

區域貿易協定對台灣國際旅遊之影響

THE IMPACT OF REGIONAL TRADE AGREEMENTS ON TAIWAN'S INTERNATIONAL TOURISM

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摘要

區域貿易協定在近年被各國愈來愈重視，台灣鄰近國家，如日韓等國也逐漸加入許多大型區域貿易協定，反觀台灣所簽訂貿易或雙邊協定就相當稀缺，是否會造成國際旅遊上的負面影響？過往旅遊文獻多評估區域貿易協定平均效果，本文針對台灣 1995-2020 年 21 國或地區之 panel data 進行引力模型估計，探討貿易協定對台灣之影響。估計結果發現 USMCA 不論在台灣對會員國之間抑或會員國間對台灣，皆存在強烈之旅遊轉換效果，CEPA 則是成員國間對台灣具有旅遊創造效果。對於台灣旅遊淨效果而言，EU、AFTA、ANZCERTA 及 USMCA 對台灣具有淨旅遊轉換效果，意即上述區域貿易協定簽訂後會對台灣減少旅遊之關係，CEPA 則對台灣具有淨旅遊創造效果，可以使其增進對台灣旅遊。此外本文也發現，雙邊協定 CEPA 對台灣旅遊影響則有逐漸好轉之跡象，

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從旅遊轉換逐漸成為旅遊創造效果。然而，台灣雙邊協定部分（台紐、台新與 ECFA）則對台旅遊業較無明顯之推移效果。

關鍵字：引力模型、區域貿易協定、PPML、雙邊旅遊

ABSTRACT

Regional trade agreements have been paid more and more attention by various countries in recent years. Taiwan's neighboring countries, such as Japan and South Korea, have also gradually joined many large-scale regional trade agreements. On the other hand, the trade or bilateral agreements signed by Taiwan are quite scarce. Will it cause negative effects on international tourism? influences? Previous tourism literature mostly evaluated the average effect of regional trade agreements. This paper uses a gravity model to estimate the panel data of 21 countries or regions in Taiwan from 1995 to 2020, and explores the impact of trade agreements on Taiwan. The estimation results show that USMCA has a strong tourism diversion effect both between Taiwan and its member states and between member states on Taiwan, while CEPA has a tourism creation effect on Taiwan among its member states. Regarding the net tourism effects of Taiwan, the EU, AFTA, ANZCERTA and USMCA have a net tourism diversion effect on Taiwan, which means that after the signing of the above-mentioned regional trade agreements, the relationship between Taiwan's tourism will be reduced, and CEPA will have a net tourism creation effect on Taiwan, which can make it promote tourism to Taiwan. In addition, this paper also found that the impact of the bilateral agreement CEPA on Taiwan's tourism has gradually improved, from tourism diversion to tourism creation effect. However, Taiwan's bilateral agreements (Taiwan-New Zealand, Taiwan-Singapore, and ECFA) have little effect on Taiwan's tourism industry.

Keywords : Gravity Model, RTAs, PPML, Bilateral Tourism