

摘要

臺灣是個資源有限的小島，四面環海，地形有山地、丘陵、臺地、盆地以及平原，其中山地地形佔了約 3/5 的面積，除了因為地形地貌多變，加上地理景觀獨特，是最好的觀光與休憩資源。臺灣政府從 20 世紀末便積極推展觀光事業，逐步打造臺灣成為質量優化、創意加值，處處皆可觀光的觀光大國，由觀光貢獻的 GDP 數字來看，雖然已有成長，但與世界觀光大國相比仍有進步的空間。

本研究從研發理念開始，介紹臺灣觀光產業與觀光外匯收入的現況及重要性，接著提出本研究乃是與臺北市政府以及桃園國際機場「產官學合作」之下的成果(研發動機)，由於臺北市政府觀光政策白皮書中指出，政府必須善用城市本身的優勢達到吸引觀客前來旅遊，並且提出重點策略之一為：有效行銷，如下。

為吸引國內外旅客到臺北市觀光，本府除運用國內、外多元管道宣傳外，每年持續結合臺北市業者參加國內外重要旅展及辦理觀光推廣活動，行銷臺北觀光品牌

因此提出本研究的理論基礎：城市行銷(形象行銷、吸引力行銷、基礎建設行銷以及人員行銷)，由於全球各國紛紛競相成為觀光大國，繼而許多城市之間的競爭儼然已經形成國際間國家實力的競爭，因此在理論基礎章節中亦列出各國際機構之世界各大城市以及國際機場之競爭力排名，後半段為機場貨運集散站之服務品質理論。

主題內容與方法技巧為兩則產學合作計畫之研究結果部分內容、所使用的研究方法，以及補充臺北市與桃園國際機場在各方面之努力成果。最後提出本研究的成果貢獻，共分為 7 點介紹：

1. 透過「來臺旅客在臺北市之消費行為及動向調查-調查年份為 103 年」之結果提出觀光政策之建言。
2. 透過「桃園國際機場公司航空貨運集散站服務滿意度調查-調查年度 104 年」之結果提出提升服務品質之建言。
3. 教學回饋 - 指導研究生以市場調查為研究方法之碩士論文。
4. 回應外界對技職教育的期待，培育國家所需技術人才。
5. 產學計畫學術發表與持續性研究，積極爭取各項產官學合作計畫。
6. 校內服務：擔任行政職，反饋學校與系上。
7. 校外服務：擔任校外機構之職務，增加學校曝光率，提升學校聲譽。

關鍵字：城市行銷，形象行銷、吸引力行銷、基礎建設行銷，人員行銷

Abstract

Taiwan is a small island with limited resources, surrounded by mountains, hills, terraces, basins and plains. Where mountainous terrain accounts for about 3/5 of the area, except for the terrain and coupled with unique geographical landscape, Taiwan offers best tourism and leisure resources. Since the end of 20th century, the Taiwan government has been actively promoting the tourism industry, gradually building Taiwan as a tourist destination. The GDP figures of tourism contribute to the growth of tourism. Nevertheless, there is still room for improvement.

This study begins with the concept of research, introducing the current situation and importance of Taiwan tourism industry and the foreign exchange made from tourism. followed by research motivation of 2 researches cooperating with Taipei city government and Taoyuan international airport. According to the White Paper on Tourism Policy of Taipei city government: the government must make good use of the advantages of the city itself to attract tourists to visit Taipei, thus putting forward the key strategies as effective marketing, as follows:

A theoretical basis of this study is presented in the second chapter: Urban Marketing. Image marketing, attraction marketing, infrastructure marketing and personnel marketing constitute the theory. As countries around the world are competing for tourists, the competition among cities has become the competition among nations. The first part of this chapter introduces the components of Urban Marketing and the current ranking of the world's major cities. The latter part introduces the quality of service of the 4 airport cargo terminals.

Two research projects constitute the 3rd and 4th chapter. Finally, the contribution of the research is presented in the 5th chapter as follows:

1. Suggestion on the tourism policy based on the results of "2014 Annual Survey on Tourist Expenditures and Trends in Taipei".
2. Suggestion on "A Survey on the Satisfaction of Air Cargo Freight Stations at the Taoyuan International Airport".
3. Teaching Feedback: Instruct graduate students with their theses with the Marketing Research method.
4. In response to the expectation of the outside world on "Technical and Vocational Education Circles".
5. Actively Undertake projects with both the government and private sectors.
6. On-campus Services: serve as executive.
7. Off-campus Services: serve for off-campus institutions to win school visibility and reputation.

Keywords: Urban Marketing, Image marketing, attraction marketing, infrastructure marketing, personnel marketing