

**OBSERVATION OF GOVERNMENT'S POLICY IMPACT ON
THE CRUISE INDUSTRY IN KAOHSIUNG CITY**

By

Wen-Ju Chen

陳玟如

Submitted to the Faculty of
Department of International Affairs in partial fulfillment of
The requirements for the degree of
Bachelor of Arts in International Affairs

Wenzao Ursuline University of Languages
2020

WENZAO URSULINE UNIVERSITY OF LANGAUGES
DEPARTMENT OF INTERNATIONAL AFFAIRS

This senior paper was presented

By

Wen-Ju Chen
陳玟如

It was defended on
November 30,2019

And approved by

Reviewer 1: Yuan-Ming Chiao, Assistant Professor, Department of International Affairs

Signature: _____ Date: _____

Reviewer 2: Mark Lai, Associate Professor, Department of International Affairs

Signature: _____ Date: _____

Advisor: Samuel C.Y. Ku, Professor, Master Progress on Southeast Asian Studies

Signature: _____ Date: _____

Copyright © by Wen-Ju Chen 陳玟如
2020

OBSERVATION OF GOVERNMENT'S POLICY IMPACT ON THE CRUISE INDUSTRY IN KAOHSIUNG CITY

Wen-Ju Chen, B.A.

Wenzao Ursuline University of Languages, 2020

Abstract

Kaohsiung Port used to be trade port only, but with the development of the area around Kaohsiung Port, the area became more prosperity. Especially tourism, more tourist spots were built in Kaohsiung. The developing progress of the area which help making Kaohsiung Port become a potential harbor to have the cruise industry and it is one of the most invested ports by cruise companies in Asia so far. The policy of central government and Kaohsiung government proposed to promote the cruise industry in Kaohsiung. The researcher used content analysis and observation at the Kaohsiung Port, content analysis helped the researcher to understand the policies and observation helped the researcher to observe whether those policies are conducted at the port. After the researcher analyzed the data, some policies did implement well but some didn't, which prove that governments' policies really matter and how they affect promoting the cruise industry. The researcher believes that the cruise industry will become more popular among variety of choices of how to enjoy vacations in the future.

Keywords: Cruise Industry, Kaohsiung Port, Fly-cruise

TABLE OF CONTENTS

INTRODUCTION	1
Background.....	1
Motivation.....	2
Research Purpose	3
Research Questions.....	3
Contribution	3
Limits	4
Delimits.....	4
LITERATURE REVIEW.....	5
Potential to Develop Cruise Industry in Kaohsiung City.....	5
Government’s Perspective of Developing Cruise Industry.....	7
Mayor Guoyu Han’s Policy Since December 2018	9
Associations to Promote Cruise Industry.....	10
METHODOLOGY	13
DATA ANALYSIS	14
The Progress of the Cruise Industry in Kaohsiung	14
Observation Outcome of Promoting Cruise Industry in Kaohsiung.....	15
DISCUSSION AND CONCLUSION.....	21
BIBLIOGRAPHY	23

INTRODUCTION

Background

Kaohsiung Port is the largest in Southern Taiwan nowadays; however, it wasn't the biggest port in southern Taiwan in Qing Dynasty, it was the second biggest of Taiwan. Kaohsiung Port was a shallow harbor, therefore, when Japan was ruling Taiwan, Japanese government hesitated to make it a base harbor in southern Taiwan. Japanese government really put a lot of efforts to renovate Kaohsiung Port. After three times of reconnaissance, they made the pier an artificial deep-water port and they started to build more and more constructions. With the development of extending rails throughout Taiwan from north to south, connecting Kaohsiung Port and train system to develop industries. Due to their efforts, Kaohsiung Port already created more profits than AnPing Harbor which is located in Tainan; hence, this was the main reason why Japanese government made Kaohsiung Port as the base in southern Taiwan is the unique geographic location in Asian Pacific area.¹

While other piers get bigger and bigger, Kaohsiung Port's imports and exports are decreasing. Especially after cross-strait direct links passed, more ports are potential and become a threat to Kaohsiung Port. However, it is still an important port all around the world. With the advantages of artificial deep-water port, marine transportation and air transportation, it is suitable to develop cruise industry. Moreover, four seasons are good for cruise to dock there. Kaohsiung government needs to think of other solutions to make cruise industry grow because tourist spots in Kaohsiung are not as famous as tourist spots in Taipei, Tainan and Kenting, which will reduce their willingness to come to Kaohsiung.² Therefore, the Marine

