

分時度假旅遊業者實施會員制年費與年限策略之研究

張靖, 李堯賢, 謝秉融

運輸科技與物流管理學系

管理學院

ching@chu.edu.tw

摘要

The timeshare industry has rapidly matured over the previous 30 years in the international marketplace. After timeshare concept has been adopted by local industry, the timeshare industry has also been growing very fast in the beginning years. However, there are a lot of the conflicts of contracts occurred between customers and industry because of the abuse of timeshare in Taiwan. In order to solve the mentioned problems, we proposed new timeshare marketing strategies. In addition to timeshare problem, we also take into account of exchanging timeshare ownership. Different consumers can use various lodge rooms and leisure facilities by Resort Condominiums International or Interval International, moreover consumers can switch timeshare ownership to the members all over the world. Our proposed timeshare strategies focus on the annual fee, profit and consumer value. Due to the firm offers the fixed year length of membership, we also consider this condition to build a two-stage game theory models which were developed by the integration of game theory and hassle. Models explicitly analyze the fixed year length of membership that affects annual fee, profit, and consumer value. We found that the fixed year length of membership strategy is profitable.

關鍵字：time share, price strategy, game theory, hassle