

## Heritage Tourism Balance between Historic Culture and Marketing Innovation: The Case Study of Taiwan

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**Abstract :** This paper explores the A Li Shan hotel of Taiwan during the Japanese occupation period, after over a hundred years of time, it has been handed over to the hotel managing enterprise to retain the historic building and the culture. Applying the innovative marketing strategies, coordinate the local government traveling policy then combined local tea agriculture and forestry specialty integrated marketing, to create the special hotel located in the Alishan National Scenic Area with the characteristics of landscape, innovative marketing and history, to attract domestic tourism and visitors around the world. This study interview the hotel owner, managers, employees and guests, in addition to collected message feedback from reservation website, to apply Ambidexterity Marketing Theory and Resource Base Theory to analyze the main impact factors. The conclusion showed that the integration of several key factors and make good use of resource strength generate heterogeneous product characteristics to attracting wider range of visitors.

**Keywords :** heritage tourism, historic hotel, marketing ambidexterity, resource base theory

**Conference Title :** ICHT 2018 : International Conference on Heritage Tourism

**Conference Location :** Amsterdam, Netherlands

**Conference Dates :** May 10-11, 2018