

A Performance Evaluation Model for International Tourist Hotels in Taiwan-  
An Application of the Relational Network DEA

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Abstract

This research utilizes relational network data envelopment analysis to construct a model to analyze the efficiency and effectiveness of international tourist hotels (ITHs) in Taiwan. The different production processes within the hotel are evaluated, as well as the relationships between efficiency, effectiveness, and overall performance. Finally, based on the results, we recommend ways of enhancing the overall performance of the hotel industry in Taiwan.

Keyword : International tourist hotels (ITHs); Efficiency; Effectiveness; Relational network data envelopment analysis (relational network DEA)