

出國報告（出國類別：其他）

2017 印度地區觀光推廣活動報告書

服務機關：交通部觀光局

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派赴國家：印度

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2017 印度地區觀光推廣活動報告書

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印度觀光推廣暨出席永續觀光目的地國際論壇 出國報告

一、目的

印度為人口世界第二多的國家，其經濟近年快速發展，為金磚四國之一，其購買力平價(Purchasing Power Parity) 於 2015 年已達 5,730.14 國際元（美元），許多專家均預測至 2050 年印度將會是僅次於美國和中國的第三大經濟體。新南向政策亦將印度列為重點國家之一。因經濟成長帶動，印度近 3 年出境人數每年皆維持超過 10% 的成長率，交通部觀光局期藉由在印度的觀光行銷與交流活動，向長年駐印度的臺灣大使請益及透過出席觀光相關學術論壇，瞭解當地民眾旅遊偏好及提升臺灣觀光目的地形象，進而帶動印度旅客來臺人次。

二、工作內容

（一）政務及商務拜會、洽談

- 1、拜會我國駐印度代表處田大使，就台印雙邊關係、觀光推廣等交換意見。

田大使提及：

- (1)加強宣傳力度：建議拍攝針對印度之廣告片、考量以台灣風情為背景拍攝印度型態電影。
- (2)建立縣市政府與印度官方交流。
- (3)印度媒體市場狀況與建議運用模式。
- (4)印度目標市場鎖定與行銷策略建議：簽證、匯率、購物、美食（印度料理）皆是影響因素。
- (5)加速駐印度觀光單位之設置。

本局將續研處理方式，加速推動。

2、感謝田大使介紹媒體專訪「台灣觀光在印度」。

訪談內容包括：

- (1)對印度觀光推廣目標。
- (2)如何透過觀光強化台印關係。
- (3)如何讓印度民眾理解台灣與中國大陸旅遊之差異。

訪談內容露出，如附件。

3、與公主郵輪印度代表洽商合作宣傳計畫。

4、與華航郝總、中央社康特派聊印度市場特性及開拓策

略。

5、巧遇台北市政府觀光傳播局簡局長來印度「探路」，並就未來中央與縣市合作，分進合擊共同開發印度市場交換意見。

(二) 出席永續觀光目的地國際論壇

1、開幕式演講(講題：旅遊目的地永續發展－臺灣觀光永續發展行動計畫)

以 tourism 2020 的戰略、戰術內容，並延伸下列概念：

(1)永續觀光的建構不僅是資源的保育及永續，更重要的是在地民眾的認同與遊客教育要齊頭並進。

(2)永續觀光不能只是口號，要身體力行，從日常生活中做起。

(3)永續觀光是要讓「資源與遊客」、「環境與產業」共存共榮而非對立。

2、工作坊演講（講題：旅遊目的地行銷－臺灣觀光國際行銷策略）

以台灣觀光發展為例，說明本局在品牌經營、通路建置、產品開發、創新服務的思維，與參與人員共同討論。

(三) 與賈姆爾喀什米爾邦政府會談

透過 Dr. Manhas (研討會主辦人，Jamma 大學教授) 的安排，得與印度最北端的邦政府 (加姆爾及喀什米爾邦) 觀光教育部長、觀光局長會談，內容摘要如下：

1. 台灣可由相關縣市與 Jammu 締結姊妹市，增進雙方了解、互訪，並為後續觀光合作奠定基礎。

For seeking more opportunities to cooperate on all aspects, we would like to suggest collaboration between Taiwan and J&K.

2. 為增進台灣民眾對 Jammu 之了解，建議後續 Jammu 可考慮派團參與台北國際旅展，以直接向台灣民眾行銷，並由觀光局提供必要之協助。

We suggest Jammu could join 'Taipei International Travel Fair in Taipei (ITF)' and promote as an outbound Tourist destination for Taiwanese showcasing the attributes of the destination. Taiwan Tourism Bureau can help if Required.