¹ 劉碧株，〈日治時期高雄港的港埠規劃與空間開發〉，《成大歷史學報》第 52 期（2017）：頁 47-85。

² 殷佳寧、中國海洋大學 山東青島，〈我國台灣地區郵輪產業發展研究〉，《現代商業》第 2016 卷第 12 期（2016）：頁 70-71。

Bureau started to work with the Kaohsiung government to promote cruise industry. Taiwan participants in ACC (Asia Cruise Cooperation) to discuss how cruise industry's vision and make it grow in Asia. Cruise industry not only combines harbor, but also has developed tourism and the area around in recent years. It is a trend now for elderly or for family to enjoy their vacation on the cruise all around the world. They have different cruise lines that bring tourists to Kaohsiung and most of the international lines come to Kaohsiung, they are from Europe or Northern America. More and more tourists come to Kaohsiung to experience culture and food here by cruise industry. According to Cruise Lines International Association (CLIA) in 2011, the market in Northern American is saturate, therefore, more and more cruise companies are going to invest in Asia because every year cruise industry grows around 8-9% in Asia, it is way higher than global growing 7%.³ Kaohsiung will join more and more international cruise associations to help this industry to increase the awareness of taking cruise for vacation under central government and Kaohsiung government's policy.

Motivation

When I was a freshman, I had a chance to go volunteer at Kaohsiung Port to help foreign tourists from the cruise. I consider it was fun to help solve their questions and introduce this beautiful city to them. After a year, I got a part time job at Kaohsiung Port, I was able to get in and out the cruise freely, I felt curious and interesting at the same time. However, I heard a lot of Taiwanese tourists, they complain about how bad cruise is in Kaohsiung compared to Keelung's cruise. Therefore, I want to find out how to help cruise industry in Kaohsiung to get bigger and promote it to the world.

³ 蔡豐明、陳威能、〈探討臺灣港口發展國際郵輪母港之策略分析〉，《運輸計劃季刊》第43卷第4期(2014): 411-428。

Research Purpose

The study is to understand government policy to promote the cruise industry in Kaohsiung City and performance of the policy in Kaohsiung.

Research Questions

1. What are government's policies to promote the cruise industry in Kaohsiung city?
2. What are the feedbacks or perceptions of tourists toward government's policies in the cruise industry?

Contribution

There is not a lot of literature review about promoting cruise industry in Kaohsiung city. Most of the research are about how Taiwanese tourists satisfied with the service of cruise industry. Therefore, my paper will help researcher in the future have the basic understanding of how politician's behavior help promote cruise industry. It also helps government improve making policies toward promoting cruise industry in Taiwan.

Limits

There were a lot of terms I didn't know about the cruise. During literature review, I had to organize my data and tried to understand the terms at the same time. It was a little hard for me because when I knew about the cruise industry, I just understood the surface of it, I only knew what general tourists knew. In order to understand the contents, I had to do a lot of research on definitions. Moreover, I can't go in anytime when I wanted to because Kaohsiung Port is restricted area, so I had to go in with the temporary worker service company when they had work for cruise ships. Nevertheless, I got more chance to get to know cruise industry, but I didn't have more time to observe at the harbor or on the cruise ships. Besides, the research I found were old, new ones mostly are not available.

Delimits

In order to solve the problem of not having enough time at the harbor to observe, I concentrated myself and focus on the data I needed to collect. However, I decided to use content analysis as well. To understand how other papers' perspectives of developing cruise industry when the mayor is different.

LITERATURE REVIEW

Potential to Develop Cruise Industry in Kaohsiung City

Hamasen is the area in southern Gushan district, in Kaohsiung, it was built in 1912 by Japanese. The name was derived from Japanese "Hamasen". There were two railway lines that delivery to commercial port, fishing port and fish market. It was the main transportation for people to do business and it used to be the hub for railway and ocean cargo. Takao temporary parking lot was built at that time, it was a port of transshipment and the terminal of the railway. Therefore, Hamasen became the center of politics, economy, and fishing industry.

The Pier-2 art center was once an abandoned and forgotten warehouse built in 1973 for the port. It is run by Bureau of Cultural Affairs Kaohsiung City Government to preserve the historic remains. A group of artists who injected waves of creativity and inspiration into the area, the Pier-2 area was released and re-born making the region cargo a place where tourist and locals can come together to enjoy art. With the collision of an old area and new fine art, Pier-2 becomes an area of new vitality and liveness. In recent years, more and more warehouses have been renovated to be a new kind of leisure place. It includes coffee shops, restaurants and cultural and creative stores and so on, such as KW2.⁴

Nowadays, the railway, Pier-2 and KW2, tourists will go all these places during their vacation to experience the culture which is reserved and the creativity that is added by the modern city. Moreover, the Hamasen area already has a lot of delicious local food since the Japanese were here. With food and tourist spots, the area around Kaohsiung Port is a good place to go on weekend and vacation. Therefore, when tourists from the cruise come to Kaohsiung, they can spend a lot of time to explore the area, they don't need to go very far

⁴ 哈瑪星台灣鐵道館，〈籌建過程〉。

[http://hamasen.khm.gov.tw/home03.aspx?ID=\\$2001&IDK=2&EXEC=D&DATA=2171](http://hamasen.khm.gov.tw/home03.aspx?ID=$2001&IDK=2&EXEC=D&DATA=2171) (讀取於民國 108 年 4 月 21 日)。

away to experience Kaohsiung. It is not only for foreign tourists but also for Taiwanese tourists from other cities. There will be a lot of benefits that is brought by cruise industry.

