

# A Study of Potential Market Characteristics of Cruise Vacation Between Taiwan and Its Minor Islands\*

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**【Abstract】**In this study, the cruise ship was introduced as an alternative virtual tour mode, which was a competitive one with airplane, between Taiwan and its minor islands. The research objective was to explore the influential factors of individuals' preferences (or choices) on cruise vacation. A survey was conducted to collect the associated data. The sample consisted of 346 respondents. The ordered probit model and binary logit model were used to determine individuals' preferences on tour modes and to estimate the parameters. The results indicated that the respondents who perceived the comfort and convenience as well as the social benefits provided by cruise were more likely to take the ship. However, the degree of understanding about cruise and the socioeconomic variables had the different effects on their preferences on tour modes. Without concern of the price, nearly 40% of the respondents would join the cruise voyage if the services were supplied. Though the interesting findings were obtained from this pilot study, some significant variables, such as price and travel time, will be included into the future research for the in-depth evaluation of the cruise market in Taiwan region.

**【Keywords】** Cruise vacation, Preference (choice), Discrete choice analysis.

## 壹、研究緣起

交通運輸於觀光旅遊服務中的角色，係屬核心之支援(facilitating)性質，銜接與連貫旅遊據點以及行程，亦為影響遊憩需求的因素之一（陳思倫、林連聰、歐聖榮，1997）。台灣地區除了本島之外，尚有澎湖、金門、馬祖、綠島以及蘭嶼等離島，海岸線長達1600公里；加上周圍海洋資源豐沛，極為適合發展海域觀光遊憩活動。由於陸上交通擁擠，政府在「運輸政策白皮書」已宣示計劃由海上運輸疏解陸上運輸需求，除了藉此減輕陸上貨運負荷，並籌劃利用海運形式發展觀光旅遊（交通部運輸研究所，