3. 明年度之本案永續觀光研討會可考量於台灣舉辦，我方將提供相關必要性協助。

The conference that we attended in Jammu was a remarkable event, we do hope Jammu University could consider Taiwan as a destination for conference next year.

We can also offer assistance if required.

4. 可由台灣相關縣市與 Jammu 簽訂合作備忘錄(MOU)，內容可涵括如下

- (1) 針對農業交流合作、體育移地訓練、教育、觀光(雙向送客、雙方觀光推廣資訊之交流、互相接待網路部落客)等，優先洽談簽訂合作備忘錄。

- (2) 相關備忘錄之洽商簽訂，仍應透過外交單位相關程序辦理。

Taiwan Tourism would like to collaborate with J&K along with some of our major cities to sign an MOU with the following content as follows.

- (1) the content of MOU may include cooperation of agriculture

(2) Physics, education and tourism between Taiwan and J&K.

其有意與台灣縣市建立姊妹市及洽簽觀光 MOU 等事宜，後續將洽外交部、駐印度代表處理解可行性，並由本局國際組續處。

三、心得與建議

(一) 不可思議的印度，有策略作戰，有努力推廣，才會有收穫。

印度的 13 億人口，未來 2 年內可望成為全球人口最多國家，環視其政經情勢發展，被譽為金磚國家並非浪得虛名，如何在此趨勢下取得先機，當是本局應思考及努力的方向。綜觀推廣策略，以公關公司為主力操盤，開發旅行社產品通路、OP 教育訓練、媒體通路、行銷推廣活動、參展及異業結盟。在推廣參展上以今年為例，二月份於印度孟買辦理旅展頗有斬獲，這次的印度參展團的團員有 17 位，是近年最多的一次，本局協調外交部簡化簽證等相關問題解決後，業者對市場推廣都更有信心。

13 億人口的市場，容易做？初期成長 100%不是問題，但長期耕耘呢？可不可思議？建議本局於本（106）年駐外工作會議可請印度轄區主責辦事處謝長明主任提出在印度市場腹背受敵推廣的近距離觀察。

(二) 知己知彼，百戰百勝

市場開發需打團體戰，中央政府理解如何市場開拓，也要有縣市政府在地文化、觀光景點推薦；業者對於市場的認知與認同感，群策群力。本局駐處為開發此一市場，努力針對印度食物、印度旅客接待方式等，跟所有業者溝通，尤其透過印度到台灣留學生/會講流利中文，來印證我們之前所獲得的資訊，也分享給所有的參加業者，讓參與業界感覺上這次真的收穫很多。

行銷宣傳，做就對了！本局積極於印度開拓行銷通路，例如：在印度的第一篇報紙廣編上檔，在新德里及孟買等六個區域都可以看到，為了怕民眾有問題不知道要問誰，也把駐地公關的電話號碼放上去，廣告見報後，電話好多同事說電話也灌爆了，顯見印度民眾都對台灣這旅遊目的地有極高的興趣。

值得一提的是，觀光是體驗經濟，更是非常

「個人化/個性化」的產業，一件宣傳稿、一幅宣傳海報對於不同人皆有可能不同解讀。此時，觀光的專業在於如何在有限預算、資源、人力下，如何針對目標客層、市場需求提出最適方案。本局在全球各地行銷時常接受外界諸多批評與指正，觀光局絕對樂於接受各界意見，但也請大家尊重觀光專業，相關作為絕對經過縝密規劃與決策過程，也請體諒無法合大家的意，本局也無法接受以自我好惡，稱新版海報為老舊過時等粗暴意見，我們期待的是同心協力，俾得爭取更多目標客源來台旅遊。

(三) 爭取各種可能曝光機會，加深交流，提高臺灣國際能見度。

前往 Jammu 出席「第四屆永續觀光旅遊目的地國際研討會」擔任 keynote speaker 以及工作坊主講人之一。

研討會順利達成，欣喜的是，每個參與者來道賀時都說：不僅對台灣更了解，且更有意願來台一

遊（無論是否為客套，至少演說是有效果的）

其間，透過 Dr. Manhas（研討會主辦人，Jamma 大學教授）的安排，得與印度最北端的邦政府（加姆爾及喀什米爾邦）觀光教育部長、觀光局長會談，其有意與台灣縣市建立姊妹市及洽簽觀光 MOU 等事宜，後續將洽外交部、駐印度代表處理解可行性，並由本局國際組續處。

Dr. Manhas 亦將於明年邀請 60-100 位印度觀光餐旅學者來台辦理國際研討會，屆時視情況再給予必要之協助。

附件 1：媒體專訪

DIPLOMATIC SQUARE

Face to Face

Published on March 30, 2017

Discover Taiwan!

