

Developing Taiwan into the Tourist Transport Centre of East Asia

陳俊安, 李先莉

International Business

Management

cachen@chu.edu.tw

Abstract

Taiwan is located in the hub of the East Asian transport, and it has experienced great growth in tourism. Taiwan has an opportunity to become the main tourist transport centre of East Asia. This study used the DEMATEL method to explore a practical strategy that involves four aspects, namely, improved international airport construction, easy access to the aviation market, aviation competitiveness improvement, and aggressive tourism marketing. The results show that more organizations participating in the market and free competition will facilitate tourism marketing and further transform Taiwan into the tourist transport centre of East Asia.

Keyword : East Asia, transport centre, Taiwan, Tourism, DEMATEL (Decision-Making Trial and Evaluation Laboratory)