

## 高雄市政府海洋局委託研究計畫出版品摘要表

出版品名稱：高高屏跨域觀光發展規劃		
國際標準書號 (ISBN)	政府出版品統一編號	計畫編號
承辦人：黃瑞財 連絡電話：07-8157085 分機 1202 傳真號碼：07-8156219 e-mail: truth@kcg.gov.tw	研究單位：浩通國際股份有限公司 計畫主持人：濮大威 連絡電話：02-29536320 傳真號碼：02-29536330 e-mail: poodawei@gmail.com 研究人員：林淑真、呂其軒、李宥蓁、施育汶 通信地址：22066 台北縣板橋市漢生東路 242 號 4 樓 連絡電話：02-29536320	其他參與合作之研究團隊 研究期間 98 年 12 月 4 日~ 99 年 11 月 27 日 研究經費 新台幣 435 萬元整
關鍵詞：郵輪、郵輪母港、藍色公路、宗教觀光		
摘要： <p>世界郵輪旅遊市場二十年來平均以每年 10% 左右快速成長，而郵輪旅客更是觀光市場中之頂級客群；又郵輪產業界普遍認為亞洲是未來大幅成長的郵輪市場，亞洲各大港口城市無不全力發展郵輪產業。縱觀台灣眾港口，以高雄港之區位、港口條件佳，又有海空雙港、生活娛樂機能優良、物價水準不高等優勢，係為我國最適發展郵輪產業之港市之一。並有鑑於高雄縣市合併在即，在規劃高雄港成為郵輪母港之際，應統合高高屏區域內豐富觀光資源，包括區域內特色顯著之宗教觀光，搭配藍色公路發展策略，研擬特色旅遊路線，作為發展郵輪旅遊之基礎、帶動高高屏觀光旅遊產業發展。</p> <p>郵輪停靠港口形式可分為郵輪母港(含折返港)及造訪港兩種。前者對於一個區域的經濟貢獻較後者大 5 至 10 倍之多，故建議高高屏區域採取發展郵輪母港之政策，由地方政府與高雄港務主管單位合作建立良好的郵輪營運條件，共同行銷高高屏區域為亞洲郵輪的重要經營據點。而首要之務，除凝聚各界共識、謀求合作、異業結盟、加強行銷並妥善利用沿海航行權談判外，並建議成立中央與地方郵輪協會，以執行前述郵輪母港為核心之相關運作事宜，並且招商合作對象係指郵輪航商，並非旅客，此亦為成為郵輪母港發展成功與否最大關鍵。</p> <p>海上藍色公路的部分，應將藍色公路與觀光服務整合發展，並針對過往失敗之主因作改善。建議政府參與解決船舶不適當問題；本計畫初步分析最適宜船型為雙艙體穿浪型船舶、優先開闢主航線，加以考量其港口與腹地之觀光、接駁條件，建議民間參與公共建設法之有償 BTO 方式，由政府購置船舶交予民間經營，方有市場、航行技術及財務可行性。</p> <p>宗教觀光可區分有「宗教驅使」及「人文驅使」兩類動機，應強調「人文驅使型」之宗教觀光型態，整合周邊觀光資源，參考國外公路觀光案例推出宗教觀光旗艦路線（台 21 號線），並透過品牌行銷、體驗行銷、活動行銷與表演行銷等策略加以推廣。</p>		



PUBLICATION ABSTRACTS OF RESEARCH PROJECTS  
 KAOHSIUNG CITY MARINE BUREAU  
 KAOHSIUNG CITY GOVERNMENT

TITLE: TOURISM DEVELOPMENT PLANNING STUDY FOR THE KAOHSIUNG-PINTUNG REGION			
ISBN	GOVERNMENT PUBLICATIONS NUMBER	PROJECT NUMBER	
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PROJECT PERIOD	December. 2009~November. 2010	PROJECT BUDGET	NTD 4,350,000
KEY WORDS: cruise, home port, blue highway, religious tourism			
ABSTRACT:  Averaging 10 % per year, the world cruise ship tourism market has experienced rapid growth over the past 20 years. Moreover, the cruise shipping market can be considered as is a luxury/high expenditure tourism market that can positively impact the local economies that the y operate in. Asia is widely considered by the cruise industry to be the next high growth region for cruise shipping, and almost all of the major port cities in the region are working on policies and facilities to attract the development of a cruise economy. Among all of the ports in Taiwan, the Port of Kaohsiung has many advantages to develop a local cruise ship tourism industry. Port of Kaohsiung is located in the heart of cosmopolitan Kaohsiung; it is an excellent deep sea port with safe and efficient port services; it has the second most busy international airport in Taiwan; its hinterland offers interesting tourism sites; and it offers an economical consumer environment for tourists. Indeed, Kaohsiung has the best potential to develop a cruise ship tourism industry among Taiwan's port cities. At the			

eve of the merger of Kaohsiung City and County, with the planned development of Kaohsiung as a cruise home port, the authorities in the Kaohsiung-Pingtung Region should take steps to integrate tourism resources and to develop plans for enriching and enhancing the tourism experience in the region. This includes creating unique tourism strategies such as coastal tour ferries and religion-induced tourism, where new and attractive local tour itineraries can provide the foundations to support the development of cruise shipping growth at the Port of Kaohsiung.

Cruise ship operations at a port can be divided into home/turn-around port and port of call operations. For a regional economy, home port operations can contribute up to 5 to 10 times more than that of port of call operations. Therefore, it is recommended that authorities in the Kaohsiung-Pingtung region cooperate among themselves and with the Port of Kaohsiung Authority to create an attractive environment for cruise ship operators to be based in Kaohsiung, and to coordinate their tourism marketing programs toward that goal. Furthermore, it is recommended that local authorities and the central government encourage cruise shipping in Taiwan through reasonable cabotage policies and the formation of non-governmental organizations/associations to specifically promote cruise ship tourism. The key is to attract cruise ship companies to operate at the Port of Kaohsiung, especially as a home port.

Regarding the development of coastal tour ferry services in the Kaohsiung-Pingtung Region, it is recommended that we learn and correct the key errors that were made from past failures. In particular, it is recommended that the government sector should intervene in the provision of appropriate tour ferry ships for such services to comfortably operate in the relatively rough seas of the Taiwan Straits. In order to make these services financially viable, it is recommended that government subsidize the investment of appropriately sized wave-piercing-catamarans for such services through BTO schemes with government guarantees or direct funding, and that connecting ground transport and local tourism support services be planned for implementation at the same time that tour ferry services are commissioned.

Religion-induced tourism can be seen as an example where the Kaohsiung-Pingtung Region can use its rich religious heritage to uniquely attract tourism visits. It is recommended that Government intervene in the creation of "signed scenic routes" for travelers interested in religious sites (a large section of which will be along Highway 21) and to create coordinated tourism marketing materials; organize coordinated religious celebration events and shows for the region.