The Hidden Gem of Asia!!

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**In conversation with Dr WAYNE LIU, Deputy Director General,
Tourism Bureau of Taiwan**

When I was in school, the table-top globe used to be a precious possession for us youngsters. We would spin it around and then run our fingers through different countries, rivers, mountains and imagine the people and the country. On that globe was printed a small island, named Formosa, which decades later I came to know was a Portuguese word for a beautiful island.

A beautiful island yesterday, and even more beautiful today – blessed by Nature and handcrafted to enhance its intrinsic beauty through an integration of technology, environmental science, universal values of democracy, human rights and security and much more. Today, Taiwan is the hidden gem of Asia, waiting to be discovered by 1.25 billion Indians.

Yesterday's Formosa, presently Taiwan which has an official nomenclature, "The Republic of China", encapsulates a thousand years plus of Chinese culture – its language script, music, art, tradition, et al, an ancient civilization craftily embedded into a modern environment.

India and Taiwan are two countries – geographically distanced but emotionally and culturally close – two civilizations that have no dispute, no ill-will but only good-will towards each other.

Due to various domestic compulsions and geo-political reasons, India and Taiwan were neither enemies nor very intimate friends till yesterday – however today, as the world changes, new relations become steadfast and sincere, India and Taiwan have embarked on a mutual path to build a bridge of never-before-seen-friendship – people to people, government to government, business to business and so on.

And in this process of India and Taiwan “discovering” each other, none play a greater role than tourism whereby people from both countries visit each other, see for themselves, and experience the culture, the hospitality and society of each other and thereby shake-hands of firm friendship and cooperation.

Deputy Director General, Taiwan Tourism visits India



It is in keeping with this philosophy, that the Deputy Director General of Taiwan Tourism Bureau, Dr Wayne Liu was in India earlier this month and, Diplomatic Square had the good fortune to speak to him. Outlining the purpose of his visit to India, he said,

“I came to India with two purposes. Firstly, we want to promote Taiwan and we want more and more Indians to visit Taiwan. We would like to promote group tours and cruise trips. We met cruise operators on how to make the entire operation convenient and

comfortable for travellers and viable for the operators. I also met Ambassador Chung Kwang Tien to obtain his opinion about the Indian market, the perceived preferences and expectations of the Indian tourists”.

“Secondly, I was invited to a conference that was held in Jammu and I had the privilege to deliver a lecture and speak to various delegates on Taiwan-India promotion in the tourism sector. We are looking forward to opportunities to show-case Taiwan and share our mutual experiences. I also hope to meet the Indian Minister for Tourism and obtain his esteemed views on the subject and to ensure greater cooperation”.

Diplomatic Square: Just a few days back, an Indian parliamentary delegation had returned after an official visit to India which was reciprocated with a visit by Taiwanese parliamentarians. This is a first-time event. An Indian MP, H.C Meena who was a part of the delegation informed that among other things, they had held important discussions with their counterparts to ensure that more Taiwanese citizens also visit India too!

Deputy Director General: Traffic from both sides is important for social and business reasons. It is important for Indians and Taiwanese people to know about each other’s culture, cuisines, craftsmanship and more. One-sided knowledge will not serve the purpose. It is much more than just sight-seeing. Secondly, flights need to be full on both sectors – in my opinion, if visits by both sides in balanced, then direct flights will become possible. Presently, China Airlines flies thrice a week from Delhi to Taiwan but if the passenger volume goes up, we can have add flights and destinations that will benefit all.

