

An Efficiency and Effectiveness Model for International Tourist Hotels in
Taiwan

謝玲芬, 王麗幸, 黃羿綦, 陳奕璇

Hospitality Management

Tourism

doris@chu.edu.tw

Abstract

Taiwan's economic growth has improved the quality of life and raised the standard of the tourism industry in Taiwan. This paper selects one tourism-related industry, the hotel industry, to assess how international tourist hotels operate their business by applying Data Envelopment Analysis (DEA) to measure their operational efficiency and effectiveness. By using the DEA model to assess the results of the relative efficiency and effectiveness of hotels to improve their operations, the paper also aims a group of the benchmark to rank the hotels by applying the VIKOR method combined with entropy weight among the criteria.

Keyword : Relative Efficiency, Relative Effectiveness, Data Envelope Analysis, Entropy Weight, VIKOR