

# **The Impact of Mainland China Tourists on Taiwan's**

## **Tourism : 2008-2016**

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### **Abstract**

The Tourism Bureau of the Republic of China (Taiwan) reported that the number of tourists coming to Taiwan in 2015 has already exceeded ten million people. The tourism revenue of Taiwan has reached NTD\$829.3 billion dollars and the foreign exchange incomes have reached to NTD\$432.2 billion dollars in 2016. The foreign exchange incomes accounted for 52.12% of tourism revenue. Thus, tourism became a significant industry in Taiwan's economy.

The focus of my research is to find out the effects, by the effect I mean is how the tourism industry adapted to the increasing amount of Chinese tourists. In this research it has shown the reflection of how Taiwanese government established cooperative relations with China. However, this partnership is highly weak because the sensible relationship between the cross-strait. Therefore, I realized that the Taiwan government couldn't close the gate to China because the business between China and Taiwan will be sustainable development in the future.

I used interviewing and analyzed the media reports to finish this paper. In this

study we can know the view of travel agency. By realizing the situation can let the readers know how travel agencies use their strategy to cope with the effects after opening Chinese tourists to Taiwan.

Keywords: Travel agency, Chinese tourists to Taiwan, Tourism resources