Cruise industry started in 1993, but it wasn't very popular back then. Few decades past, in the late 2000's, tourists in Taiwan were more willing to take cruise for vacation. The breakthrough was in 2010's, cruise industry got very popular among elderly. Therefore, there is not a lot of research in recent years. There are three types of cruise stop ports, homeport, ports of call and hybrid port:

1. Homeport means it is the start or end of the cruise line. The service of internal the harbor should provide tourists go on or off the ship, fill fuel, food and other necessity. The external should have integrated transportation, so tourists can get in cruise ship efficiently or to go on tour around the harbor. The last and the most important thing is to provide enough hotels, so tourists can stay in the tourist spots or wait for the next cruise or plane to go back.
2. Ports of call is the port that cruise stops during the cruise line. The facilities at the ports of call doesn't need a lot because tourists only stay for a short time. Although there is not a lot of facilities, but there are a lot of cultural difference or natural resources that attract cruise ship to come, and that is the main reason to attract tourists.⁵
3. Hybrid ports is the mixed of both homeport and ports of call. The economic benefit from being a homeport is from tourists and cruise staffs, when they shop, buy food, transportation fees and staying at hotels.

Tourists will spend 6 to 7 times more than they spend as a ports of call. Not only raise the economic benefit to 10 to 14 higher but also increase the related industries' job openings

⁵ 江勁毅、黃明居、謝昌邑，〈基隆港區服務因素如何影響郵輪旅客滿意度〉，《運輸計劃季刊》，44(4)，(2014)：401-429。

around the area by the thousands of tourists.⁶ Kaohsiung harbor is a hybrid port, but most of the international cruise lines are ports of call. Only few homeports that are in Asia are short but also short-term lines. For example, the Kaohsiung to Penghu, Kaohsiung to Hong Kong and so on. However, tourists that take short lines will not spend that much on Kaohsiung city because they already have a target place to go and to spend money there.

Government's Perspective of Developing Cruise Industry

Although central government and Kaohsiung government has different policies and perspective to cruise industry. But everyone knows that only local government and central government works together will make the biggest benefits. Ju Chen was the mayor of Kaohsiung in 2006 to 2018, she had her plans to promote cruise industry. The mayor election in 2018, Guoyu Han became the mayor of Kaohsiung. Also, after 12 years of DPP ruling in Kaohsiung, now KMT is ruling party. I consider KMT will focus on different issues to improve cruise industry and the policies that are completely differ from Ju Chen's policies because she is from DPP. Every policies or rules government makes always influence an industry a lot.

According to Tourism Bureau from Ministry of Transportation and Communications, they are going to conduct 8 strategies that promote cruise industry.

1. Promote Taiwan harbors internationally:

Attend international cruise events or activities and Seatrade Cruise Global. Not only promote the resources that harbors in Taiwan have but also promote characteristics of tourism, attract international cruise to visit Taiwan.

⁶ 蔡豐明、陳威能.，〈探討臺灣港口發展國際郵輪母港之策略分析〉，《運輸計劃季刊》43, no. 4 (2014) : 411-428。

2. Promote cruise industry with other institutions:

Government made a microfilm in August 2016. Work with local government and put it on the public transportation, such as Kaohsiung metro, Taiwan railway, TV and so on. Also play it on the main cruise ships or the main harbors in Japan.

3. Cultivate market in Taiwan:

People who work in cruise industry should promote it harder by themselves to make it more attractive.

4. Strive for Fly-cruise market:

Promote take plane to Taiwan and take cruise back to tourist's own country, or the other way around, target to foreign tourists. In March 2017, started to have discount for international cruise ships. Work with the dealers in Japan and South East Asia to promote cruise industry that come to Taiwan. Moreover, set up a team at the harbor to speed up the process of visa, update hardware and software facilities and tax refund, to have a friendly environment for tourists.

5. Transportation service:

Cooperate with local government, give discount or tourists coupon.

6. Develop home port in Kaohsiung and Keelung stably:

Keep Keelung as booming as how it is now and have same strategies for Kaohsiung to develop home port.

7. Cooperation:

Keep promote Asia Cruise Cooperation (ACC), try to make cruise companies pay attention to market in Taiwan and expand cruise lines.

