

摘 要

本論文以近年來兩岸開放交流下，台灣民航業者經營大陸民航市場之策略進行探討，焦點鎖定在當前的機隊規劃、投資領域、整合型態、兩岸業者 SWOT 分析，以及未來的前景。首先運用文獻回顧法，回顧兩岸民航業發展與兩岸民航交流歷程，進一步探討當代台灣民航業者對大陸市場之佈局，以及兩岸包機對台灣業者營運之影響。從中我們發現台灣民航業者有佈局大陸市場之急迫性，台灣市場的推力與大陸市場的拉力是關鍵。另一個重點是運用 SWOT 分析法探討台灣民航業面對大陸同業的優勢、劣勢、機會與挑戰，推導出台灣業者未來經營策略最重要的一點是有效整合外部資源，與大陸、其它國家以及台灣業者彼此之整合，台灣業者才能在大陸市場站穩一席之地。

Abstract

The Taiwanese civil aviation businesses' strategy of managing the market of mainland China following the open of cross-strait interaction in the recent years is researched for this paper. The research focuses on the schemes of planes groups, the fields of investments, the forms of intergrations of aviation businesses, the SWOT analysis of cross-strait businesses and the promises in the future. Firstly, I use the research method of reviewing the documents to review the development and interactive history of cross-strait civil aviation businesses, and to research the layout in mainland China and the impact of charter flights of them. It is found that Taiwanese businesses are urgent because of Taiwanese pull and Chinese push. Another key point is the research of Taiwanese businesses' strengths, weaknesses, opportunities and threats when confronting the Chinese businesses which points that Taiwanese must

integrate outer resources effectively, cooperate with Chinese, international and Taiwanese businesses with each other. By this way, Taiwanese just own an appropriate market space in mainland China.

