

Fuzzy Delphi Method Applied in Establishing Evaluation Criteria for Place Marketing

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Abstract

With rapid social and environmental changes and fast information exchanges due to science and technology advancement, gradually local sustainable development is affected significantly by globalize competition. Hence, how to manifest self inherent values of the place, obtain competitiveness for future development, and then create attractiveness for outsiders and market local image have become important issues for regional development. However, it is known that there exist many complex influential factors during the process for exploring the concept of place marketing. In order to clarify and establish critical evaluation criteria to be adopted in practical development, this paper first reviews relative research and literature to generalize four aspects: environmental resources, social humanities, industrial activities and local infrastructure. Under the four aspects, there are 35 possible impact factors. Then, fuzzy Delphi method (FDM) is applied to integrate expert group's opinions and to extract 15 explicit criteria for evaluation. The results not only provide a foundation for related follow-up research, but also can be used as guidance for modeling a practical development project selection framework in the future.

Keyword : fuzzy Delphi method (FDM); regeneration and revitalization; place marketing; evaluation criteria