Diplomatic Square: There is an overall feeling in India that China Airlines is an airline owned by mainland China. This confusion on the usage of the word “China” often deters Indian people to fly China Airlines. Do you feel that you should run a campaign to correct this perception?

Deputy Director General: We will talk to the China Airlines people that they need to advertise or make their presence and identity better felt in India. We have another important airline – EVA Air. I will talk to the President of China Airlines, maybe there is a case for more cooperation with the Tourism Bureau so that the Indian people are assured that China Airlines is a Taiwanese carrier and will fly you comfortably to a wonderful destination named Taiwan.

The Taiwanese Tourism Bureau along with China Airlines and six companies located at Delhi are coming up with an advertising campaign shortly. China Airlines

has always been famous for travelling to Taipei via Rome, now it has stopped because the focus is on India. They are coming up the packages.

Diplomatic Square: Are you also focusing on FIT segment or are you thinking with tour operators for group travel.

Deputy Director General: The first step is that we must be focused on the group because not many Indian people know about Taiwan. It becomes easier for the tourists to travel to North East Asia via Taiwan, visit all the important destinations and maximize the enjoyment during their stay in our country. Later on, as Indians get to know more and more about Taiwan, individuals will start travelling to Taiwan independently and explore the country. Also, for individuals the visa may be a problem presently but as a tourist group, it becomes very easy.

Diplomatic Square: But Ambassador Tien in a recent chat with the press people had mentioned that securing a Taiwanese visa will be very easy now onwards – firstly, if you have a valid British or Schengen visa, then there is no problem; secondly, if you do not have that just apply online and come to his office, enjoy ‘*a cup of masala chai*’ while the visa is processed and issued then and there itself.

Deputy Director General: Taiwan is a very friendly country. Presently, the highest traffic is from Japan, nearly 2 million annually, and about 70 percent of them are individual travelers; there are about 1.6 million visitors from Hong Kong of which 90 percent are individual travelers. It just goes to prove how much of a safe and easy to travel, Taiwan is!

Diplomatic Square: I understand that Taiwan is well reputed for higher studies and also for learning the language. I also believe that the cost of education is much lower in Taiwan as compared to Europe or United States whereas the quality is at par, if not better in places. Furthermore, there is much more cultural affinity, both India and Taiwan being oriental countries. However, during a recent interaction with some students at a university in Delhi, I was surprised to note that most of them were unaware of facilities provided by Taiwan. Any plans to concentrate on this group?

Deputy Director General: I think it is too early for students to travel on exploratory trips simply because they would not have that kind of money. If they go to Taiwan as students to enroll in an institute like learning Mandarin, they have to apply for student’s visa.

We are also thinking about this for anyone wanting to study about Chinese history, culture or language must go to Taiwan. The Taiwanese are very possessive about their culture. In other places where Chinese language is taught, they use simple characters which are good to read books but in Taiwan, we use the traditional 'characters' that are absolutely essential when about Chinese culture, browse through earlier scripts, scrolls and literature.

As the world agrees, the Taiwanese people are very friendly and welcoming people and it is also a very safe country. The parents of Indian students can be very assured when they send their children to Taiwan.

Just for your information, let me tell you that you can walk alone on the streets of Taipei at midnight, even a single women can walk alone at about 2 o'clock in the morning without feeling insecure or afraid.

Diplomatic Square: The Indian and Chinese are among the oldest surviving cultures in the world today – culture that involves art, painting, calligraphy, literature, music and more. These are the new areas of interest among people all over the world, thanks to television, social media and the internet. Today, these have exotic value for people living in other regions of the world. Are you contemplating any kind of road show that will package the Taiwanese culture in all its glory to the Indian audience.

Deputy Director General: Yes, it's on the table and we will like to begin with a Taiwanese food festival by bringing along some famous chef from Taiwan and other performing artistes.

We are keen to bring Taiwanese music to India – I mean traditional Taiwanese music. Just recently, we conducted a workshop to educate the (travel) agencies in Mumbai and Bengaluru on various facets related to Taiwanese tourism. We have a group that has come down from Taiwan, the **Hung Yi group** – they specialize in acrobatic dance performance with the beat and rhythm of music.

