

# A Empirical Study on **Cruise Entry Port Site Selection** in Taiwan

RUEY-FENG CHEN \* [ chenrayfong@gmail.com ]

CHIANG-CHUAN LU \*\* [ alumi998210@gmail.com ]

**Objectives** | Whereas industry grows and the “Three Links in mail, transport and trade across the Taiwan Straits” direct transport is ready on its way, it is imperative that more efforts should be made to properly identify the marketing position before further promoting the cruise tour product. The major objectives of this study were:

- Based on AHP, explore the weight of importance of the cruise entry port Site Selection.
- To develop the modes of cruise port site selection and the strategy in developing a cruise entry port in Taiwan.

**Methodology** | Focusing on the newly-entered cruise market in the Asia Pacific area, this study attempts to assess the significant differences caused by the various cruise voyage, geographical region, tourists need. This study selects the world well-known cruise lines - Holland America Cruises, Star Cruises, Royal Caribbean International, NYK, Mitsui OSK, as well as the “Love Boat” Princess Cruises, and their sales agencies in Taiwan as the sample.

One calculated the criteria weight by applying AHP after constructing the evaluation criteria hierarchy. There are four levels in the hierarchical structure. The first hierarchy is the goal level, which refers to the importance of the site selection for entry port in our study. The second hierarchy is the objective level, which includes three evaluation aspects. The third hierarchy is the criterion level, which has 9 evaluation criteria. The fourth hierarchy is the solution level, which has 4 evaluation solutions.

**Main results and contributions** | The aim of this study is to preliminary build up the site selection strategy on developing a cruise entry port in Taiwan, and to provide some improved methods concerning cruise port site selected, market position and marketing strategy in the future. With inadequate infrastructure, the four international seaports in Taiwan, Keelung, Taichung, Kaohsiung, and Hualien equally located at four corners of the island, are basically all eligible being chosen as a destination port of the cruise ships. Adopted with the AHP, this study found that the influential aim of “site selection for cruise entry port development in Taiwan” ranged as “regional traffic condition” the most, followed by “cruise industrial environment”, and the “port infrastructural facilities” considerably less influential. Kaohsiung Port is considered as the best cruise entry port in Taiwan, followed by Keelung, Hualien, and Taichung Port considered lesser potential to develop as a cruise entry port.

**Conclusions** | In conclusion, there is a new situation for the cruise company and agents to plan their itineraries and tour products. The world cruise lines can design an itinerary including the entry port between the Taiwan strait, Hong Kong, Shanghai, Keelung and Kaohsiung as a round trip. The Taiwan Government or the local harbour bureau must focus on the regional traffic condition such as their cruise centres, surrounding landscape, regional traffic packages, C.I.Q. procedures and the international marketing, must be made urgently in the near future.

\* **MSc in Tourism** by Chinese Culture University and **Lecturer** at Department of Travel Management, Taiwan Hospitality and Tourism College.

\*\* **PhD in Geography** by Chinese Culture University and **Assistant Professor** at Department of Leisure Management, National Pingtung Institute of Commerce.