

# 台灣九瓶保齡球運動發展策略之研究

2008 年 6 月

研究生：張泰榮

指導教授：蘇俊賢

## 摘 要

本研究主要目的為探討九瓶保齡球運動在台灣的發展，以及分析比較其與十瓶保齡球的差異，以掌握未來發展策略。本研究主要以田野調查法、文獻分析法與歷史回顧法，針對台灣九瓶保齡球運動的相關資料，加以收集、整理、分析、歸納後，將所得之研究結果進行總括性之詮釋，得以下結論：

- 一、十瓶保齡球運動在台灣推展上遇到瓶頸，反觀九瓶保齡球運動正準備開始推展。
- 二、九瓶保齡球的比賽公平性與經營經濟效益高於十瓶保齡球。
- 三、業者必須透過公平、公開的市場權衡機制，鞏固與發展獨特競爭能力的核心產品，輔以高品質的服務，建立市場並區隔定位。
- 四、除了提升保齡球運動環境外，更要有系統的規劃與制定相關的發展機制，並融入其它運動產業，增加運動人口數。

**關鍵詞：**九瓶保齡球、十瓶保齡球、發展策略

# The Development Strategies of Kegel Sports in Taiwan

June, 2008

Student: Tai-Jung Chang

Advisor: June-Hsien Su

## ABSTRACT

The purpose of this study was to investigate the development of the Kegel sports in Taiwan and the differences between tenpin bowling and Kegel sports via analysis and comparison to know the development trend of Kegel sports. The literature-analysis、historical research method and fieldwork research were applied to analyze and generalize the collected data completely. The results were as follows:

1. The development of tenpin bowling has met the bottleneck; however, the promotion of nine pin bowling is just about to start.
2. The fairness and economic benefits of ninepin bowling are somehow higher than these of tenpin bowling.
3. Bowling dealers must strengthen and develop distinctively competitive core products with high quality services to establish and to distinguish market orientation by evenhanded and unhidden weighting mechanism.
4. Besides improving the environment of bowling, working out well organized and defined mechanisms to propagate this sport is necessary; in order to increase the sport population of it, mergence of bowling and other sport industries may be considered.

**Key words** : tenpin bowling, Kegel sports, development strategy