However, having said all this, I must admit that presently Taiwan is the second choice for Indian tourists travelling to North East Asia. Japan remains the first priority. Taiwan may figure in the second visit to the region. Thus, we have designed a product that will attract the Indian tourists.

Thus, we are trying to promote our country in every possible manner and one of our key strategy is to offer, as I said before, a product that will suit most Indian tourists.

We are keen to offer cruises that to visitors – it starts from Taiwan after a nights stay in the island, then proceeds to Japan where it stays for a two nights and thereafter returns to Taiwan. This way, Indian tourists can visit Japan and Taiwan simultaneously and maximize the most from their trip. As you had said, word of mouth is important. We hope that those returning from the cruise will spread the word around, narrate their experience so that more potential tourists are encouraged to take this cruise.

At the present, the tourist flow from India is 40,000 annually which we hope to raise to 100,000 in the near future.

For more information on Taiwan tourism, visit:

<http://eng.taiwan.net.tw/>

Editorial: Taiwan is geographically the size of the Indian state of Haryana or Kerala, naturally with that much limited natural resources, but ranks among the most well developed economies that provides a Quality Life to its citizens, despite its geopolitical challenges.

What makes it possible? The peoples' commitment to their country, their culture, preservation of ethos and dedication. They have transformed this small island into a power house of science, research and development in the IT and ITES sectors, telecommunication, electronics, food processing, agriculture, environmental management and more.

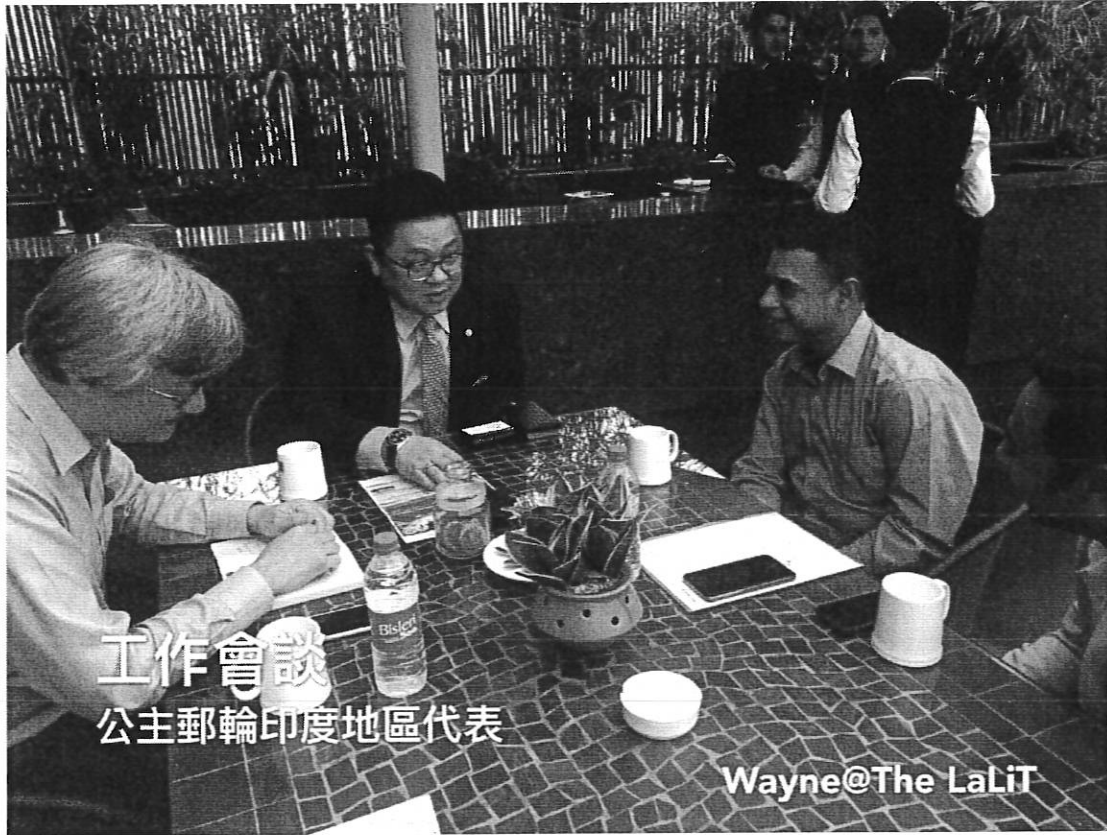
The opening up of tourism will not only provide the citizens of both countries opportunities of sight-seeing and enjoyment, savour new cuisines, marveling at architectural magnificence but importantly provide opportunities for intellectual and business convergence, arts and culture and human ethos.

