

A Study on Market Structure- Conduct-Performance of International Tourist  
Hotels in Taiwan

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Abstract

The purpose of this study was to explore the market structure, conduct and performance of international tourist hotel industry in Taiwan. The study found that: 1. Industry is the low degree of centralized market differentiation through innovative service highlights. The strategy of low cost and high quality of service: to create a customer needs to change the frequency of cyclical movements, to make the service more flexible and provide customized services for core customers. 3. Market performance in the market share and the occupancy rate to international chain hotels on the performance of local independent operators good.

Keyword : International Tourist Hotels 、S-C-P 、TRIZ 、Market share 、Occupancy rate