Integrating DEMATEL and ANP BOCR method to develop the critical success factors for independent travel of mainland tourists

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Abstract

Taiwan Government offers the opportunities' for China-Traveling people sightseeing individually to Taiwan from July 18, 2008; which obvious that the people on the both side exchange the tourism become very often. We can see from the numbers of China-Traveling people come to Taiwan for sightseeing; also Taiwan becomes the first target of tourism choice for mainland China tourists. This paper aimed independent travel of mainland tourists to develop the critical success factors in order to create market strategy for travel agencies also Taiwan government. According to the paper reviews and tourist's experts' commands, we got the hierarchy structure of the B.O.C.R. model by literature review and experts supported. In order to make sure the relations between criteria in this special case, the Decision Making and Trail Evaluation Laboratory (DEMATEL) method is applied in for the solution. Therefore, we integrate DEMATEL and ANP method at BOCR model to get the weights for all the dimensions and criteria. Expect the decision mode can help to create new demands for the tourism market of China-Traveling people visiting Taiwan for individual travel.

Keyword：Traveling Motivation, traveling Images, travelers' Satisfactions, Analytic Network Process (ANP), Decision Making and Trial Evaluation Laboratory (DEMATEL), Benefit, Opportunity, Cost, Risk (B.O.C.R.) Model