8. Simplified visa process:

Since January 1st in 2017 Ministry of the Interior simplified the visa process for tourists from Hong Kong and Macau, but it is only for cruise.⁷

Mayor Guoyu Han's Policy Since December 2018

Guoyu Han is the mayor since December 25th in 2018, he visited Xiamen to discuss about developing international cruise lines. Therefore, on May 9th, the line was Xiamen to Penghu and Kaohsiung and then back to China. On May 9th to 13th, there was another line between Xiamen and Kaohsiung. Costa Atlantica and Superstar Gemini these two cruise ship companies brought around 3000 tourists from Xiamen, to Kaohsiung. Tourists visited Fo Guang Shan Buddha Museum and joined the special event that was held for celebrating Mother's Day. They felt interested and new because they never experienced this kind of event before. It is good that tourist satisfied their trip that cruise ship brought them, maybe next time more and more tourists from China will take a trip to Kaohsiung.⁸

There are over 2.5 million people in a year in China that they are potential tourists. The managing director of International Cruise Council Taiwan said if we simplify the procedures of visa and have multiple international lines, such as to Hong Kong, Xiamen, Shenzhen, Nansha and Shekou. The economic benefits will be significant because Kaohsiung Port is more suitable for developing to be a hybrid port.⁹

⁷ 行政院，〈加強推動台灣郵輪產業化發展—掌握新商機 合作創新局〉。

<https://www.ey.gov.tw/Page/5A8A0CB5B41DA11E/f6cc2ca8-266d-42e9-a44d-2722b80d3cd6>（讀取於民國108年5月21日）。

⁸ 陳崑福，〈高雄廈門郵輪直航 郵輪客幸遇佛館博物館日〉，ETtoday 新聞雲，民國108年5月15日，<https://www.ettoday.net/news/20190515/1445223.htm>（讀取於民國108年6月13日）。

⁹ 方雯玲，〈2019 台灣郵輪產業趨勢解析 國際郵輪產業欣欣向榮 台灣排名全球客源第11〉，欣傳媒，民國108年5月8日，<https://solomo.xinmedia.com/globaltourismvision/165778>（讀取於民國108年5月17日）。

However, on June 8th, Mayor Guoyu Han announced that he will be a candidate for president election in 2020. He didn't mention anything about improving Kaohsiung, it means that he will give up the position of Kaohsiung mayor and devote himself into the president mayor. Since the next mayor election is in 2020, government needs to select another person as substitute mayor for a while, the hard working that government has been done might be gone fast. He will be one of the reasons that affect cruise industry a lot. The cruise line from Xiamen to Kaohsiung I don't think it won't last long as permanent line because I believe it was just for voter to see that Guoyu Han was really doing something to make Kaohsiung better when he just became mayor. I don't think they will want international cruise lines to a city that always change the mayor and the polices. Perhaps having new cruise lines once a while might attract tourists, but I don't think it is helpful for any country's government to promote tourist industry around the area near harbor. It is better to have permanent cruise lines so that a city's government can promote and plan the city how they going to turn it into a attraction in the future.

Associations to Promote Cruise Industry

A press release from Ministry of Transportation and Communications, on 27th February 2019, International Cruise Council Taiwan was formed. The organization is related to two officials that are under Ministry of Transportation and Communications, Tourism Bureau and Maritime and Port Bureau. There wasn't any organization that plays as a bridge between private sector and government in Taiwan. International Cruise Travel Council Taiwan, as its forerunning organization, was dismissed in mid-90s, due to it was stalled in developing business. Until now, because of the rapid growth and needs in the regional cruise development, the Council is back to action and registered under the new name "International Cruise Council Taiwan. "They are meant to improve the development in cruise travel and

push its related business and industries. The purpose is “aiming to integrate domestic cruise travel agencies and related business and to form a business chain in order to improve the service quality and develop new resources in tourism.” They believe the following below is their duty for the association:

1. To promote international cruise tourism.
2. To protect the rights on both agencies and passengers of cruise travel.
3. To hold seminars and training classes for members and professionals related to cruise business to improve their knowledge and skills on cruise travel.
4. To urges the Government developing standard contract for international tours by cruises.
5. To provide information and services on international cruise travel.
6. To have professional trainings for local tour related personnel on greeting international incoming cruise tourists.
7. To promote insurance policy on cruises travelers.
8. Other subjects related to our mission and developing matters.

There is another institution that Taiwan joined, Asia Cruise Cooperation (ACC). It was called Asia Cruise Fund (ACF) that was established by Hong Kong Tourism Board (HKTB) in 2014. It has resourceful alliance of Hainan, Hong Kong, Korea, the Philippines, Taiwan and Xiamen, they share the mission of promoting growth in cruise tourism. They provide a platform to support cruise development and tourism in Asia. The key areas of ACC’s work include facilitating itinerary development, sharing industry and market insights, enhancing cruise lines’ marketing efforts with funding support, and creating consumer demand for cruise tourism.¹⁰

¹⁰Brea Burkholz, *Business Wire*.
<https://www.businesswire.com/news/home/20190408005837/en/Asia-Cruise-Cooperation-Welcomes-Growth-Expansion-2019> (accessed June 3, 2019).