附件 2：活動實錄



拜會駐印度台北經濟文化中心 田大使





研討會會場



開幕式
JK 觀光部長致詞

Wayne@SHTM UOJ

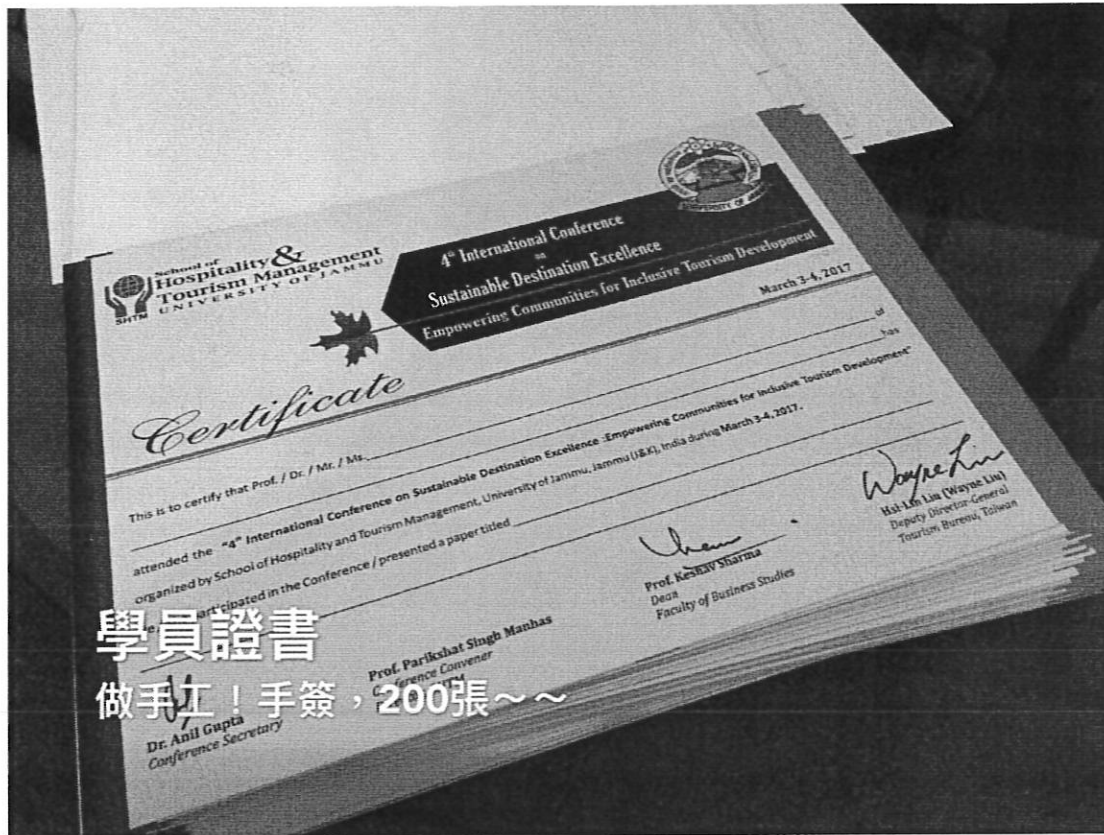


研討會會場
座無虛席啊...認真的印度人

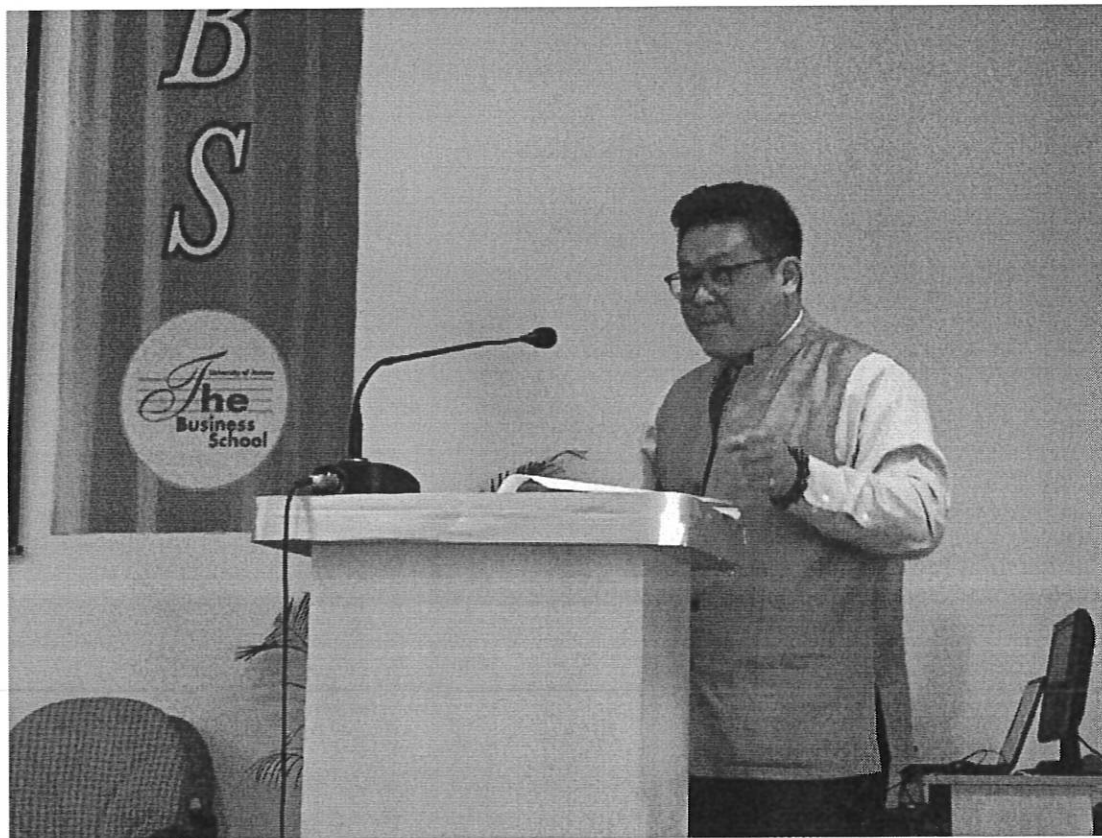




擔任 Keynote speaker



學員證書
做手工！手簽，200張～～



工作訪演說：旅遊目的地行銷－臺灣觀光國際行銷策略



閉幕式

Wayne@SHTM UOJ

04 March, 2017, SATURDAY Jammu | Greater Kashmir **2**

City

International conference on Tourism Development begins at JU

Participants from 6 countries hold deliberations on day 1

GUESTS NETWORK

JAMMU, Mar 3: Two-day 4th International Conference on Sustainable Destination Excellence Engineering Commission for Inclusive Tourism Development began today at School of Hospitality & Tourism Management, University of Jammu.

Priva Sethi, Minister of State for Education, Technical Education, Culture, Tourism, Department of Horticulture, Forestry and Parks was the Chief Guest of the occasion. Farooq Ahmad Shah, Secretary in Government, Tourism Department and Floriculture, Gardens & Parks was the Guest of Honour.

Prof. R. D Sharma, Vice-Chancellor, University of Jammu, presided over the function.

