▶ Create a Muslim-friendly environment: Setting up prayer rooms in airports, bus terminals and railway stations.
- ▶ Seek to attract more Muslim visitors: Promoting halal certification for local hotels and restaurants. The number of certified establishments has risen to 104 from just 11 (6 years ago).
- ▶ The Muslim population is around 250,000: 50,000 citizens and 200,000 migrant workers.
- ▶ Chinese Taipei was ranked the **seventh most Muslim-friendly destination** among non-Muslim economies in the 2016 Global Muslim Travel Index by MasterCard-CrescentRating.

Source: <https://www.taiwannews.com.tw/en/news/3257141>

Source: Picture from Tourism Bureau



► Agritourism: Council of Agriculture Website



Promoting Sport Tourism

Newspaper Article: “A Great Dream of an Asian Professional Baseball Association” by President Lin, Chien-Fu of TIER

Chairman Chiang, Pin-Kung of TIER has stated Okinawa (Japan) could create a professional baseball team and join Chinese Taipei’s professional baseball association.

A professional baseball team can play around 100 games and provide benefits, such as ticket sales, broadcasts, and merchandized sales for economic development.

A great dream is that professional baseball teams from Japan, Korea and Chinese Taipei could organize together an Asian major league baseball.

In the future, Japan’s 16 teams, Korea’s 10 teams and Chinese Taipei’s 4 teams can join together to form 30 teams.

The Asian league of 30 teams would be the same number as the United States’ Major League Baseball of 30 teams.

Source: China Times Inc.

Source: Picture from Tourism Bureau



Thank You