Dr. Wayne Liu, Deputy Director-General of the Taiwan Tourism Bureau (TTB) said, "The alliance of Asia Cruise Fund has provided support to cruise lines in marketing programs and product development. It has also effectively helped increase Taiwan's international cruise tourism by nearly 80%. In 2015, 192 port calls were made to Taiwan and over 260,000 international cruise tourists have visited Taiwan."¹¹

TIPC stands for Taiwan international ports corporation. One of their core businesses is cruise tourism, ferry and Port recreation services. The Increasing popularity of Taiwan as an international cruise destination, and domestic cruise industry has led TIPC to upgrade and expand its passenger-handling infrastructures, for instance, arrival and departure process. New water recreation areas are being developed and expanded upon at TIPC ports, stimulating new tourism-related business opportunities in cooperation with local governments, like Gushan district for example.¹²

¹¹ Asia Cruise Cooperation, *CISION PR Newswire*, <https://www.prnewswire.com/news-releases/asia-cruise-cooperation-formed-to-grow-asia-cruise-tourism-300236864.html> (accessed June 3, 2019).

¹² Taiwan International Ports Corporation, *TIPC*, <https://www.twport.com.tw/en/cp.aspx?n=063E7483A11B5FE0> (accessed July 21, 2019).

METHODOLOGY

I chose to use qualitative research because it was the best way to answer my research questions. Participant observation are the main methods for this research. It is to answer how politicians and government's performance on promoting cruise industry in Kaohsiung. I read a lot of articles to help myself to understand policy and laws about cruise industry and to acknowledged how cruise industry has developed through different mayors. Also, I used it to observe how tourists satisfied with government's conduction when Ju Chen was the mayor. Participant observation is the most transparent and reliable way to see how policies were conducted at the harbor. The observation is on March 31st, April 14th, April 20th, July 8th, July 12th, July 16th, July 24th in 2018 when Ju Chen was still a mayor. On August 26th, August 29th in 2019 when the mayor is Guoyu Han. After observation I organized and analyzed how different politicians and different polices and what were their behavior that could affect prompting cruise industry.

By the standard of a journal article "The Study of Tourist's Motivation and Satisfaction of Star Cruise" by Yung-Te Lu, Jia-Yen Huang and Po-Cbien Tasi. I used it to observe how policies were conducted when Ju Chen was mayor before December 2019. And when Guoyu Han is the mayor in July and August, in 2019.

DATA ANALYSIS

The Progress of the Cruise Industry in Kaohsiung

A harbor's location is proper or not, we have to consider about transportation, cruise lines, environment and to make use of lands around. People who are related to cruise industry, such as, Taiwan International Ports Corporation and local government; they think improve the facilities at the harbor is necessary in order to attract more tourists to visit. To promote cruise industry and make the harbor internationally, when Ju Chen was still mayor, Kaohsiung City government decided to build Kaohsiung Port Terminal that can serve 2000 tourists in an hour and two cruise ships can be dock there. It is estimated to be finished in June 2020 in Guoyu Han's administration. The design concept is the combination of port terminal and Kaohsiung city itself to develop a leisure and business functions.¹³

The first floor of the Kaohsiung Port Terminal is for arrival hall and baggage claim area. Second floor is departure hall, and there will be tax free shops and restaurants. Third floor to sixth floor, fourteenth floor and fifteenth floor will open restaurants too, on the third floor tourists or citizens can enjoy the view of the seashore. Therefore, Kaohsiung Port Terminal will be a new tourist spot in Kaohsiung because it is close to Pier 2, Kaohsiung Exhibition Center, Kaohsiung Music Center, Hamasen Museum of Taiwan Railway and KW2. Moreover, the light rail is closed by and in the future the MRT will extend a new yellow line to that area. Not only bring the tourists convenience but also for citizens that live nearby, citizens can enjoy the family time together in this area on the weekend.¹⁴

¹³ 宗邁建築師事務所，〈高雄港埠旅運中心〉，

<http://fca.com.tw/portfolio/%E9%AB%98%E9%9B%84%E6%B8%AF%E5%9F%A0%E7%87%9F%E9%81%8B%E4%B8%AD%E5%BF%83/> (讀取於民國 108 年 5 月 21 日)。

