

# 價格競爭與停車場收費策略：以休閒遊憩產業為例

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## 摘要

This paper investigates the case in which two firms produce a homogeneous product and provide with/without parking lot in the recreational tourism. By considering whether the parking fee is used to compensate for the price of product consumption, the paper examines the effects of the parking lot charge strategies on the price of product, profit, and social welfare. We construct a two-stage game model under the assumption of the tourist having displeasure costs by looking for a parking lot, we find that the firm provides the parking lot and allows (or does not allow) the parking fee to compensate for the product consumption, the different treatments in the parking fee between two firms can mitigate the degree of price competition. In other words, the different strategies of charging the parking lot can be a source of product differentiation, which in turn lowers the product price competition between two firms. Our principal result, from the social perspective, indicates that two firms without offering the parking lot for the tourists is efficient, when two firms use the identical business strategy. By contrast, it is not efficient for two firms to offer the parking lots for the tourists for free.

關鍵字：Price Competition, Parking Fee, Displeasure Cost, Subgame Perfect Equilibrium, Recreational Tourism