

新竹地區發展會議展覽產業所需具備之條件評估

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摘要

Hsinchu located in geographic convenient, but most of the meetings and exhibitions are holding in Taipei, Kaohsiung, so this study is investigate the Hsinchu City with the development of MICE industry (Meetings, Incentives, Conventions and Exhibitions) conditions. Two rounds of expert reviews were administered and 16 out 23 elements which were selected from the literature review were determined to form a questionnaire. AHP techniques were employed to determine the weight of the elements and its importance in developing a MICE industry. Due to several advantages such as the geographical location, highly service level, high-tech industries, and available resources in Hsinchu shows potential for the development of convention and exhibition industries.

關鍵字：AHP(Analytic Hierarchy Process), MICE Industry