¹⁴ 賴文萱，〈高雄新亮點！港埠旅運中心明年啟用，將有餐廳、1500 坪觀景平台〉，ETtoday 旅遊雲，民國 107 年 07 月 10 日，<https://travel.ettoday.net/article/1209841.htm> (讀取於民國 108 年 9 月 30 日)。

On July 1st, Dream Cruises had the very first ship that came to Kaohsiung, Taiwan, with the best renovation and upgraded facilities. Moreover, I observed that senior officials from Hong Kong came to see how Taiwan's procedures worked here. The temporary worker service company selected workers strictly, they didn't want people who were too old to work there. I think it is because they needed to have a good impression for officials and young people have more energetic that can help them to have a good reputation. Dream Cruises not only help the temporary worker service company have chances to make money in the future, but also promote Kaohsiung city. Perhaps this is one of the key points that decides whether international cruise lines will increase in Kaohsiung. None of central government or Kaohsiung City government's policies help push Dream Cruise has lines to Kaohsiung, it is because Taiwan is the most potential one in Asia, so Dream Cruise wants to invest in Taiwan's cruise market.

Observation Outcome of Promoting Cruise Industry in Kaohsiung

The authors of "How Factors of Port Areas Services in Keelung Harbor Affect cruise Passengers' Satisfaction" listed out 12 categories that affect satisfaction of the service at the harbor which they quoted from Lekakou Maria, Pallis Athanasios and George Vaggelas. I also read their research to combine the factors from both of their paper to have other categories that could have influence on Kaohsiung Port. I used 9 of the categories they listed to observe at the Kaohsiung Port and answered my research question, how people satisfied with government policies to cruise industry: ¹⁵ ¹⁶

¹⁵ 江勁毅、黃明居、謝昌邑，〈基隆港區服務因素如何影響郵輪旅客滿意度〉，《運輸計劃季刊》，44(4)，(2014)：401-429。

¹⁶ Maria Lekakou, Athanasios Pallis and George Vaggelas, "IS THIS A HOME-PORT? AN ANALYSIS OF THE CRUISE INDUSTRY'S SELECTION CRITERIA," *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism* 4, no.4 (2009): 215-240.

1. Port services to cruise ships:
 - Pilotage and towage: operate by a private company called Yu Pin Shipping.
 - Ship supplies provision: TIPC is responsible for.
 - Bunkering: TIPC is responsible for.
 - Services related to safety and security: TIPC is responsible for.
2. Natural port characteristics:
 - Nearby to cruise itineraries: Taiwan is a good location in Asia, which is why it is so potential, and more and more cruise companies are investing.
 - Protection from weather conditions: TIPC and local government already set up protocols, what and how to do to protect from bad weather.
3. Port services to passengers
 - Travel cruise agency: travel agencies will help their customers to check in first if they sign up as a group. However, those people buy the cruise travel vacation through agency, they need to check in by themselves, which take a lot of time and always make the lobby crowded, nothing has improved by travel agency 2018 to 2019.
 - Banking services: in 2017, when I volunteered there, there was a bank for foreign tourists to exchange money in the lobby. But in 2018 and 2019, there wasn't any banking services at check in warehouse, everything was just too simple. I am not sure if there is still banking services in the lobby.
 - Car parking: there is parking lot but not a lot of tourists park their car there. If every tourist needs to park their car at the harbor, there is definitely not enough parking space.
 - Transport itineraries inside port: because the harbor is restricted area in 2017 and 2018, so tourists have to take shuttle bus to check in and there are not

enough buses to handle many tourists at the same time. But after the area is open to public tourists still take shuttle bus because it is too far away from gate to check in lobby. Taxi can be one option too, due to the fee of it not a lot of tourists take it.

- Safe and secure environment: in 2017 and 2018 before getting into the harbor, you needed to sign your name and ID, and leave your ID at the checking point. Therefore, it was very safe because they know exactly who is in the harbor and for what. But after December 15th, 2018, anybody can get in because Kaohsiung government wants to promote the area as attraction spot.

4. Port infrastructure

- Capacity for handling a large number of passengers simultaneously: I observed approximately 500 people in 2018 because they made tourists to check baggage under tents they built outside the lobby and then check in in the lobby; in 2019, they opened another warehouse for check baggage and check in, but the boarding area is still the same, so tourists still need to line up for boarding. In the end of the year, Kaohsiung Port Terminal will be finished and have more capacity for a large number of passengers.