Priva Sethi while speaking on the occasion said that tourism has become a powerful and transformative force that is making a positive difference in the lives of millions of people. She appreciated the initiative of University of bringing in policy makers, academia and industry on one platform, she emphasized that any development should improve the conditions of common man and that tourism has great potential to improve the lives of common man. She stressed that innovation will play a fundamental role to play in improving sustainability and in opening doors for inclusive growth. She appreciated the efforts of Prof. Faruk Singh Manhas, Director, SHTM in bridging the gap between theory and practice and also getting international experts for the development of the state.

Dr. Hsi Lin Liu, Deputy Director-General, Tourism Bureau, Taiwan in his keynote address discussed how sustainable tourism is developed in Taiwan and the role of stakeholders in promoting the same. He promoted the concept of Green Destination and how sustainability can touch the lives of a common man. He expressed his gratitude towards Prof. Parvinder Singh Manhas for the invitation by the conference.

Prof. R. D Sharma, Vice-Chancellor University of Jammu in his presidential remarks while appreciating the initiative of SHTM highlighted significance of the conference theme as United Nations has declared 2017 as the year of sustainable tourism development. He further discussed how tourism development opens avenues for employment generation and socio-economic development. He also emphasized that tourism nurtures peace building relationships among government and various stakeholders.

Farooq Ahmad Shah in his address highlighted how the development of tourism sector has changed over time and how important it is to respect the diversity of cultural resources. He further emphasized that tourism development can be inclusive and assist towards poverty reduction and community empowerment only if a broad array of stakeholders contributes to the creation of opportunities as well as share the potential benefits of tourism.

Prof. Kamal Sharma, Registrar & Dean, Faculty of Tourism Studies, University of Jammu in his address appreciated the School for their consistent academic endeavours. He appreciated all the stakeholders of the University of Jammu for carrying out this amongst university academics.

Earlier Prof. Parvinder Singh Manhas, Director, School of Hospitality & Tourism Management, University of Jammu highlighted the relevance of collaborative efforts among academia, policy makers and industry which is needed for tourism development. He promoted the idea of international collaborations and ideas like sister cities for which School of Hospitality and Tourism Management is taking the lead. He appreciated the gathering that participants from 6 countries and all over India are going to deliberate over next 2 days on the theme of the conference.

In the concluding remarks, Prof. Deepak Raj Gupta called for responsible tourism among the citizens and suggested that tourism can play a vital role in protecting and serving the natural resources of the region. Dr. Anil Duggal, Senior Assistant Professor and Conference Secretary consulted the proceedings of the day. Dr. Shivdatta Khanna, Associate Professor and Conference Coordinator coordinated the event of the day.

Later during the day two technical sessions were organized. They were chaired/co-chaired by Dr. Diliprao Woodward, Al Farsi Institute National University, Prof. S. Muneed Ahmad, University of Kashmir, Sh. G. G. Sattosa, Secretary Delhi Heritage Foundation, New Delhi, Sh. Anil Mathur, Travel Wiser, Prof. Abhishek Gani, Central University of Kashmir, Prof. P. N. Hari Kumar, Department of Commerce and Tourism, Catholicate College Kerala, Prof. O. Anandaram Sastry, Pondicherry University, Prof. Manoj Singh Dhillon, Punjab University Patiala, Dr. Javed Khan, GNDU Amritsar, Dr. Farzana Qadri, University of Kashmir, Dr. Shaba Choudhary, SVS University, UP, Chief Jawahar Singh PU, Chandigarh, Dr. Tanu Singh, Chandigarh, Dr. Jaya Datta, Central University of Jammu, Dr. Pravin S. Ramesh, NIT, Tirunelveli, Dr. Satish K. Mittal, Noida and Dr. Anish Vasant, LPU.

JMC sees several at Channi Himmat

Media Report

Contractual lecturers' hunger strike continues

Police-public meet organized

Jammu, Mar 3: To strengthen the Police-Public relations and bring the people closer to the Police, today a PPO meeting was held by SP of City South Sankar Choudhary, IAS, at Police Post Sector...

Jammu, Mar 3: The National...

