



## Tourism Factories: A Strong Boost for Local Vitalization

In keeping with the development of Tainan's tourism industry and the growing global popularity of industrial tourism, our city has launched a range of measures to enhance the content and quality of factory tours and so create a higher-grade tourism environment for the general public. These measures include the selection of excellent tour guides, the introduction of various new technologies (3D printing, AR, green energy elements, and robot guides), the development of diversified products, and the arrangement of training courses. For external integrated marketing, we have utilized small local alliances to arrange eight tour programs that put together visits to tourism factories and nearby tourist attractions. We also pick out high-quality items for showcasing in domestic and overseas travel fairs, and provide matchmaking business promotion, to increase the exposure and visibility of tourism factories.

Tainan has 22 tourism factories, the most in Taiwan, distributed in 15 of its districts. Three of these have been rated as outstanding, and two have been spotlighted internationally. In the future, we will continue to launch activities in concert with central government travel and tourism policies, and will continually guide and assist the transformation of the industry within our city boundaries. We will also help already established tourism factories to upgrade their service quality and product innovation, publicizing and promoting Tainan to the world as a first-choice destination for factory tours.