5. Port efficiency

- Efficiency of port management: when it was still restricted area, they checked everyone's ID and car or scooter, it can prove that the port management is under regulation and it was strictly conducted by TIPC.
- Baggage handling proceedings: the process in 2018 was two people a group with a laptop, when passengers came, we searched their names or passport numbers on laptop to find out which room they stayed, then we wrote their room number on the sticker and checked whether their baggage were damaged

or not, if it was damaged passengers needed to sign up a paper to prove that no one broke his or hers baggage, if it was all good we stick the sticker on and handed over to worker whom were responsible for driving those baggage to cruise. In 2019, key cards will be put on the long tables behind check in counter, at least 30 people work at the counter and each of us is responsible for one group of passengers, we need to find their room numbers, find their key cards, hand in all the inform paper and free gifts and then write down their room numbers on the stickers. However, both ways are not efficiency, complicated and waste a lot of money to hire so many people, if I were passenger, I would be anxiety when I was waiting.

- Time spent for security checks: 1 to 2 minutes for each person in 2018, I am not sure about how they do in 2019 because I didn't get a chance to worked there this year.

6. Port management

- Capability of setting up long-time business relations: Gouyu Han did visit China to discuss about cruise industry, but how he has been behaved past 6 months, I think it is difficult to achieve. Cruise industry in Kaohsiung is counting on Ju Chen's effort when she was mayor.
- Response to the peculiar needs of the cruise company
- Networking of the port with other cruise ports in the area

7. Provision of intermodal transports

- Capacity of the airport: I believe Kaohsiung airport is fine, but the problem is there is no fly-Cruise so far, thus, it is hard to discuss about this issue.
- Network of inland connections: there is shuttle bus in the harbor, and there is MRT and light rail nearby. Moreover, there are a lot of bikes to rent around

pier 2 area. As soon as passengers get out of the lobby, there are taxi waiting to take them around Kaohsiung City if they have more budget. It is very convenient in that area.

- Cooperation with air transport providers: if fly-cruise start to promote, mayor of Kaohsiung should think about it.
- Cooperation land transport providers: I know there is only shuttle buses cooperate with it, but it is better to cooperate with MRT, light rail, city bikes and taxi in the future.

8. Political conditions and regulatory framework

- Incentives to cruise companies in order to start homeport operations: there are few files on TIPC's website list out very clearly that different programs have different discount.
- Political stability: it is very stable compared to other Asia country in 2019, for example, Hong Kong, the Philippines and so on.
- National tourism policy: for cruise, I think central government is focus on increasing tourists from South East Asia.

9. City amenities

- Appropriate hotel infrastructure: because most of the international lines only stay few hours in Kaohsiung, so passengers don't have chance to stay in Kaohsiung. If they join fly-cruise, then there is a chance for them to stay, there are a lot of hotels near harbor, so it won't be a problem.
- Restaurants: Yancheng district is one of the oldest districts in Kaohsiung, and there are many local foods and creative snacks around the area.

- Tourist information points: There is one information point in the lobby in 2017, students from Wenzao University volunteer to help tourists, moreover, Kaohsiung government hand out brochures in different languages, Korean, Japanese, English and simplifies Chinese. Students may not be able to answer all the questions but at least they will get brochures. And after tourists leave, the official from Marine Bureau will ask you to hand in a report about the questions we encounter during volunteer so they can improve next time.

DISCUSSION AND CONCLUSION

To answer my research questions “How does government’s policies or politicians’ behavior influence cruise industry in Kaohsiung city?” and “How people satisfied with government policies or politicians’ policy to cruise industry in Kaohsiung city?”, the researcher used content analysis and observation at the Kaohsiung Port to find out the answers. First research question, the researcher thinks central government’s policy is way more influential than local government’s policy because Tourist Bureau has been giving out incentives to tourists in South East Asia to pay a visit, the mayor of the Kaohsiung city did put some efforts to build more attraction spots in Kaohsiung or more facilities, especially near the Kaohsiung Port area. Perhaps the behaviors and policies politicians in Kaohsiung had didn’t really had obvious changings on cruise industry, but those polices do help boost cruise industry in Kaohsiung. For my second research question, when the researcher volunteered and worked at the information center and checking lobby, the researcher had a lot of chances to observe how the processes were done whether were conducted by the ways those mayors were expecting like how they proposed some policy at the first time, and how passengers from cruise ships reacted to their proposals. The researcher thinks all the processes went smoothly like proposals when the researcher was there, but the biggest problem was there wasn’t enough space for many tourists at the same time. Nevertheless, it is good that in the end of the year the Kaohsiung Port Terminal will be finished in the end of 2020. The researcher believes Kaohsiung as homeport with the short lines will not bring a lot of economic benefits. Only if it is a homeport for lines that go one over 5 days and not only in Asia. If it is the start and the beginning of the line, the money of tourists spend on the transportation is already a lot. According to my observation, tourists from South East Asia love to go to shopping mall, they will have a lot of economic activities inside it. Most of the cruise staffs are south east Asians, although they seldom go shopping because they don’t have

long break time, but they have enough time to take taxi to buy “Boba milk tea” before the cruise leave again. Caucasians work on the cruise like to ride bikes when they get to a new city. I believe it is a good chance to promote bike related industries, such as Giant near Kaohsiung Port. Therefore, cruise staffs help the Kaohsiung harbor area’s GDP grows. Kaohsiung government should make it a hybrid port because not a lot of people are willing to take cruise for vacation in Kaohsiung, but the number is growing. Moreover, being a hybrid port can promote Kaohsiung Port itself and the status might go higher internationally.

