

遊客當地住民利益與廠商利潤回饋比例之分析：以生態旅遊為例

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摘要

This paper investigates the economic influences of tourist's choices and lifestyles and habitant's population and agri-product differentiation on the habitant's benefits and firms' profits in a natural scenery area. We obtain that when the interactions between the tourists having the positive network effect and the tourist's choices revealing the firm-fame effect the firms' profits are higher than those of when the tourist's choices revealing the scenery-fame effect. Moreover, when the tourists have mildly positive and relatively large negative network effects, the habitant's benefits are higher under the firm-fame effect than under the scenery-fame effect. This result shows that the firm and the habitants will have more incentives to establish the partnership or community-based cooperation in ecotourism because the firm-specific recreation scenery attraction can bring more benefits for the habitant's community. In addition, we also explore the impacts of the tourist's network effects, the agri-product differentiation, and the different fame effects upon the firm's profit-sharing ratio that is giving to the habitants for assisting the economic development of the local community.

關鍵字：Tourist's Recreation Choice, Network Externality, Profit-Sharing Ratio, Habitant's Benefits, Ecotourism