With the increasing number of passengers taking cruise in Kaohsiung, more and more cruise companies are investing this market. Therefore, central government and Kaohsiung city government need to work together to put more efforts on promoting on cruise industry. However, after observation, the researcher think the most important part to keep the tourists numbers stable is that cruise companies and local government need to simplify the processing way of everything, for instance, use online checking, self-check in baggage, maybe it is hard to accomplish in recent years, the researcher is looking forward to seeing all this works could be done by machines in the future.

BIBLIOGRAPHY

Asia Cruise Cooperation. *CISION PR Newswire*.

<https://www.prnewswire.com/news-releases/asia-cruise-cooperation-formed-to-grow-asia-cruise-tourism-300236864.html> (accessed June 3, 2019).

Burkholz, Brea. *Business Wire*.

<https://www.businesswire.com/news/home/20190408005837/en/Asia-Cruise-Cooperation-Welcomes-Growth-Expansion-2019> (accessed June 3, 2019).

Lekakou, Maria and Pallis, Athanasios and Vaggelas. "IS THIS A HOME-PORT? AN ANALYSIS OF THE CRUISE INDUSTRY'S SELECTION CRITERIA." *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism* 4, no.4 (2009): 215-240.

Taiwan International Ports Corporation, TIPC,

<https://www.twport.com.tw/en/cp.aspx?n=063E7483A11B5FE0> (accessed July 21, 2019).

方雯玲。〈2019 台灣郵輪產業趨勢解析 國際郵輪產業欣欣向榮 台灣排名全球客源第 11〉。欣傳媒。民國 108 年 5 月 8 日
<https://solomo.xinmedia.com/globaltourismvision/165778> (讀取於民國 108 年 5 月 17 日)。

王峻祺、游太郎、王錦義。〈韓國瑜花蓮造勢 正式登記參加國民黨總統初選〉。自由時報。民國 108 年 6 月 8 日，
<https://news.ltn.com.tw/news/politics/breakingnews/2816278> (讀取於民國 108 年 6 月 13 日)。

江勁毅、黃明居、謝昌邑。〈基隆港區服務因素如何影響郵輪旅客滿意度〉。《運輸計劃季刊》第 44 卷第 4 期 (2014) : 401-429。

行政院。〈加強推動台灣郵輪產業化發展—掌握新商機 合作創新局〉。

<https://www.ey.gov.tw/Page/5A8A0CB5B41DA11E/f6cc2ca8-266d-42e9-a44d-2722b80d3cd6> (讀取於民國 108 年 5 月 21 日)。

宗邁建築師事務所。〈高雄港埠旅運中心〉。

<http://fca.com.tw/portfolio/%E9%AB%98%E9%9B%84%E6%B8%AF%E5%9F%A0%E7>

[%87%9F%E9%81%8B%E4%B8%AD%E5%BF%83/](#) (讀取於民國 108 年 5 月 21 日)。
哈瑪星台灣鐵道館，〈籌建過程〉。

[http://hamasen.khm.gov.tw/home03.aspx?ID=\\$2001&IDK=2&EXEC=D&DATA=2171](http://hamasen.khm.gov.tw/home03.aspx?ID=$2001&IDK=2&EXEC=D&DATA=2171)
(讀取於民國 108 年 4 月 21 日)。

殷佳寧、中國海洋大學 山東青島 266000。〈我國台灣地區郵輪產業發展研究〉。《現代商業》第 2016 卷第 12 期 (2016)：頁 70-71。

陳崑福。〈高雄廈門郵輪直航 郵輪客幸遇佛館博物館日〉。ETtoday 新聞雲。民國 108 年 5 月 15 日，<https://www.ettoday.net/news/20190515/1445223.htm> (讀取於民國 108 年 6 月 13 日)。

劉碧株。〈日治時期高雄港的港埠規劃與空間開發〉。《成大歷史學報》第 52 期 (2017)：頁 47-85。

蔡豐明、陳威能。〈探討臺灣港口發展國際郵輪母港之策略分析〉。《運輸計劃季刊》第 43 卷第 4 期 (2014)：411-428。

賴文萱。〈高雄新亮點！港埠旅運中心明年啟用，將有餐廳、1500 坪觀景平台〉，ETtoday 旅遊雲，民國 107 年 07 月 10 日，<https://travel.ettoday.net/article/1209841.htm> (讀取於民國 108 年 9 月 30 日)。